



# **LEADING DIGITAL TRANSFORMATION AND AI- DRIVEN INNOVATION TRAINING COURSE**

**07 - 11 DEC 2026**

**MUNICH**

**5100 € (PER PERSON)**

**REF: #CS1583\_20844**



## **Course Introduction / Overview:**

In today's rapidly evolving business landscape, the convergence of digital transformation and artificial intelligence represents the single most significant driver of competitive advantage and organizational change. This course is meticulously designed to equip leaders with the strategic foresight and practical skills needed to navigate this complex new era. We delve into the core principles of leading systemic change, moving beyond theoretical concepts to provide actionable frameworks for implementing AI-driven innovation. Drawing on insights from thought leaders like Erik Brynjolfsson, co-author of "The Second Machine Age," we explore how to harness emerging technologies to redefine business models, optimize operations, and create unprecedented value. This program offered by BIG BEN Training Center is not just about understanding technology; it is about mastering the leadership required to foster a culture of continuous innovation, manage the risks associated with digital disruption, and build a resilient, future-ready organization. Participants will gain a comprehensive understanding of how to architect and execute a successful digital transformation strategy, ensuring their organizations not only survive but thrive in the age of AI. This is a journey from strategic ideation to successful execution.

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

- Chief Executive Officers (CEOs) and C-Suite Executives.
- Vice Presidents and Directors.
- Heads of Strategy and Business Development.
- IT and Technology Leaders (CIOs, CTOs).
- Innovation and Transformation Managers.
- Senior Project and Program Managers.
- Heads of Operations and Business Unit Leaders.
- Human Resources and Organizational Development Leaders.
- Entrepreneurs and Business Owners.



## **Target Sectors and Industries:**

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

## **Target Organizations Departments:**

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



## Course Offerings:

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

- Develop a comprehensive digital transformation and AI integration roadmap.
- Assess organizational readiness for large-scale technological change.
- Lead and inspire a culture of innovation and agile experimentation.
- Evaluate emerging technologies like machine learning and IoT for business impact.
- Formulate data-driven strategies for competitive advantage.
- Implement effective change management principles for digital initiatives.
- Navigate the ethical considerations and governance challenges of AI.
- Align technology investments with core business objectives and ROI.
- Master the leadership skills required to guide teams through ambiguity and disruption.
- Build resilient and adaptive organizational structures.

## Course Methodology:

The training methodology for this course is designed to be immersive, interactive, and highly practical, ensuring that participants can translate knowledge into tangible action. At BIG BEN Training Center, we believe in learning by doing. The program blends expert-led presentations with dynamic group discussions, allowing for the exchange of diverse perspectives and experiences. A significant portion of the course is dedicated to analyzing real-world case studies of successful and failed digital transformations, enabling participants to deconstruct complex strategies and learn from practical examples. Collaborative workshops and team-based exercises will challenge participants to develop solutions for simulated business problems, fostering critical thinking and strategic planning skills. Interactive sessions will focus on building leadership and communication capabilities essential for driving change. Participants will receive continuous feedback from facilitators and peers in a supportive learning environment. This hands-on, multifaceted approach ensures a deep understanding of the material and equips leaders with the confidence and competence to spearhead digital and AI initiatives within their own organizations.



## **Course Agenda (Course Units):**

### **Unit One: The Strategic Imperative of Digital and AI Transformation**

- Understanding the modern digital ecosystem.
- Defining digital transformation versus digitization.
- The fundamentals of Artificial Intelligence (AI) and Machine Learning (ML).
- Analyzing the impact of AI on industries and business models.
- Identifying key drivers and barriers to transformation.
- The role of leadership in sponsoring and championing change.
- Case studies of digital pioneers and laggards.

### **Unit Two: Architecting a Future-Ready Digital and AI Strategy**

- Conducting a digital maturity and readiness assessment.
- Crafting a compelling vision and mission for transformation.
- Developing a strategic roadmap with clear milestones and KPIs.
- Aligning technology initiatives with overarching business goals.
- Building a business case and securing executive buy-in.
- Data strategy as the foundation for AI implementation.
- Choosing the right technology stack and platforms.

### **Unit Three: Leading a Culture of Innovation and Agility**

- Fostering a mindset of experimentation and continuous learning.
- Principles of agile leadership and iterative development.
- Breaking down organizational silos to enhance collaboration.
- Empowering teams and delegating decision-making.
- Managing resistance and navigating organizational politics.
- Effective communication strategies for change initiatives.
- Building psychological safety to encourage risk-taking.



## **Unit Four: Practical Implementation of AI and Emerging Technologies**

- From pilot projects to enterprise-wide scaling of AI.
- Managing AI projects and technology integration.
- Understanding data governance, privacy, and security in the AI context.
- Exploring the Internet of Things (IoT) and its business applications.
- Leveraging automation for process optimization and efficiency.
- Measuring the ROI of digital and AI investments.
- Vendor selection and building strategic technology partnerships.

## **Unit Five: Governance, Ethics, and the Future of Work**

- Establishing an ethical framework for responsible AI.
- Understanding and mitigating algorithmic bias.
- Regulatory compliance and risk management in the digital age.
- The impact of AI and automation on the workforce.
- Strategies for upskilling and reskilling employees.
- Designing the future-ready organization.
- Creating a personal action plan for leading transformation.

## **FAQ:**

### **Qualifications required for registering to this course?**

There are no prerequisites.

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

This training course extends over five days, with a daily duration ranging from 4 to 5 hours, including breaks and interactive activities, bringing the total to 20–25 training hours.

### **Something to think about:**

How can leaders balance the drive for AI-driven efficiency with the ethical imperative to maintain human-centric values and employment stability?



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

This course distinguishes itself by adopting a holistic, leadership-centric approach to digital transformation and AI, moving beyond the purely technical aspects that dominate many other programs. While other courses may focus heavily on specific technologies or coding, our curriculum is uniquely designed for leaders who need to drive strategy, manage change, and foster innovation at an organizational level. We emphasize the critical intersection of strategy, technology, culture, and ethics, providing a comprehensive framework for sustainable transformation. The content is built around actionable insights and real-world case studies rather than abstract theories, ensuring participants leave with practical tools they can implement immediately. Furthermore, the course places a strong emphasis on the human dimension of change, equipping leaders with the skills to inspire their teams, manage resistance, and build a resilient culture prepared for the future of work. It is not just a course about implementing AI; it is a masterclass in leading through one of the most significant business shifts of our time.