

Orchestrating Digital Transformation: Cloud Skills Training in the Context of Change Management

Large organizations realize that employee experience and enablement, as well as organizational culture, are crucial to successful digital transformation. Based on a 2019 report from IDG, 41% of funds invested in digital business will be dedicated towards people and skills, such as acquiring new talent and developing existing talent.¹

Training-inclusive strategic change management

Digital transformation is a sweeping, enterprise-wide process. While this type of transformation is often championed by IT or technology executives, it should be seen as an enterprise-wide change initiative rather than a series of “IT projects.” To get buy-in from executive leadership and the entire workforce, you need to reinforce the practicality and relevance of digital transformation. Deploying limited tools gradually and only as needed is less likely to shift organizational processes and culture in ways that help enterprises become more innovative and nimble.

Start by defining goals and metrics to track progress, designating a change management team, redefining roles and processes for cloud-first operations, and designing continuous feedback loops. Regardless of what change management framework you implement, training and certification must be an essential driver of it. They are vital to the cultural shift toward continuous learning that digital transformation requires to succeed. A robust cloud-skills enablement program can help an organization align its strategies for talent, technology, and business.²

You also need to develop a coordinated communication strategy that emphasizes the importance of cloud skills training and certification. It is important to highlight the benefits of digital transformation and increase awareness of the progress your enterprise has made toward that goal. AWS Training and Certification offers an **Internal Communications Kit** to support this strategy.

¹ 2019 Digital Business Survey, IDG, 2019.

² “Culture’s role in enabling organizational change,” by DeAnne Aguirre, Rutger von Post and Micah Alpern, PwC, November 14, 2013.

Develop and execute enterprise-wide training and certification programs

Assess digital transformation readiness, and identify skills gaps that need to be addressed. AWS Training and Certification offers the Learning Needs Analysis, a survey designed to help identify, and create training programs to address, cloud skills gaps in your organization. We also offer learning paths and training that introduce common job roles in the cloud.

IDC recommends a comprehensive approach including cloud fundamentals training for non-technical stakeholders, plus deep cloud training for key technical teams.³ Comprehensive training is defined as “eight or more hours of training in a topic, across multiple target audiences (individual team members, IT teams, non-IT employees and teams, and groups of related teams), and also across four primary topics: cloud technologies or platforms, methodologies or processes, organizational objectives, and potential use of [the] cloud.”³ AWS Training and Certification helps you to develop a training and certification program which is relevant to both technical and non-technical stakeholders.

AWS Training and Certification can help you to validate cloud skills across different roles. Certified professionals are better at closing skills gaps, meeting client requirements, being more productive, taking less time to troubleshoot issues and completing projects more quickly.⁴

At the end of each transformation stage, celebrate individual and organizational achievements to positively reinforce change and maintain success. Recognizing and rewarding progress motivates employees to make their digital transformation as successful as possible.

And remember: digital transformation is never “one and done.” Once this change starts, it must be sustained and deepened. Continuing training and certification can strengthen cloud skills and knowledge while supporting creativity and innovation. Once everyone in an organization becomes accustomed to this new “perpetual learning mode,” learning will become part of their everyday workflow—and cease being an extra task.

AWS Training and Certification supports business achievement by building cloud fluency across global organizations. We offer resources designed to help you develop adaptable and continuous learning mechanisms, create a culture of innovation, and transform and modernize your enterprise.

Learn more at: aws.training/enterprise

³ *Train to Accelerate Your Cloud Strategy*, IDC, October 2017.

⁴ *Global Knowledge IT Skills and Salary Report*, 2019.