



# **training** **datasheets**

# digital maturity & transformation fundamentals

(Course code - ODF-2101)

An introductory course describing digital transformation and maturity, its importance and key drivers.

Get an introduction to TM Forum's perspective on digital maturity and transformation why it is important and how to get the organization's digital transformation started and / or accelerate its progress.

Use industry best practices and TM Forum models, guidelines and blueprints, learn the concepts of being digital, digital maturity and transformation, understand the background on what is driving these changes and get practical guidance on how to plan and execute programs that will help drive your organization's digital transformation.

While senior management often initiates and drives digital maturity and transformation within an organization, the responsibility for implementation often lies with every employee. The success of the transformation relies on their ability to understand, internalize and apply these ideas while clearly understanding what digital maturity and transformation means to their job, their company and their industry. The course explains how to introduce, approach and manage digital transformation by leveraging TM Forum's digital transformation toolbox including the Open Digital Framework and the Digital Maturity Model (DMM).

## skills path:

This course is on the following skill path:

- Digital transformation skill path

Find out more [here](#).

**Format:** Onsite | online | virtual

**Level:** Foundation

**Duration:** 1 day

**Prerequisites:** None

## who should attend?

- All staff directly or indirectly involved in delivering a digital transformation effort.
- Anyone involved in a digital transformation implementation project who is unsure of where to start or what to do next.
- An organization's senior executives and its Board of Directors.
- An organization's digital transformation team and department heads accountable for delivering the necessary change.
- Managers and other senior personnel who want to measure their digital maturity and implement a digital transformation program across their organization to achieve improved customer satisfaction and profitability.
- Consultancy or System Integrator (SI) teams working on a client's transformation project.

## what will you learn?

- Understand how the TM Forum Digital Maturity Model relates to the digital transformation journey
- Understand Digital Maturity assessment tooling and how it relates to Open Digital Framework (ODF)
- Learn the Digital Maturity Model dimensions & structure
- Understand the DMM assessment calculation mechanism and deliverables
- Understand the TM Forum Digital Maturity assessment project scoping and approach
- Understand the TM Forum Digital Maturity assessment project transition steps toward the digital transformation journey

## what to take next?

Digital Maturity Model (DMM) Practitioner Course  
ODF-3201

## course certification:

A course attendance certificate is issued on satisfactory completion of the course. There is a knowledge certification exam also associated with the course material. Passing this exam counts towards the TM Forum Digital Transformation skill path. Find out more [here](#).

## course syllabus

### MODULE 1

**Digital transformation journey context, drivers & tools**

### MODULE 2

**TM Forum's Digital Maturity Model (DMM) introduction**

### MODULE 3

**TM Forum's Digital Maturity Model (DMM) structure**

### MODULE 4

**Project options for running a DMM assessment**

### MODULE 5

**DMM key metrics**

### MODULE 6

**The Digital Maturity Model and digital transformation project**

### MODULE 7

**Reviewing the outputs of the DMM assessment**

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**The course is augmented by instructor-led class discussion**

**DMM**

# digital maturity model practitioners' course

(Course code - ODF-3201)

The importance of having the right transformation team and approach to driving your digital transformation.

This interactive training course provides TM Forum's perspective on how to more effectively approach digital transformation by leveraging the TM Forum Digital Maturity Model (DMM). The objective is to prepare transformation facilitators who are involved in the implementation of digital transformation programs.

TM Forum's DMM assessment tool helps answer the most frequently posed questions on the common challenges of improving and transforming organizations digitally for optimal business success. It also provides guidance to find pragmatic solutions to those challenges where answers and direction aren't clear.

This training course introduces a range of tools and approaches for helping practitioners drive transformation from the perspective of customer centricity and business results. It shows how to gain a clearer understanding of your organization's current digital capabilities (e.g. its "As Is" state), the importance of those capabilities to your organization and how to define a roadmap of realistic targets for attaining the desired "To Be" digital transformation state.

## what will you learn?

Exclusive to TM Forum training, you will learn about ways to measure digital maturity and transformation team preferences using our industry-developed and partner network best practices:

- TM Forum Digital Maturity Model

### And how to:

- Navigate the TM Forum DMM and understand its structure and content

Our expert trainer will present practical advice on how to plan and execute programs that will help drive your transformation, with a focus on achieving improved customer satisfaction, increased revenues and reduced costs.

**Format:** Online | onsite

**Level:** Practitioner

**Duration:** 1 day

**Prerequisites:** Digital Maturity & Transformation Fundamentals ODF-2101 is recommended

## who should attend?

**This practitioner level course is suitable for:**

- An organization's digital transformation team and department heads accountable for delivering the necessary change
- People who understand the customers of the organization and their needs including customer facing staff, product managers, marketing, sales, CSR, billing, retail, IT, web designers, procurement and commercial contracts people.
- Managers and other senior personnel who want to measure their digital maturity and implement a digital transformation program across their organization to achieve improved customer satisfaction and profitability.
- Consultancy or SI teams working on a client's transformation project.

## what will you learn?

- Navigate the TM Forum DMM and understand its structure and content
- Structure your digital maturity & transformation project within your organization
- Identify owners and participants for the survey effort
- Implement the process for undertaking a TM Forum DMM Assessment within your own or client organization
- Apply the TM Forum's DMM in your own or client organizations to baseline their current digital capabilities in each of the 6 key dimensions
- Determine the importance of these capabilities in underpinning the business success of the organization
- Understand the results, analyze and implement the survey output data
- Engage with your stakeholders and position your digital transformation program
- Set an agreed "To Be" future state target for each of the digital capabilities
- Move from a siloed transformation approach to one which is more holistic
- Ensure you are setting up for transformation and business success through understanding how individually and collectively you can make a game-changing impact to your digital journey
- Create and maintain the digital transformation momentum
- And finally, how to measure the success of your digital transformation program effort

## what to take next?

See how we can boost your performance using our coaching program [www.tmforum.org/coaching/](http://www.tmforum.org/coaching/)

[www.tmforum.org/training](http://www.tmforum.org/training)

## course syllabus

### MODULE 1

**What is Digital transformation and why is it needed?**

### MODULE 2

**TM Forum's Digital Maturity Model (DMM)**

### MODULE 3

**The Digital Maturity Model and digital Transformation project**

### MODULE 4

**Reviewing the outputs of the DMM assessment**

### MODULE 5

**Summary and wrap up**

**The course is augmented by instructor-led class discussion**

## skill path:

This course is on the following skill path:

- Digital transformation skill path

Find out more [here](#).

## course certification:

A course attendance certificate is issued on satisfactory completion of the course. There is a knowledge certification exam also associated with the course material. Passing this exam counts towards the Digital transformation skill path.

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