Strategic Business Intelligence for Executive Leadership Training Course

14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #BUI4778_270951

Course Introduction / Overview:

This course provides a comprehensive framework for leveraging business intelligence to drive strategic decision-making at the executive level. In today's data-saturated world, the ability to transform raw data into actionable intelligence is no longer a competitive advantage but a strategic necessity. This program moves beyond the technical aspects of BI tools to focus on the strategic application of data analytics, enabling leaders to align organizational objectives with data-driven insights. We will explore the principles outlined by thought leaders like Thomas H. Davenport in his seminal work, "Competing on Analytics," which emphasizes the importance of building an analytical culture. Participants will learn to develop and implement a robust BI strategy, create meaningful performance dashboards, and utilize predictive analytics for forecasting and risk management. At BIG BEN Training Center, we have designed this course to empower executives to not only understand data but to question it, interpret its stories, and use it to navigate complex business landscapes with confidence and foresight, ensuring sustainable growth and innovation.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and other C-Suite Executives.
- Vice Presidents and Directors.
- Heads of Departments and Senior Managers.
- Business Strategists and Corporate Planners.
- Senior Business Analysts.
- Project and Program Managers.
- Leaders responsible for digital transformation initiatives.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Supply Chain.
- Information Technology and Telecommunications.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.
- Energy and Utilities.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategy and Corporate Planning.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Logistics.
- Information Technology (IT).
- Human Resources.
- Business Development.

Course Offerings:

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

- Develop a comprehensive business intelligence strategy aligned with corporate goals.
- Evaluate and select appropriate BI tools and technologies for their organization.
- Master the art of data storytelling to communicate complex insights effectively.
- Design and interpret executive-level dashboards and key performance indicators (KPIs).
- Apply predictive analytics for strategic forecasting and resource allocation.
- Champion a data-driven culture throughout their departments and the organization.
- Implement robust data governance frameworks to ensure data quality and security.
- Calculate and articulate the return on investment (ROI) of BI initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world executive context. We move beyond traditional lectures to a blended learning approach that combines expert-led presentations with intensive, hands-on workshops. The course heavily features the analysis of real-world business case studies from various industries, allowing participants to dissect successful and unsuccessful BI strategies. Collaborative group exercises and strategic simulation games will challenge participants to work in teams to solve complex business problems using data. There will be dedicated sessions for developing and presenting data stories, with constructive feedback provided by the instructor and peers. Open discussions and Q&A sessions are integral to each module, fostering a dynamic learning environment where experiences and ideas are shared. This immersive approach ensures a deep understanding of strategic BI principles and equips leaders with the practical skills needed to drive their organizations forward.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of Business Intelligence

- The evolution from data reporting to strategic intelligence.
- Defining the role of BI in modern executive leadership.
- Understanding the complete BI and analytics lifecycle.
- Aligning BI initiatives with overarching business strategy.
- Key concepts: Data warehouses, data marts, and OLAP.
- Identifying critical business questions that data can answer.
- Case study analysis of a successful BI-driven strategy.

Unit Two: Building the Data Foundation for a BI-Ecosystem

- Architecting a scalable and effective BI infrastructure.
- Principles of data warehousing and data modeling for analytics.
- Ensuring data quality, integrity, and governance.
- Overview of ETL (Extract, Transform, Load) processes.
- Comparing on-premise, cloud, and hybrid BI solutions.
- The role of the Chief Data Officer (CDO) and data stewardship.
- Practical workshop on developing a data governance charter.

Unit Three: Analytics, Visualization, and Executive Storytelling

- Types of analytics: Descriptive, diagnostic, predictive, and prescriptive.
- Techniques for effective data visualization for an executive audience.
- Designing impactful KPI dashboards and balanced scorecards.
- The art and science of data storytelling to influence decisions.
- Avoiding common pitfalls in data interpretation and presentation.
- Hands-on session with a leading data visualization tool.
- Group exercise: Transforming a complex dataset into a compelling strategic narrative.

Unit Four: Implementing and Managing a BI Program

- Developing a strategic BI roadmap and implementation plan.
- Building a business case and calculating the ROI of BI projects.
- Change management strategies for fostering a data-driven culture.
- Managing BI projects: Agile versus traditional approaches.
- Establishing a BI Competency Center (BICC) or Center of Excellence.
- Measuring the success and maturity of your BI program.
- Workshop: Creating a change management plan for a BI initiative.

Unit Five: The Future of BI: Advanced Analytics and AI

- Introduction to Big Data analytics and its strategic implications.
- The impact of Artificial Intelligence (AI) and Machine Learning on BI.
- The rise of self-service BI and empowering business users.
- Exploring real-time analytics for operational intelligence.
- Ethical considerations and biases in data analytics.
- Future trends shaping the landscape of business intelligence.
- Capstone project: Developing a forward-looking BI strategy for a sample corporation.

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-driven analytics become more autonomous, what is the evolving role of human intuition and executive experience in strategic decision-making?

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

This course is uniquely designed for the strategic mindset of executive leadership, distinguishing itself from technically-focused BI training. While other courses may concentrate on the operational use of specific software, our curriculum emphasizes the "why" behind the data—how to formulate the right questions, interpret the answers within a broader business context, and use the resulting insights to steer corporate strategy. We focus on developing analytical leadership and the ability to foster a data-driven culture, which are critical for successful BI adoption. The content is built around executive challenges, such as aligning BI with corporate objectives, demonstrating ROI, and managing the organizational change required for digital transformation. The methodology, rich with strategic case studies, leadership simulations, and peer-to-peer discussions among senior professionals, creates a learning environment that mirrors the complexities of the modern boardroom. It is not just about understanding dashboards; it is about mastering the art of using intelligence to gain a sustainable competitive advantage.