# Strategic AI Leadership for Senior Executives Training Course



16 - 20 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #AI4732_49520

## Course Introduction / Overview:

This training course is designed to provide senior leaders with the strategic knowledge needed to effectively integrate artificial intelligence into their business operations. As AI transforms industries at a rapid pace, it's essential for executives to understand its potential not just as a technology, but as a catalyst for business growth and innovation. This program moves beyond the technical details of AI and focuses on its strategic implications, including how to identify high-value opportunities, manage AI-driven transformations, and oversee ethical implementation. The curriculum is informed by global thought leaders, such as Andrew Ng, whose work on strategic AI has guided countless organizations. It covers key topics like building an AI-ready culture, managing data governance, and evaluating the return on investment of AI projects. BIG BEN Training Center has designed this course to be highly relevant to the executive level, using case studies and peer discussions to explore real-world challenges and successes. This program is for leaders who want to make data-informed decisions, mitigate risks, and lead their organizations confidently in the age of AI.

## Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Technology Officers (CTOs).
- Chief Information Officers (CIOs).
- Board members and senior executives.
- Directors and departmental heads.
- Business unit leaders.
- Strategic consultants.

## Target Sectors and Industries:

- Technology and software.
- Finance and banking.
- Healthcare and pharmaceuticals.
- Manufacturing and industrial.
- Retail and e-commerce.
- Government and public administration.
- Telecommunications.

## Target Organizations Departments:

- Executive leadership.
- Strategy and corporate development.
- Information technology.
- Operations and business transformation.
- Research and innovation.
- Finance and investment.
- Human resources.

## Course Offerings:

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

- Formulate a clear AI strategy aligned with organizational goals.
- Identify and prioritize business cases for AI and automation.
- Lead and manage AI transformation initiatives across departments.
- Understand the ethical and governance challenges of AI.
- Evaluate the ROI and business impact of AI investments.
- Build an AI-ready culture within their organization.
- Oversee data management and analytics to support AI initiatives.

## Course Methodology:

This training course uses a methodology tailored specifically for a senior executive audience. BIG BEN Training Center believes that strategic leadership requires a unique learning approach that combines high-level concepts with practical application. The course is built around interactive discussions, peer-to-peer learning, and real-world case studies from various industries. Rather than focusing on coding or technical implementation, the program uses strategic workshops and role-playing exercises to help participants develop actionable plans for their own organizations. We also use expert-led presentations and guest speaker sessions from prominent figures in the AI field. This format encourages participants to engage in critical thinking about AI's role in their businesses, helping them to develop a strategic vision and a framework for execution. The methodology is designed to be highly efficient and effective, providing maximum value in a short amount of time and ensuring that leaders leave with a clear roadmap for their AI journey.

## Course Agenda (Course Units):

### Unit One: Understanding AI as a Strategic Asset

- The executive's guide to artificial intelligence.
- AI's impact on business models and competitive advantage.
- Differentiating between AI, machine learning, and automation.
- Identifying high-value opportunities for AI.
- Case studies of successful AI-driven companies.
- Building a culture of innovation.
- The future of AI in business.

### Unit Two: Developing an AI Strategy and Roadmap

- Aligning AI initiatives with corporate strategy.
- Creating a data strategy for AI.
- Key factors for AI project prioritization.
- Building the right team for AI development.
- Risk management and mitigation for AI projects.
- Financial modeling for AI investments.
- Developing a phased implementation plan.

### Unit Three: Governance, Ethics, and Data Management

- The importance of ethical AI and responsible development.
- Data privacy, security, and compliance.
- Establishing an AI governance framework.
- The role of leadership in mitigating AI bias.
- Data governance and data quality for AI.
- Cybersecurity in the age of AI.
- Managing stakeholder expectations.

## Unit Four: Leading the AI Transformation

- Change management and leading a transformation.
- Communication strategies for AI adoption.
- The impact of AI on talent and workforce planning.
- Reskilling and upskilling employees for AI.
- Fostering an AI-ready organizational culture.
- The human-in-the-loop and human-machine collaboration.
- Best practices for project execution.

## Unit Five: Measuring Impact and Future-Proofing

- Key performance indicators (KPIs) for AI projects.
- Measuring ROI and business value.
- Scaling AI solutions across the organization.
- Emerging AI trends and technologies.
- The role of generative AI and large language models.
- Building a continuous learning and adaptation strategy.
- Executive action planning workshop.

# 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:

In an era of rapid AI advancement, what are the key ethical trade-offs a senior executive must consider when deciding to implement AI for automation, and how should these be communicated to stakeholders?

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

This training course is specifically designed for senior executives, focusing on the strategic and leadership aspects of AI rather than the technical details. While many AI courses target developers or data scientists, this program is built for those who lead and make high-level decisions. It distinguishes itself by its emphasis on strategic frameworks, governance models, and business transformation, topics that are crucial for successful AI implementation but often absent from technical curricula. Our methodology is interactive and case-study-driven, allowing leaders to learn from real-world scenarios and peer experiences. The course also uniquely addresses the non-technical challenges of AI, such as managing organizational change, mitigating ethical risks, and communicating the value of AI initiatives to the board and investors. This comprehensive, leadership-focused approach is what sets BIG BEN Training Center apart and makes this program an indispensable investment for any leader looking to future-proof their organization and lead with confidence in the AI-driven economy.