



BUSINESS
CONSULTANTS
COUNCIL



CMC - GLOBAL

CERTIFIED DIGITAL TRANSFORMATION EXPERT - CDTE©

INTRODUCTION

Certified Digital Transformation – CDTE© will give the consultants all the necessary knowledge and tools for the opportunity to lead the digital transformation process of companies and the business community overall in Kosovo.

This certification validates an individual's expertise in Digital Transformation practices, in a **strategic way**.

The program's first phase includes the Training Phase, consisting of 3 days of lectures and assignments/ including 4 modules – **Certified Digital Transformation Expert**.

You should calculate to spend 5 hours each day, being part of the lectures, assignments, and group work.

KEY FACTS

- ✓ Certified Digital Transformation Expert – CDTE© is a certification recognized globally by ISO 17024:2012 conformed CMC Global
- ✓ The certificate is issued with an ISO code recognized in more than 60 countries worldwide
- ✓ Lecturers and Hearing Committee members of the program are Certified Digital Transformation Experts. The content control and quality assurance of the concept transfer will be done by BCC

MODULE 1: PRODUCT AND SERVICE DEVELOPMENT & BUSINESS MODEL AND PROCESS INNOVATION

***Introduction of the Program and Opening Keynote: Digital Transformation and Certified Digital Transformation Expert**

***Product and Service Development**

***Business Model Innovation**

***Process Innovation**

***The shopping cart project - group development; facilitator's rules; case study**

***Co-Evolution, case study**

***Design for Environment**



MODULE 2: DESIGN THINKING

***Basics of Design Thinking**

***Design Thinking Process (including group work based on case studies)**

***Product & Service Design Process, 5 whys, Stage-Gate®**

***Foresight & Back casting & What if's?**

***Generative AI in Design Process**

***Pirate Thinking theory & examples**

***Work on case studies**

MODULE 3: ROLE OF CONSULTANT IN DIGITALIZATION PROCESS & CREATIVITY TECHNIQUES

***Creativity Techniques – A quick overview and some tools,
Agile Development and Rules for Strategic Development**

***The role of CDTE Consultant – Expert Analysis, Strategy Development, Do's and Don't
in Digital Transformation Consultancy**

***The consulting process of the Certified Digital Transformation Expert
(CDTE) – Expert Analysis, Strategy Development and Further Consultancy**



MODULE 4: PERSONA & EMPATHY MAP AND CUSTOMER JOURNEY

- *Persona Development & Empathy Map

- *Definition of Strategic Goals

- *Roadmap Development

- *Theory Session and Touchpoints

- *Customer Journey

- *Digital Transformation Expert's Toolbox

- *Theory Session and SWOT Analysis

- *Case study: Speed Boat

- *Product Tree



PROCEDURES AND CERTIFICATION REQUIREMENTS

CERTIFIED DIGITAL TRANSFORMATION EXPERT - CDTE©

- ✓ 3 Case studies from the consulting / working experience, not older than 3 years, from the specific field of specialization. One of these case studies will be presented in front of the Hearing Commission. Candidates should possess fluency in English language and be able to present their documentation during the certification hearing process.
- ✓ Curriculum Vitae (CV) highlighting the experiences, skills and abilities in the field of Digital Transformation and ICT related experiences
- ✓ Filled-out Application Form
- ✓ Filled-out Code of Ethics

REGISTRATION REQUIREMENTS

CERTIFIED DIGITAL TRANSFORMATION EXPERT - CDTE©

- ✓ High Proficiency in English language skills
- ✓ Curriculum Vitae (CV) highlighting the experiences, skills and abilities in the field of Digital Transformation and ICT related experiences
- ✓ Filled-out Application Form
- ✓ 5 years (part-time) or 3 years (full-time) experience in the field of Digital Transformation

CERTIFICATION PROCEDURES

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The Certification follows a two-step process:

Step 1: Examination of the formal eligibility criteria
(Certification documents to be submitted in writing)

Step 2: Expert discussion in front of the Commission

Each participant must prepare 3 examples from his consulting/work experience not older than 3 years in his field of expertise and present one of them at the certification hearing.

The certified person receives the Certificate after successful completion of the procedure as well as the right to use this Certificate as a Person for a period of 3 years.

Re-certification after 3 years.