

Abstract

This report analyzes the digital transformation strategy for Formation Premium, a vocational training center in Toulouse, France, where the author completed an internship from May to September 2025. The study focuses on improving the efficiency of administrative and apprentice file management systems while addressing internal resistance to digital change. Using frameworks such as the Technology Acceptance Model (TAM), the OBTC Matrix, and the Allies Theory, the analysis identifies key organizational, cultural, and technical barriers. The report proposes a five-phase digital transformation plan emphasizing gradual implementation, participatory design, and simplicity of tools. The recommended approach integrates affordable platforms such as Google Drive, Notion, and Airtable to enhance efficiency, data accuracy, and employee engagement. The project is expected to yield significant operational improvements and align with several Sustainable Development Goals (SDGs), including Quality Education (SDG 4), Industry, Innovation and Infrastructure (SDG 9), and Responsible Consumption (SDG 12).

Keywords: Digital Transformation, Change Management, SME, Vocational Training, Resistance to Change, Operational Efficiency.