DIGITAL GROWTH & TRANSFORMATION STRATEGY

ICMA COE
Centre of Excellence



JULY 22, 2026

MOVENPICK HOTEL, KARACHI

COURSE OBJECTIVES

This course helps participants to:

- *Assess organizational digital maturity and readiness for transformation*
- *Design digital growth strategies aligned with business objectives*
- *Identify opportunities for innovation, automation, and digital value creation*
- *Develop customer-centric transformation initiatives using data and analytics*
- *Lead organizational change and foster a culture of innovation and agility*
- *Develop an actionable digital transformation roadmap for their organization*
- *Improve decision-making through data-driven insights and automated reporting systems*

WHO SHOULD ATTEND

- *C-Level Executives*
- *Chief Digital Officers (CDOs)*
- *Strategy and Transformation Leaders*
- *Banking & Financial Services Professionals*
- *IT Leaders / Managers*
- *Senior Managers*
- *Business Development Professionals*
- *Entrepreneurs and Business Owners*

DURATION

1 Day – 8 Learning Hours

INVESTMENT AMOUNT

Investment Fee : *PKR 35,000*

* Individual & Group Discounts Available
* Participants are required to bring their own Laptop for the Session

CONTACT US

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https://shorturl.at/xfS8p

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COURSE CONTENTS

MODULE 1: UNDERSTANDING DIGITAL TRANSFORMATION & MARKET DISRUPTION

- Understanding digital disruption and emerging market trends
- Assessing organizational digital maturity and readiness
- Identifying drivers of digital transformation
- Developing a future-ready business mindset
- Creating a culture of innovation and adaptability

MODULE 2: DESIGNING A DIGITAL GROWTH STRATEGY

- Digital strategy development and execution
- Platform-based business models
- Subscription and ecosystem-driven growth models
- Digital value creation and revenue diversification
- Strategic prioritization and investment planning

MODULE 3: CUSTOMER-CENTRIC TRANSFORMATION & AUTOMATED ANALYTICS

- Customer journey transformation
- Omnichannel engagement strategies
- Data-driven decision-making frameworks
- Customer analytics and personalization
- Predictive analytics and business intelligence

MODULE 4: LEADING CHANGE & EXECUTING TRANSFORMATION

- Digital leadership and transformation governance
- Managing organizational resistance
- Stakeholder engagement and communication
- Agile team structures and collaboration
- Transformation execution frameworks

MODULE 5: MEASURING ROI & BUILDING YOUR TRANSFORMATION ROADMAP

- Defining digital transformation success metrics
- Measuring return on investment (ROI)
- Performance monitoring and reporting
- Financial and operational KPIs
- Roadmap development and implementation planning

Delivery Methodology:

- 30% Strategic Frameworks and Executive Insights
- 70% Interactive Labs, Simulations, Group Exercises, and Case Studies

TRAINER'S PROFILE



Shehzad Dhedhi

FCA | Senior CFO - Personal Branding Authority
Founder – CFO Club Pakistan & UK

Shehzad Dhedhi is a globally connected finance leader and a passionate advocate of executive personal branding, with a proven track record of empowering professionals to elevate their visibility, influence, and leadership impact. A Fellow Chartered Accountant (FCA) with over two decades of rich, cross-sector experience, he has worked in senior finance roles across Pakistan, Singapore, and the Middle East.

A Fellow Chartered Accountant (FCA), Shehzad has held senior leadership positions with renowned international institutions, including Credit Suisse and Habib Bank Limited in Singapore. He also gained valuable experience with PricewaterhouseCoopers (PwC), strengthening his expertise in financial management, governance frameworks, and regulatory environments.

Founder of CFO Club and one of the most followed Pakistani accountants on LinkedIn, widely recognized for thought leadership at the intersection of finance, technology, and the future of the accounting profession.

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INVESTMENT AMOUNT & DISCOUNTS

Investment Fee : PKR 35,000

Early Bird Discount - I	Early Bird Discount - II	Group Discounts	Corporate Partner Discount
10%	5%	15%	25%
Valid till July 10,2026	**Valid till July 16,2026**	**Valid till July 20,2026**	**Valid till July 20,2026**

Notes:

1) Tax will be applied to the invoice

2) Training fee includes : handouts, certificates of participation

Last Date Of Registration: July 20, 2026

SCAN TO REGISTER

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With Best Regards,
Sumreen Noman Ansari
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