

Digital Transformation Strategy

Keynotes & Workshops · Sidney Shapiro, PhD

Navigating organizational change and implementing digital solutions effectively.

Digital transformation isn't just about new tools—it's about people, process, and strategy. Many initiatives fail when technology is rolled out without matching change management, literacy, or clear success criteria. This topic helps leadership teams and conference audiences understand how to sequence initiatives, build buy-in, and implement digital solutions in a way that sticks, drawing on experience with municipal government, manufacturing, and professional services.

Key facts

- Studies consistently show that 70% of digital transformation efforts fail to meet their goals; the majority of failures are linked to culture, change management, and unclear objectives rather than technology.
- Organizations that treat digital maturity as a journey—with phased pilots and learning loops—outperform those that pursue big-bang rollouts without readiness assessment.
- Public sector and municipal digital transformation faces unique pressures: accountability, privacy, equity, and procurement rules require a different playbook than private-sector adoption.

Who it's for

- Leadership teams and board presentations
- Municipal and public sector organizations
- Corporate training (e.g. Microsoft 365 adoption)

What you cover

- Digital strategy and maturity — assessing where you are, setting realistic goals, and sequencing initiatives.
- Change management and adoption — why technology fails when people and process are overlooked, and how to build buy-in.
- Implementing digital solutions — from procurement to rollout: practical guidance for leaders and project owners.
- AI as part of digital transformation — how AI fits into a broader digital strategy and how to govern it.
- Public sector digital transformation — balancing innovation with accountability, privacy, and equity.

Sample engagements

- City of Lethbridge — Data and AI Literacy workshops, Microsoft 365 Copilot training, Learning City sessions.
- Western Tractor (Taber, AB) — Microsoft 365 lecture and training for operational teams.
- PUBLIC Professor Series, University of Lethbridge — AI and Us: Building a Human Future in a Machine World.

Formats

Keynote (45–60 min), workshop, half-day, board presentation.

Sidney Shapiro, PhD, is Assistant Professor of Business Analytics at the University of Lethbridge. He delivers keynotes and workshops on AI, data analytics, and digital transformation for conferences, boards, and industry.

Booking: Ken Kirkwood · ken@thekirkwoodcollective.com · 647.224.1233

Full details: sidneyshapiro.com/speaking