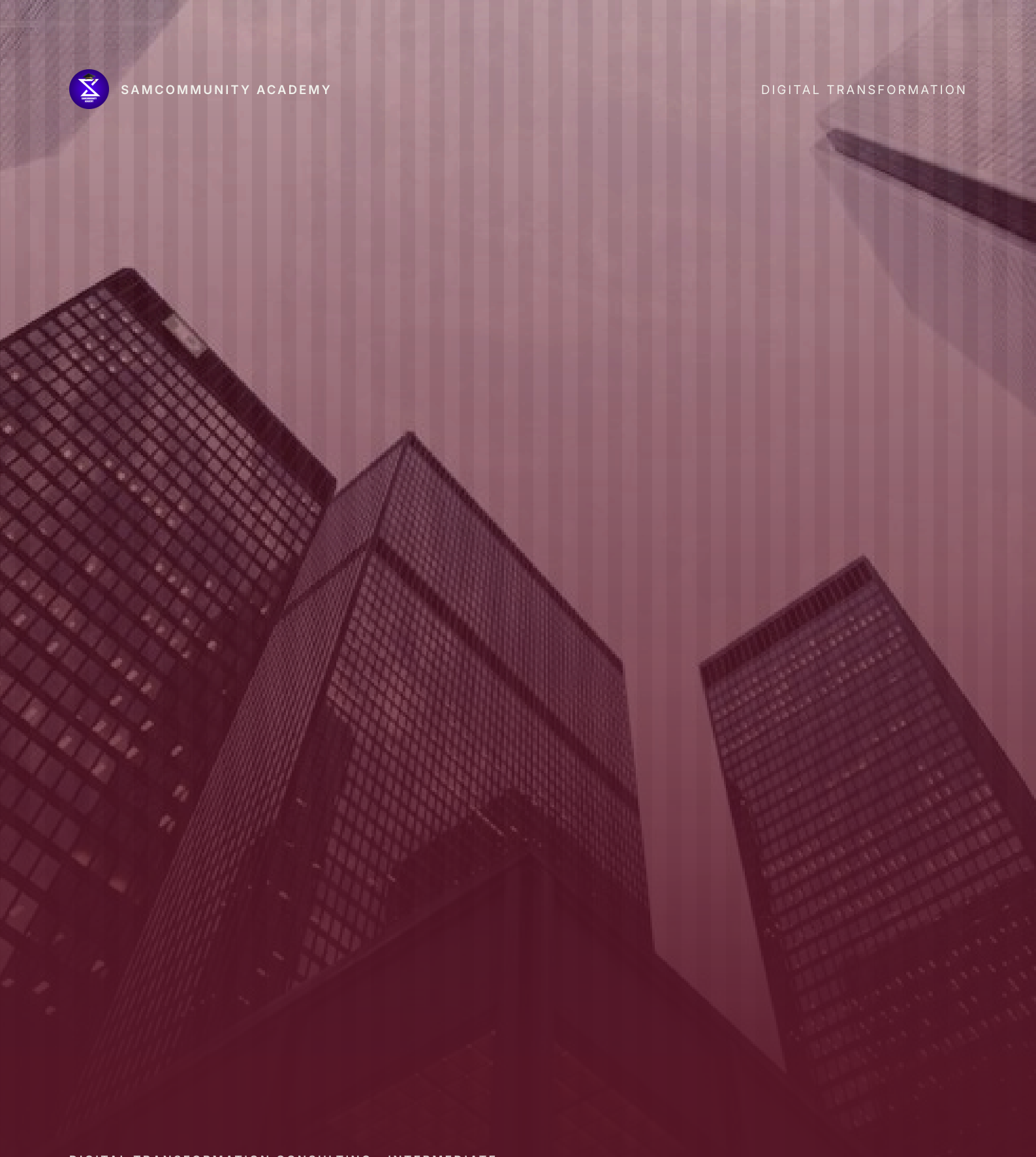


DIGITAL TRANSFORMATION CONSULTING · INTERMEDIATE

Enterprise Digital Strategy

Strategy for a digital enterprise.

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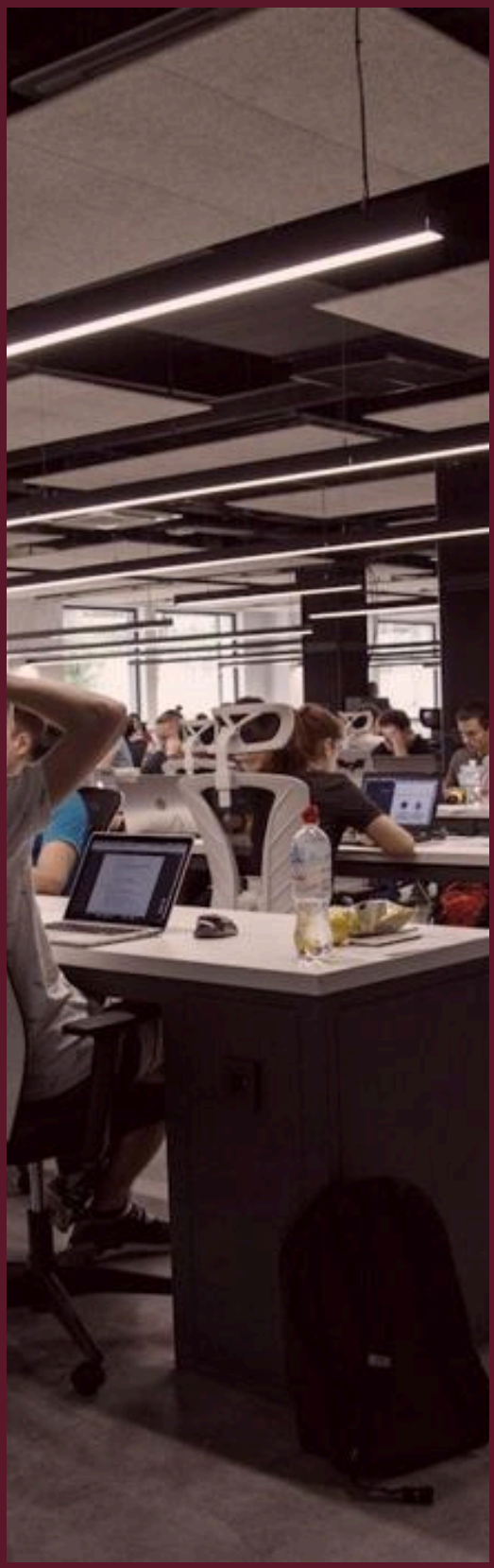
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LEVEL	Intermediate
DURATION	32 Hours
MODULES	7
CERTIFICATE	SAM-EDS

Why this program

Build a digital strategy aligned with business goals, capabilities and investment.

Digital investments deliver value only when they are tied to clear business goals, capabilities and priorities. This intermediate program teaches a structured approach to building enterprise digital strategy, from maturity assessment and vision setting to capability planning, portfolio prioritisation, investment cases and roadmaps, using proven strategy frameworks and realistic case studies.



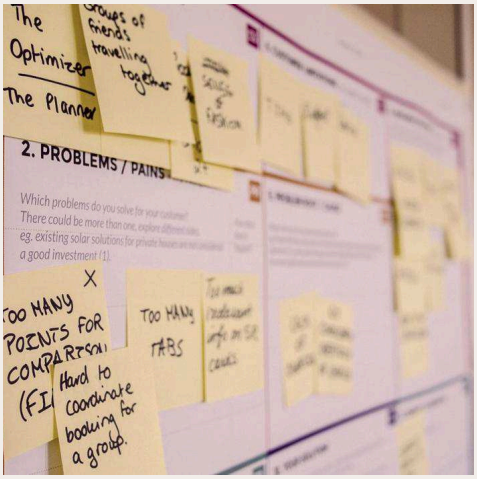
32 hours of compact, practical sessions

7 focused modules, built around real work

3 projects plus a capstone presentation



Who this program is for



01

Non-technical leaders

Digital awareness and literacy workshops

02

Strategy & operations teams

Enterprise digital strategy, RPA

03

Transformation leads

AI-led transformation, data-driven org

04

CxOs

Digital transformation leadership

PREREQUISITES

- Experience in management, strategy or IT roles
- Basic understanding of business operations and finance
- Familiarity with digital technologies at a concept level

DESIGNED FOR

- Digital Strategy Manager
- Strategy and Transformation Consultant
- IT Strategy Lead
- Business Architect
- Programme Manager

What you'll be able to do.

01 Assess digital maturity across key organisational dimensions

02 Define a digital vision aligned with business strategy

03 Map business capabilities and identify critical gaps

04 Prioritise initiatives using value, risk and effort criteria

05 Build investment cases with benefits and success metrics

06 Develop a phased digital strategy roadmap with governance

How the program works

Strategy Foundations for Digital

Business strategy and digital alignment, Digital business models, Platform and ecosystem thinking, Competitive landscape analysis.

Digital Maturity Assessment

Maturity model dimensions, Assessment methods and surveys, Stakeholder interviews, Benchmarking current state.

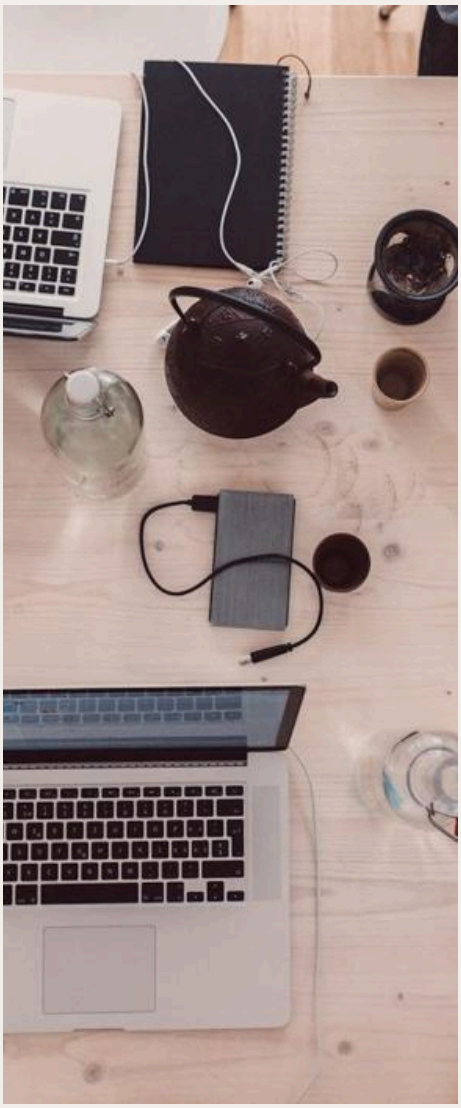
Vision, Goals and Objectives

Crafting a digital vision, Strategic themes and pillars, OKRs for digital strategy, Customer and employee outcomes.

Capability Mapping and Architecture

Business capability maps, Enterprise architecture basics, Technology and data platforms, Operating model implications.

01 · Strategy Foundations for Digital	4 hrs
02 · Digital Maturity Assessment	4 hrs
03 · Vision, Goals and Objectives	4 hrs
04 · Capability Mapping and Architecture	6 hrs
05 · Portfolio Prioritisation and Investment	6 hrs
06 · Roadmapping and Governance	4 hrs
07 · Communicating and Executing Strategy	4 hrs
★ Capstone · Enterprise Digital Strategy Plan	



The curriculum

MODULES 01–03

01 Strategy Foundations for Digital

4 HOURS

Practical: Analyse a company's business model and identify digital disruption risks.

- Business strategy and digital alignment
- Digital business models
- Platform and ecosystem thinking
- Competitive landscape analysis
- Strategy frameworks overview

02 Digital Maturity Assessment

4 HOURS

Practical: Conduct a digital maturity assessment for a case-study organisation.

- Maturity model dimensions
- Assessment methods and surveys
- Stakeholder interviews
- Benchmarking current state
- Identifying maturity gaps

03 Vision, Goals and Objectives

4 HOURS

Practical: Write a digital vision statement and supporting OKRs for a case.

- Crafting a digital vision
- Strategic themes and pillars
- OKRs for digital strategy
- Customer and employee outcomes
- Balancing ambition and feasibility



Curriculum, continued

MODULES 04–05

04 Capability Mapping and Architecture

6 HOURS

Practical: Create a capability heat map highlighting investment priorities.

- Business capability maps
- Enterprise architecture basics
- Technology and data platforms
- Operating model implications
- Build, buy or partner decisions

05 Portfolio Prioritisation and Investment

6 HOURS

Practical: Score and prioritise a portfolio of ten candidate digital initiatives.

- Initiative intake and evaluation
- Value, risk and effort scoring
- Business case structure
- Benefits realisation planning
- Funding models for digital



Curriculum, continued

MODULES 06–07

06 Roadmapping and Governance

4 HOURS

Practical: Build a three-horizon roadmap with milestones and dependencies.

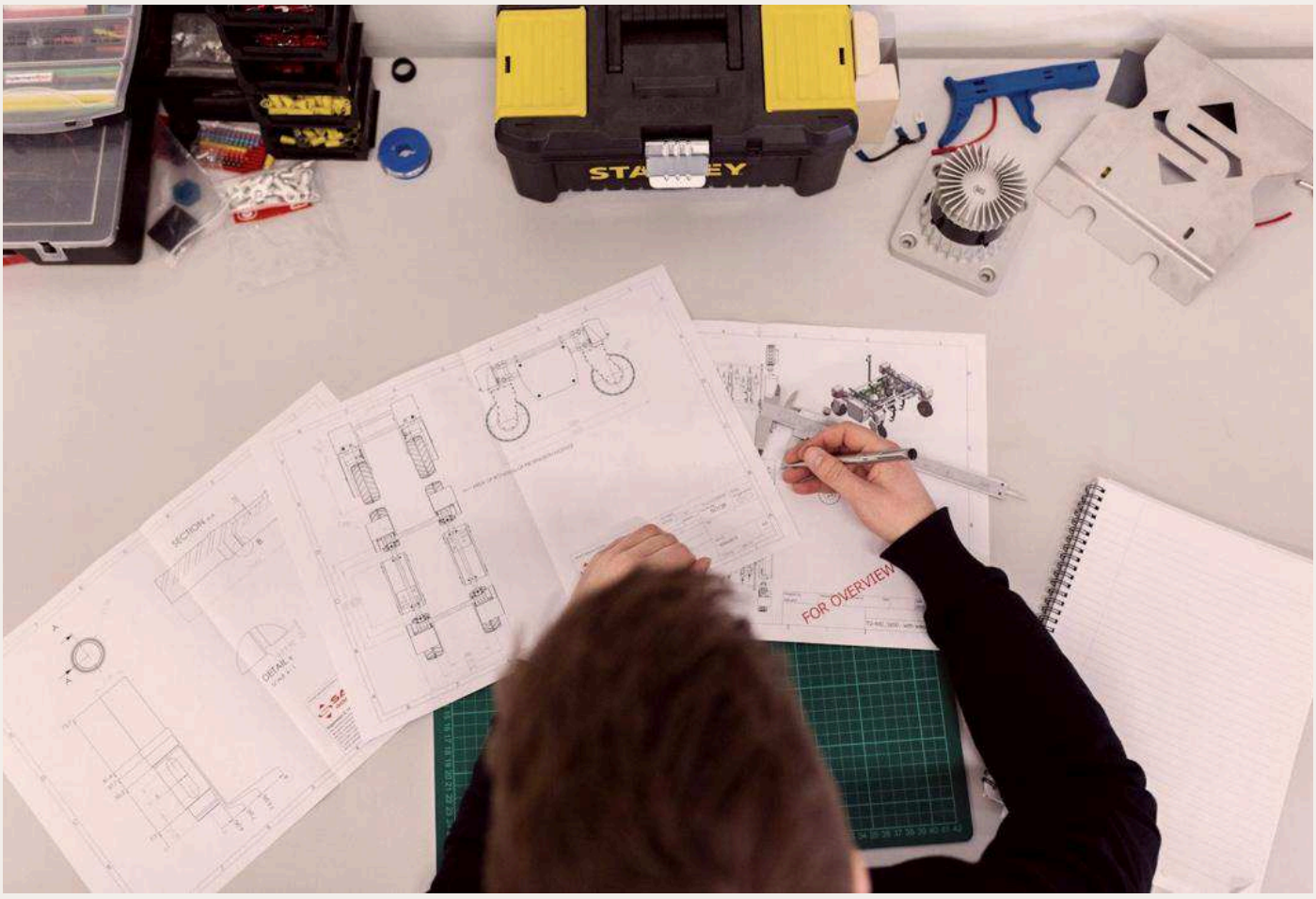
- Phased roadmap design
- Dependencies and sequencing
- Governance structures and cadence
- KPIs and strategy reviews
- Risk management for strategy delivery

07 Communicating and Executing Strategy

4 HOURS

Practical: Present a five-minute strategy pitch and incorporate peer feedback.

- Executive storytelling
- Stakeholder alignment techniques
- Change management considerations
- Adapting strategy over time
- Linking strategy to budgets



What you'll focus on.

OKR	01
Strategy Foundations for Digital	02
Digital Maturity Assessment	03
Vision, Goals and Objectives	04
Capability Mapping and Architecture	05



Projects & capstone

01

Maturity Assessment Report

Assess a case-study organisation's digital maturity and summarise its strengths, gaps and priority improvement areas in an executive-ready report.

02

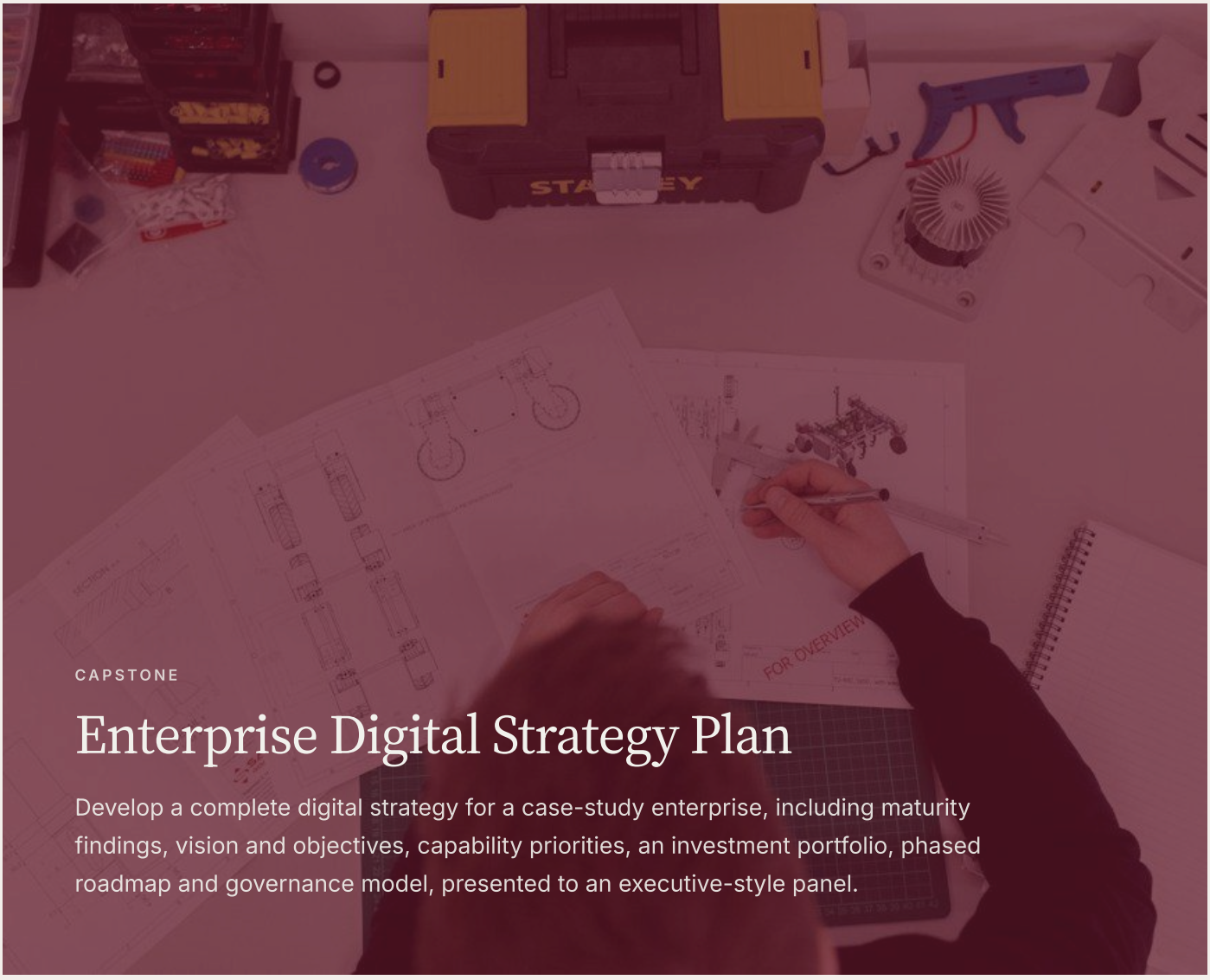
Capability Heat Map

Map business capabilities for a sample enterprise and identify where digital investment adds most value.

03

Initiative Business Case

Develop a business case for one digital initiative including costs, benefits, risks and success metrics.



CAPSTONE

Enterprise Digital Strategy Plan

Develop a complete digital strategy for a case-study enterprise, including maturity findings, vision and objectives, capability priorities, an investment portfolio, phased roadmap and governance model, presented to an executive-style panel.

CERTIFICATION

SAM-EDS

Awarded on successful completion of the program assessments.

- MCQ assessments
- Practical lab evaluation
- Project & capstone review
- Final presentation

HOW YOU LEARN · THE SAM LEARNING FRAMEWORK™

01 Scenario

Real-world attack and use-case scenarios open every module.

02 Apply

Hands-on lab work, CTF challenges and live projects.

03 Master

Assessment, peer review and certification prep.

04 Mentor

Post-program career guidance and support.



Delivery: Instructor-Led (ILT) · Virtual Instructor-Led · Self-Paced Online · E-Learning Licensing · Blended Learning · Corporate Onsite

Where this program fits

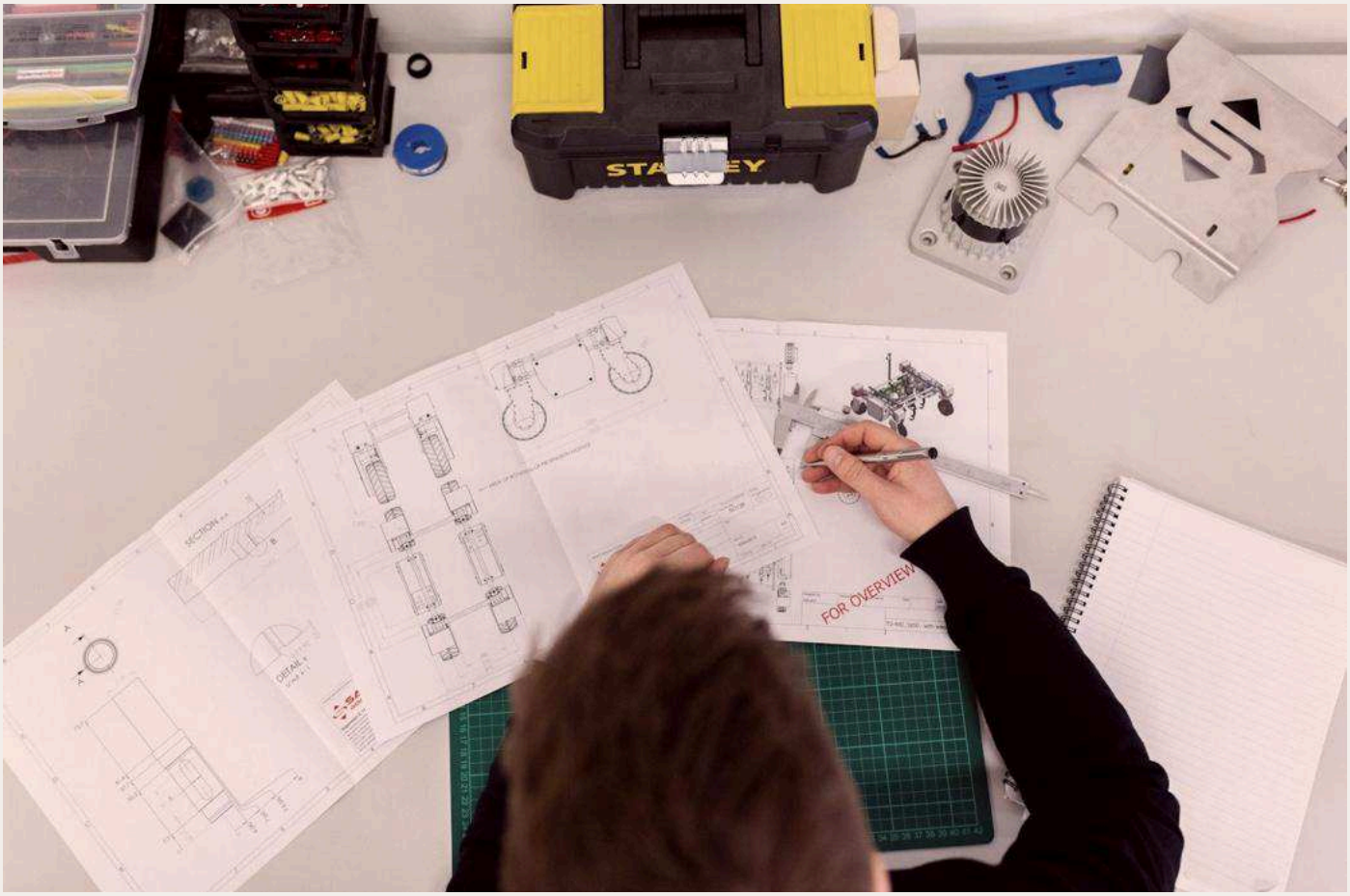
Foundation	**Intermediate**	Advanced	Expert
2 programs	You are here	3 programs	1 programs

BEFORE THIS

Digital Transformation Awareness Workshop	8 Hours
Digital Literacy for Non-Technical Leaders	16 Hours

UP NEXT

AI-Led Digital Transformation Program	80Hours
Data-Driven Organization Building	56 Hours
Customer Experience Transformation	40 Hours



Questions, answered

Do I need prior experience to join?

Some experience in management, strategy, IT or operations roles is recommended. You do not need deep technical skills, but familiarity with how organisations plan, budget and run projects will help you apply the frameworks effectively.

How is the program delivered and scheduled?

The 32 hours program is instructor-led and delivered live virtual or blended, combining concept sessions, demonstrations and guided hands-on work. Batch timings and session frequency are confirmed with the academy team at enrollment.

Will I receive a certificate?

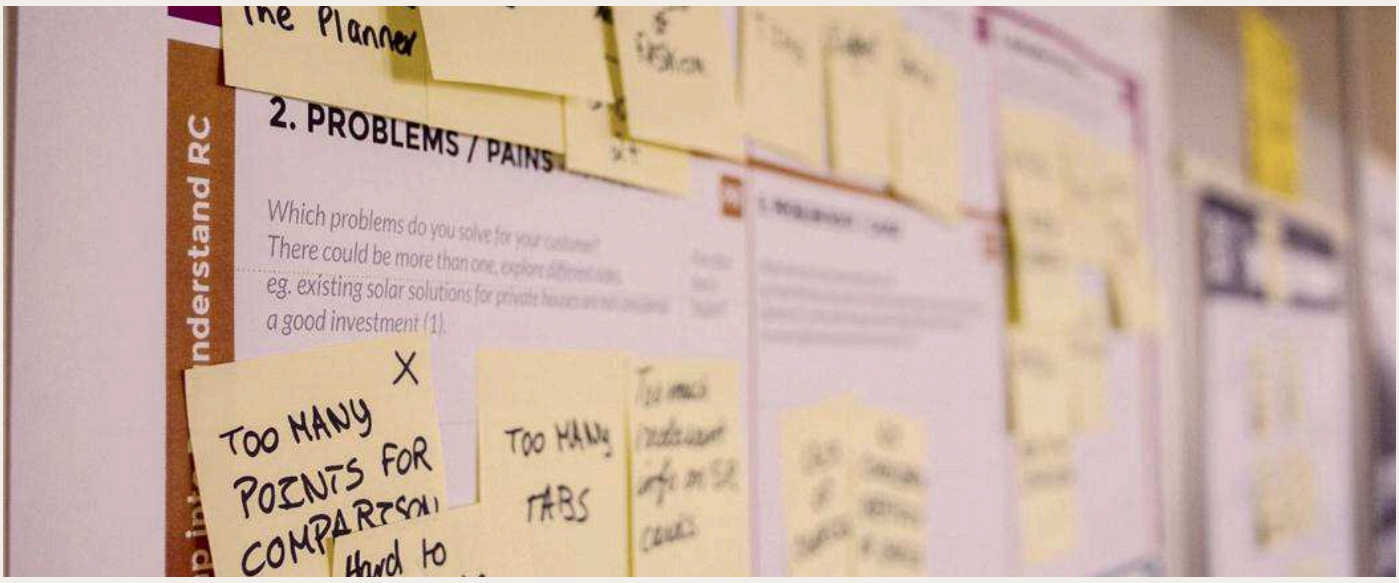
Yes. Participants who attend the required sessions and pass the program assessments, including practical tasks and a capstone review, receive the Samcommunity Academy SAM-EDS certificate for Enterprise Digital Strategy.

What labs and tools will I have access to?

Exercises use case studies, strategy templates, workshops and collaborative whiteboard tools rather than technical labs. All frameworks, templates and worksheets used in the program are shared with participants.

Is career support provided?

Yes. You receive guidance on building a portfolio from your projects, presenting skills on your resume and preparing for interviews. Career support helps you present yourself well, but job placement, interviews and salaries are not guaranteed.





SAMCOMMUNITY ACADEMY

CONTACT

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