AI-Driven Digital Transformation and Innovation Strategy Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #AI2091_291158

Course Introduction / Overview:

This course provides a comprehensive roadmap for leaders and strategists aiming to harness the power of Artificial Intelligence to drive meaningful digital transformation and foster a sustainable culture of innovation. In an era where digital disruption is the norm, merely adopting new technologies is insufficient. True competitive advantage lies in the strategic integration of AI into the core of business operations, a concept thoroughly explored by authors like Marco Iansiti and Karim R. Lakhani in their book, "Competing in the Age of AI". This program moves beyond theoretical discussions to offer a practical framework for developing and executing a robust AI-driven strategy. Participants will learn to identify high-impact AI opportunities, build a compelling business case, and navigate the complexities of implementation, from data infrastructure to change management. At BIG BEN Training Center, we have designed this course to equip you with the strategic foresight and practical skills needed to lead your organization through its digital evolution, ensuring that AI initiatives deliver measurable value and secure a leading position in the market. This journey covers everything from foundational concepts and strategic alignment to the critical aspects of AI ethics, governance, and scaling for long-term success.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs), Chief Information Officers (CIOs), and Chief Technology Officers (CTOs).
- Directors and Vice Presidents of Strategy and Innovation.
- Business Unit and Departmental Managers.
- IT Managers and Project Leaders.
- Business and Systems Analysts.
- Digital Transformation and Change Management Professionals.
- Entrepreneurs and Business Owners seeking to leverage AI.
- Product Managers and R&D Professionals.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Life Sciences.
- Retail and E-commerce.
- Manufacturing and Supply Chain Logistics.
- Telecommunications and Media.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Technology and Software Development.

Target Organizations Departments:

- Executive Leadership and Corporate Strategy.
- Information Technology (IT) and Digital Services.
- Research and Development (R&D).
- Operations and Process Management.
- Marketing and Customer Experience.
- Human Resources and Talent Development.
- Finance and Business Analytics.
- Innovation and Transformation Offices.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive AI-driven digital transformation roadmap aligned with organizational goals.
- Assess organizational readiness for AI adoption and identify key capability gaps.
- Evaluate various AI technologies and their applications to solve specific business problems.
- Formulate a robust data strategy to support AI and machine learning initiatives.
- Lead change management efforts to foster a culture of data-driven decision-making and innovation.
- Establish frameworks for AI ethics, governance, and responsible technology deployment.
- Measure the return on investment (ROI) of AI projects and effectively communicate their value to stakeholders.
- Design and implement pilot projects to test and scale AI solutions across the enterprise.
- Anticipate future trends in AI and position the organization for long-term competitive advantage.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can translate learned concepts into actionable strategies. We employ a blended learning approach that combines expert-led instruction with hands-on, experiential activities. The course is built around real-world case studies from various industries, allowing participants to analyze successful AI implementations and dissect common pitfalls. Interactive workshops and group discussions encourage peer-to-peer learning and the exchange of diverse perspectives. Participants will engage in practical exercises, such as developing an AI readiness assessment for a sample organization and drafting a high-level AI implementation roadmap. Our expert facilitators guide these sessions, providing personalized feedback and ensuring a deep understanding of the material. The focus is not just on the "what" and "why" of AI strategy but on the "how," equipping attendees with the tools, frameworks, and confidence to lead digital transformation initiatives within their own organizations. This dynamic and engaging environment ensures maximum knowledge retention and immediate applicability in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of AI-Driven Digital Transformation

- Defining Digital Transformation and the Role of AI.
- The Evolution of Artificial Intelligence in Business Contexts.
- Distinguishing Between AI, Machine Learning, and Deep Learning.
- Core Components of an AI-Ecosystem.
- Assessing Your Organization's Digital Maturity and AI Readiness.
- Identifying Key Drivers and Barriers to AI Adoption.
- Understanding the Strategic Imperative of AI Integration.

Unit Two: Formulating the AI and Innovation Strategy

- Aligning AI Strategy with Overall Business Objectives.
- Frameworks for Identifying High-Value AI Use Cases.
- Conducting Opportunity Analysis and Prioritization.
- Building a Compelling Business Case for AI Investment.
- Developing a Phased AI Implementation Roadmap.
- Integrating AI into Your Corporate Innovation Pipeline.
- Competitive Analysis in the Age of AI.

Unit Three: Technology, Data, and Implementation

- An Overview of Key AI Technologies (NLP, Computer Vision, Generative AI).
- The Critical Role of Data Strategy, Governance, and Quality.
- Building the Right Technology and Data Infrastructure.
- Agile Methodologies for AI Project Management.
- From Proof-of-Concept to Full-Scale Deployment.
- Choosing Between Building, Buying, or Partnering for AI Capabilities.
- Managing Technical Debt and Ensuring Scalability.

Unit Four: Leading Change and Fostering an Innovation Culture

- The Human Side of Digital Transformation.
- Principles of Change Management for Technology Adoption.
- Cultivating a Culture of Experimentation and Continuous Learning.
- Leadership Skills for the Digital Age.
- Upskilling and Reskilling Your Workforce for an AI-Future.
- Communicating the Vision and Managing Stakeholder Expectations.
- Breaking Down Silos to Enable Cross-Functional Collaboration.

Unit Five: Governance, Ethics, and Scaling for the Future

- Establishing a Robust AI Governance Framework.
- Navigating the Ethical Implications of AI (Bias, Transparency, and Accountability).
- Ensuring Data Privacy and Regulatory Compliance.
- Frameworks for Measuring the ROI and Business Impact of AI.
- Strategies for Scaling AI Initiatives Across the Enterprise.
- Monitoring the AI Landscape and Anticipating Future Trends.
- Creating a Sustainable Model for AI-Driven Innovation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI becomes increasingly commoditized, how can organizations sustain a unique competitive advantage beyond simply adopting the latest technology?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, strategy-first perspective on AI and digital transformation, rather than focusing narrowly on technical implementation. While many programs teach the mechanics of AI tools, our curriculum is architected for leaders and strategists, emphasizing the critical link between technology, business objectives, and organizational culture. We delve deeply into the "how" of building a sustainable competitive advantage, moving beyond buzzwords to provide actionable frameworks for everything from use-case prioritization to ethical governance. The content is uniquely centered on developing leadership capabilities required to navigate the complexities of change, foster a true culture of innovation, and manage the human elements of transformation. By integrating principles of strategic management, change leadership, and responsible innovation, this course provides a comprehensive and pragmatic roadmap. Participants leave not just with knowledge of AI, but with the strategic acumen to deploy it in a way that creates lasting, defensible value for their organization, a quality often overlooked in more technology-centric training.