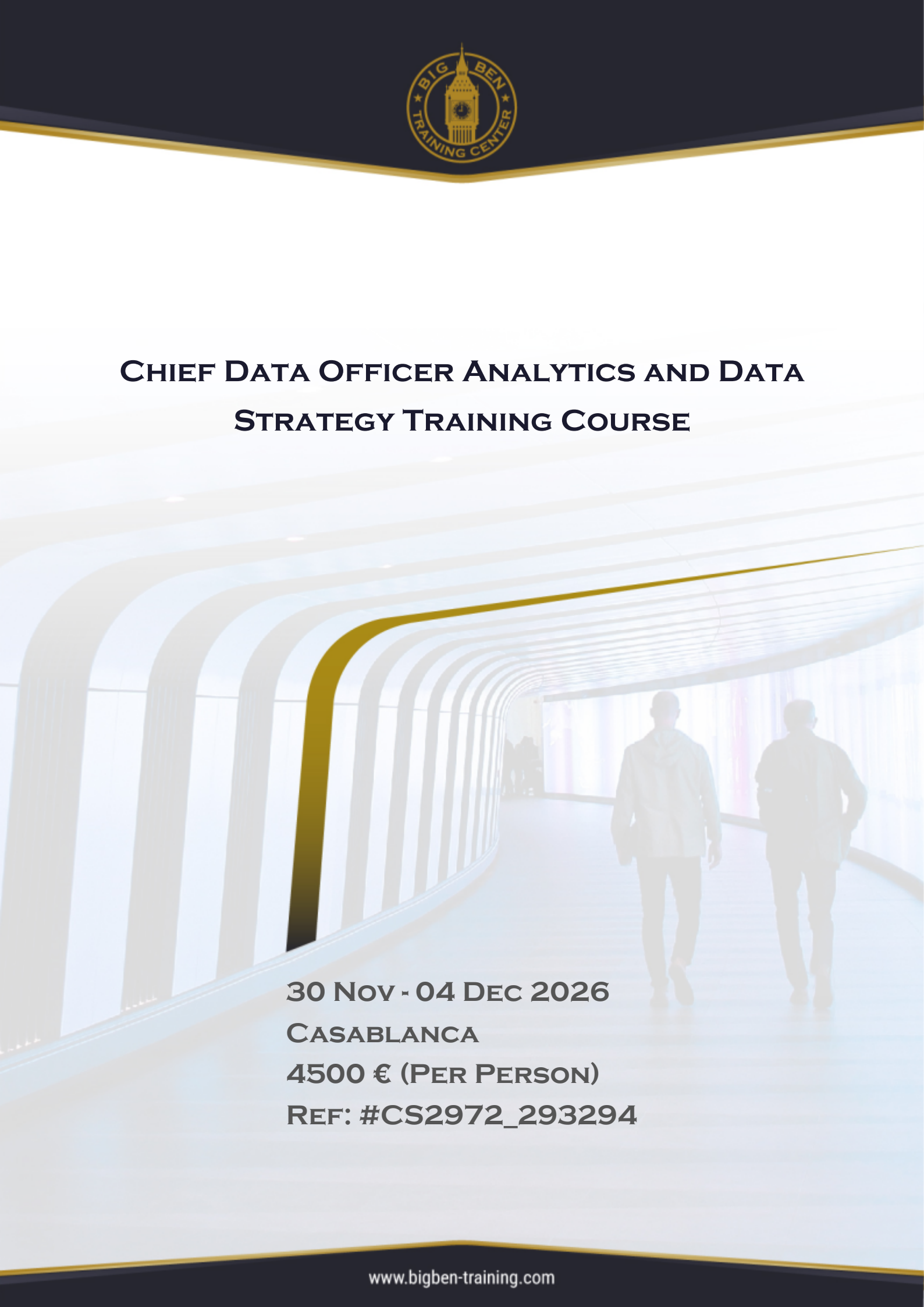
Chief Data Officer Analytics and Data Strategy Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS2972_293294

Course Introduction / Overview:

The role of the Chief Data Officer (CDO) has evolved dramatically from a technical custodian to a strategic business leader pivotal to enterprise success. This transformation demands a unique blend of expertise in data strategy, analytics, governance, and organizational leadership. This comprehensive training course is meticulously designed to equip current and aspiring CDOs with the advanced skills needed to navigate this complex landscape. Drawing on principles from thought leaders like Douglas Laney, author of "Infonomics," the program explores how to treat data as a tangible corporate asset. Participants will delve into creating and executing a robust data strategy that aligns perfectly with business objectives, fostering a data-driven culture, and driving innovation through advanced analytics and AI. BIG BEN Training Center has developed this course to bridge the gap between technical data management and strategic executive leadership, ensuring you can unlock the full potential of your organization's data assets, drive digital transformation, and deliver measurable business value. This is not just a course on data management; it is a roadmap to becoming a transformative data leader.

Target Audience / This training course is suitable for:

- Chief Data Officers (CDOs) and aspiring CDOs.
- Vice Presidents and Directors of Data, Analytics, or Business Intelligence.
- Senior IT and technology leaders involved in data architecture and strategy.
- Business executives and department heads responsible for digital transformation.
- Data strategists, data governors, and senior data architects.
- Consultants specializing in data strategy and management.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Technology and Telecommunications.
- Manufacturing and Supply Chain.
- Government agencies and public sector organizations.
- Energy and Utilities.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Information Technology (IT) and Data Management.
- Data and Analytics.
- Business Intelligence.
- Strategy and Corporate Planning.
- Marketing and Sales.
- Operations and Finance.
- Compliance and Risk Management.

Course Offerings:

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

- Develop and implement a comprehensive, business-aligned enterprise data strategy.
- Establish and lead a robust data governance framework to ensure data quality, security, and compliance.
- Champion and cultivate a data-driven culture across the organization.
- Formulate strategies for data monetization and creating new revenue streams from data assets.
- Lead advanced analytics, AI, and machine learning initiatives to drive business innovation.
- Master stakeholder management and communicate the value of data initiatives to the board and executive team.
- Navigate the complexities of data ethics, privacy regulations, and responsible data use.
- Measure the return on investment (ROI) of data and analytics projects effectively.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, moving beyond theoretical lectures to focus on real-world application. This course employs a blended learning approach that combines expert-led presentations with intensive, hands-on workshops. Participants will engage in collaborative group exercises, analyzing complex case studies from a variety of industries to understand the challenges and successes of real CDOs. The curriculum emphasizes peer-to-peer learning through facilitated discussions, allowing attendees to share experiences and solve problems collectively. Interactive sessions are structured to build practical skills in data strategy formulation, governance model design, and change management. We utilize a "think tank" environment where participants can prototype data initiatives and receive constructive feedback from instructors and peers. This active learning model ensures that participants leave not just with knowledge, but with the confidence and practical tools to implement impactful data strategies within their own organizations immediately.

Course Agenda (Course Units):

Unit One: The Strategic Role of the Modern Chief Data Officer

- The evolution of the CDO from technical steward to business strategist.
- Core competencies and responsibilities of a successful CDO.
- Aligning data strategy with overall corporate vision and business objectives.
- Understanding the data value chain and its components.
- Key challenges facing today's data leaders.
- Stakeholder analysis and building alliances across the enterprise.
- Defining the mission and vision for the office of the CDO.

Unit Two: Architecting an Enterprise Data Strategy

- Developing a comprehensive data strategy framework.
- Conducting a data maturity assessment for your organization.
- Creating a strategic data roadmap with clear milestones and KPIs.
- Choosing between centralized, decentralized, and federated data models.
- Exploring modern data architectures like Data Mesh and Data Fabric.
- Integrating data strategy with digital transformation initiatives.
- Budgeting and resource planning for data initiatives.

Unit Three: Implementing Robust Data Governance and Quality

- Fundamentals of data governance and the DAMA-DMBOK2 framework.
- Designing and implementing a practical data governance operating model.
- Establishing data stewardship roles and responsibilities.
- Master Data Management (MDM) and Reference Data Management strategies.
- Developing a data quality framework for measurement and improvement.
- Navigating data privacy regulations (GDPR, CCPA) and ethical considerations.
- Implementing data classification, security, and access control policies.

Unit Four: Driving Business Value with Advanced Analytics and AI

- Building a high-impact analytics center of excellence (CoE).
- Moving from descriptive business intelligence to predictive and prescriptive analytics.
- Developing an executive-level strategy for Artificial Intelligence (AI) and Machine Learning (ML).
- Identifying and prioritizing high-value use cases for analytics.
- Principles of data monetization and creating new data-driven products.
- Fostering data literacy and analytical skills across the workforce.
- Measuring the ROI of analytics and AI investments.

Unit Five: Leading a Data-Driven Culture and Transformation

- The psychology of organizational change and overcoming resistance.
- Techniques for championing and embedding a data-driven culture.
- Effective communication strategies for conveying the value of data to non-technical audiences.
- Building and leading high-performance data and analytics teams.
- Managing vendor relationships and the data technology ecosystem.
- The future of the CDO role and preparing for emerging trends.
- Developing your personal leadership plan as a Chief Data Officer.

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 data becomes an organization's most valuable asset, how does a CDO balance the drive for data monetization with the escalating demands for data privacy and ethical responsibility?

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

This course distinguishes itself by focusing on the CDO's role as a strategic business leader rather than just a technical manager. While many programs concentrate on specific tools or data science techniques, our curriculum is uniquely designed to address the executive-level challenges of strategy, governance, culture, and leadership. We move beyond theory by immersing participants in real-world case studies and strategic simulations that mirror the complex decisions CDOs face daily. The content is built around creating tangible business value, with dedicated modules on data monetization, ROI measurement, and aligning data initiatives with corporate objectives. Furthermore, the course emphasizes the critical "soft skills" of a CDO, such as stakeholder management, change leadership, and communicating complex data concepts to a non-technical board. It is an integrated program that holistically prepares leaders to not only manage data but to leverage it as a strategic asset that drives competitive advantage and enterprise-wide transformation.