

Digital Culture : Becoming an Ambassador

Duration: 0,5 day

Audience: Gestionnaire

Who is this training for?

Managers and professionals

Training objectives

- Understanding the framework of a cultural transformation in the digital age
- Identifying its starting point
- Identifying the key skills and abilities to be developed

Summary

In the digital age, both private companies and public organizations must continually adapt to an increasingly complex environment where technological innovations are accelerating. To confidently navigate through these changes, it is paramount for organizations to promote and support the adoption of a digital culture. This transition is not without its challenges and requires a collective commitment at all levels of the organization to make it happen. This training aims to provide a better understanding of the context and importance of the movement towards a digital culture. It will also allow you to identify benchmarks and actions as well as equip yourself with the necessary tools to become a true ambassador of digital culture within your organization.

Course outline

- Define what characterizes a digital culture
- Understand the impact of digital technology on individuals, teams and the organization
- Identify the challenges related to a cultural transformation
- Explore the levers and practices that promote the emergence of digital culture
- Distinguish the key behaviors and skills that contribute to promoting digital culture
- Identify my role and concrete actions to contribute to the promotion of digital culture within the my team and the organization

Approach and methodology

The training is based on an interactive and reflective approach, allowing participants to better understand the challenges of digital culture from their organizational reality. It combines diagnostics, exchanges and practical workshops, in order to move from understanding concepts to concrete actions as an ambassador for change. The facilitator acts as a facilitator, helping participants to identify their role of influence and to activate levers that promote the adoption of a digital culture.

Recommendations

- Have minimal exposure to digital tools or issues (collaboration, transformation, digital tools)
- Be interested in actively contributing to change in your organization