



DAILY PROGRAMME

Digital Transformation in Educational Management

DURATION 5 days · 25 hours	DAILY SCHEDULE 09:30–15:00 Monday to Friday, with a break for lunch	LANGUAGE English (B1+)
COURSE CENTRES Antalya · İstanbul · İzmir · Mersin · Budapest · Bremen · Rome Dates and cities of the scheduled sessions are listed on the course page.		GROUP SIZE Max 20 participants

Week at a glance

DAY 1 Where Your School Stands: DigCompOrg and SELFIE	DAY 2 Data-Driven School Management	DAY 3 Communication and Vision	DAY 4 Leading the Change	DAY 5 Anchoring the Change and Presenting Your Plan
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Day by day

Day 1

Where Your School Stands: DigCompOrg and SELFIE

- **Icebreaker:** "Digital Leadership Self-Portrait" — participants map their current digital competencies and leadership challenges on a shared whiteboard (a tool such as Miro, a shared slide, or paper)
- What is digital transformation in education? Key concepts, the EU Digital Education Action Plan, and why school leaders are the key drivers
- DigCompOrg's seven key elements, and a one-page check of your own school against them, from what you already know
- **SELFIE:** what it asks, who answers, what its report covers, and how you would run it at your school
- Your three priorities, and one sentence on why now

Day 2

Data-Driven School Management

- **Warm-up Activity – "Data Bingo":** participants match school management challenges with data-driven solutions in a bingo-style game
- **From gut feeling to evidence:** what data a school already holds (attendance, homework return, device access), what decisions it could support, and what must never leave the school
- **Hands-on Workshop – Building a School Dashboard:** using a spreadsheet chart view or a tool such as Looker Studio, participants build a simple dashboard from a small synthetic school data set
- **Writing the data section of your Action Plan:** one decision to improve, who owns the data, and one measure that would show a short-term win — for one of your three priorities, seen through leadership and governance

Day 3

Communication and Vision

- **Warm-up Activity – "Communication Audit":** participants map all current communication channels in their school and identify bottlenecks
- Your vision in one sentence, and how to test that a colleague, a parent and a student would each understand it
- **Digital ecosystems for school communication:** the platforms many schools already use, and best practice for parent-teacher-student communication
- **Workshop – Designing a School Communication Strategy:** a plan for staff and for parents and the community, for one of your three priorities, seen through collaboration and networking
- **Peer review:** participants exchange communication plans and give structured feedback

Day 4

Leading the Change

- **Warm-up Activity – "Resistance Map":** participants anonymously share the biggest resistance points they face and discuss solutions collectively
- **Kotter's eight steps as a checklist for schools:** urgency, a guiding group, vision, communication, obstacles, short-term wins, building on them, anchoring — and where each shows up in your plan
- **Workshop – Designing a Staff Digital Training Roadmap:** a one-page plan for your teaching staff, for one of your three priorities, seen through professional development, using a page of the plan template
- **Role-Play Simulation – "The Reluctant Teacher":** participants practise persuasion and coaching techniques for a digitally hesitant colleague

Day 5

Anchoring the Change and Presenting Your Plan

- **Anchoring the change:** how to keep going after the first wins, and how to make the plan part of how your school works (Kotter's last two steps)
- Your first 90 days, built around your three priorities: what you do in weeks 1-2, 3-6 and 7-12, and what you keep after that
- What you can decide yourself, what you need your leadership team for, and what you will ask your school board or municipality for
- Action Plan presentations in groups of four or five, with structured peer feedback

- Reflection and self-assessment
- Certification Ceremony

PLEASE NOTE

Sessions run from 09:30 to 15:00, Monday to Friday, with a break for lunch. Timings can shift a little to suit the venue and the group.

Course activities and content may vary depending on participants' needs and the trainer leading the session; any changes are at the trainer's discretion. If there is a specific topic you would like included, please let us know — content-related requests must reach us at least 3 weeks before the course start date so we can confirm them in time.

ISSUED BY

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COURSE PAGE

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