Strategic AI Leadership for Executive Decision-Making Training Course



28 Dec 2026 - 01 Jan 2027

Madrid

5900 € (Per Person)

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Course Introduction / Overview:

In an era where artificial intelligence is reshaping industries, executive leadership must evolve beyond traditional paradigms. This course is meticulously designed to equip senior leaders with the strategic foresight and practical knowledge to navigate the complexities of AI integration. It moves beyond the technical jargon to focus on AI as a core driver of business strategy, competitive advantage, and organizational transformation. Drawing on concepts from seminal works like "Prediction Machines: The Simple Economics of Artificial Intelligence" by Ajay Agrawal, Joshua Gans, and Avi Goldfarb, we explore how to reframe business problems as prediction problems that AI can solve. Participants will learn to identify high-impact AI opportunities, foster an AI-ready culture, and govern AI initiatives ethically and responsibly. BIG BEN Training Center has developed this program to empower executives to not just react to technological change, but to proactively lead their organizations into an AI-powered future, making informed, data-driven decisions that secure long-term growth and innovation. This is not a technical course for data scientists; it is a strategic masterclass for the leaders who will architect the future of their enterprises.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Chief Technology Officers (CTOs) and Chief Information Officers (CIOs).
- Board Members and Directors.
- Vice Presidents and Senior Vice Presidents.
- Heads of Strategy and Business Development.
- Senior Managers and Department Heads.
- Business Unit Leaders.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Automotive.
- Retail and E-commerce.
- Telecommunications.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Management and C-Suite.
- Strategy and Corporate Planning.
- Operations and Supply Chain Management.
- Information Technology (IT).
- Finance and Accounting.
- Marketing and Sales.
- Human Resources.
- Research and Development (R&D).
- Legal and Compliance.

Course Offerings:

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

- Develop a comprehensive AI vision and strategy aligned with corporate objectives.
- Evaluate AI technologies and their potential business applications critically.
- Lead organizational change to foster a data-driven and AI-receptive culture.
- Assess the ROI and strategic value of proposed AI investments.
- Establish robust AI governance frameworks for ethical and responsible implementation.
- Mitigate risks associated with AI, including bias, privacy, and security.
- Communicate the value and strategy of AI initiatives to stakeholders effectively.
- Make more informed, data-augmented decisions for complex business challenges.
- Anticipate future AI trends and their potential impact on the industry.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, especially for a senior audience. This course employs a blended learning approach that combines expert-led presentations with highly interactive sessions. We utilize the case study method extensively, analyzing real-world examples of successful and unsuccessful AI implementations from leading global companies. Participants will engage in strategic workshops where they will draft an AI readiness assessment and a high-level AI roadmap for their own organizations. Facilitated group discussions and peer-to-peer learning are central to the experience, allowing executives to share challenges and insights in a confidential environment. The program includes simulation exercises focused on AI-driven decision-making under uncertainty. Our expert instructors provide continuous feedback and guide participants in translating theoretical frameworks into actionable strategies. The focus is not on coding or complex algorithms, but on strategic thinking, leadership skills, and the management principles required to successfully pilot an organization through the AI revolution.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of AI for Executive Leadership

- Fundamentals of AI, Machine Learning, and Deep Learning for non-technical leaders.
- Distinguishing between AI hype and tangible business reality.
- AI as a driver of competitive advantage and market disruption.
- Analyzing how AI is transforming core business functions.
- The economic principles of AI and the value of prediction.
- Case studies of AI pioneers and their strategic approaches.
- Defining the role of the executive in leading the AI charge.

Unit Two: Crafting and Integrating an Enterprise AI Strategy

- Conducting an AI readiness and maturity assessment for your organization.
- Identifying high-impact use cases for AI across the value chain.
- Aligning AI initiatives with overarching business goals and KPIs.
- Developing a strategic AI roadmap from pilot projects to full-scale integration.
- Building a robust data strategy as the foundation for successful AI.
- Buy vs. Build decisions for AI capabilities and platforms.
- Fostering a culture of innovation and data-driven experimentation.

Unit Three: Leading AI Implementation and Organizational Transformation

- Structuring teams for AI success, including Centers of Excellence.
- Managing the human element and leading change in the age of AI.
- Key principles of agile AI project management for executives.
- Measuring the ROI and business impact of AI initiatives.
- Strategies for acquiring, developing, and retaining AI talent.
- Overcoming common pitfalls and challenges in AI adoption.
- Scaling AI solutions from proof-of-concept to enterprise-wide deployment.

Unit Four: AI Governance, Ethics, and Risk Management

- Understanding and mitigating algorithmic bias and fairness issues.
- Establishing a framework for ethical AI and responsible innovation.
- Navigating the legal and regulatory landscape of AI and data privacy.
- Ensuring transparency and explain ability in AI decision-making systems.
- Developing robust cybersecurity protocols for AI systems.
- The role of the board in overseeing AI strategy and risk.
- Building trust with customers, employees, and stakeholders in AI applications.

Unit Five: The Future of Leadership in the AI-Augmented Era

- Exploring cutting-edge AI trends like Generative AI and their business implications.
- The convergence of AI with other emerging technologies.
- Anticipating the long-term impact of AI on industries and workforces.
- Developing personal leadership skills for an AI-driven world.
- The synergy of human intuition and machine intelligence in decision-making.
- Creating a continuous learning organization to adapt to AI advancements.
- Final workshop, developing a personal 90-day AI leadership action plan.

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 increasingly automates complex analytical and predictive tasks, what is the evolving and most critical role of human intuition and experience in executive leadership and strategic decision-making?

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

This course distinguishes itself by being exclusively tailored for the strategic mindset of senior executives, not technical staff. While other programs may focus on the mechanics of AI algorithms, our curriculum centers on the "why" and "how" of AI from a leadership perspective, focusing on strategy, governance, and value creation. We move beyond generic case studies to facilitate deep, strategic dialogues about how to integrate AI into the very fabric of corporate planning and competitive positioning. The course emphasizes the development of an "AI-augmented leadership" style, blending data-driven insights with seasoned executive judgment. A key differentiator is our significant focus on the ethical and risk management dimensions of AI, preparing leaders to build sustainable and trustworthy AI-powered organizations. Rather than just providing a toolkit, this course cultivates the strategic foresight necessary for executives to not only implement AI but to lead their entire enterprise through the profound transformation it represents, ensuring they are architects of their industry's future, not victims of disruption.