Executive Leadership in Digital Transformation and AI Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS5231_293750

Course Introduction / Overview:

In today's hyper-competitive landscape, the dual forces of digital transformation and artificial intelligence are not merely technological upgrades but fundamental drivers of business survival and growth. This course is meticulously designed for senior leaders who are tasked with navigating this complex and rapidly evolving terrain. It moves beyond theoretical concepts to provide a strategic and actionable framework for harnessing AI and digital technologies to create sustainable competitive advantage. Drawing upon insights from thought leaders like George Westerman, co-author of "Leading Digital: Turning Technology into Business Transformation," this program emphasizes that successful transformation is less about technology and more about strategy and leadership. Participants will explore how to build a clear vision, align organizational culture, and implement robust governance for AI-driven initiatives. BIG BEN Training Center has developed this immersive experience to empower executives to not only understand the potential of AI and digital platforms but to confidently lead their organizations through the entire transformation journey, from initial strategy formulation to successful, scaled implementation, ensuring long-term value creation and market leadership.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Vice Presidents and Directors of Strategy and Business Development.
- Heads of Innovation and Digital Transformation.
- Senior Managers and Department Heads across all functions.
- Business Unit Leaders and General Managers.
- Entrepreneurs and Business Owners seeking to scale with technology.

Target Sectors and Industries:

- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Telecommunications and Information Technology.
- Retail, E-commerce, and Consumer Goods.
- Manufacturing, Engineering, and Logistics.
- Energy, Utilities, and Natural Resources.
- Governmental Agencies and Public Sector Organizations.

Target Organizations Departments:

- Executive Management and Corporate Strategy.
- Information Technology and Digital Services.
- Operations and Supply Chain Management.
- Human Resources and Organizational Development.
- Marketing, Sales, and Customer Experience.
- Finance and Risk Management.
- Research and Development (R&D).

Course Offerings:

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

- Develop a comprehensive digital transformation and AI integration roadmap.
- Evaluate emerging AI technologies and their strategic business applications.
- Lead organizational change and foster an agile, data-driven culture.
- Formulate effective AI governance and ethical frameworks.
- Measure the ROI of digital and AI initiatives to justify investments.
- Enhance strategic decision-making using data analytics and AI insights.
- Build and lead high-performing, digitally-savvy teams.
- Anticipate technological disruptions and future-proof the organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the challenges faced by senior leaders. This course moves beyond traditional lectures to create a dynamic learning environment where theory is immediately put into practice. A cornerstone of our approach is the extensive use of real-world case studies from various industries, allowing participants to analyze successful and unsuccessful digital transformation projects to extract critical lessons. Interactive workshops and group discussions will facilitate peer-to-peer learning and the exchange of diverse perspectives. Participants will engage in strategic simulation exercises where they must make critical decisions about technology investment, change management, and risk mitigation in a controlled environment. Our expert facilitators guide each session, providing personalized feedback and ensuring that the content is tailored to the specific contexts of the attendees. The emphasis is on collaborative problem-solving and developing actionable strategies that can be implemented immediately upon returning to the workplace, ensuring a tangible and lasting impact on both the leader and their organization.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of Digital and AI Transformation

- The digital economy and the role of executive leadership.
- Understanding the core concepts of AI, machine learning, and data science.
- Differentiating between digitization, digitalization, and digital transformation.
- Analyzing industry disruption and identifying strategic opportunities.
- The convergence of AI and digital strategy for competitive advantage.
- Assessing your organization's digital maturity level.
- Key frameworks for leading successful transformation initiatives.

Unit Two: Crafting a Vision and Strategy for an AI-Powered Future

- Developing a clear and compelling vision for digital transformation.
- Aligning AI strategy with overarching business goals and objectives.
- Building a robust business case and securing executive buy-in.
- Identifying key performance indicators (KPIs) to measure success.
- Crafting an AI implementation roadmap from pilot to scale.
- Exploring different AI-powered business models.
- Strategies for building a sustainable digital ecosystem with partners.

Unit Three: Leading Change and Cultivating a Digital-First Culture

- The psychology of organizational change and resistance management.
- Communicating the transformation vision effectively across the enterprise.
- Fostering a culture of innovation, agility, and continuous learning.
- Strategies for upskilling and reskilling the workforce for the AI era.
- Empowering teams and breaking down organizational silos.
- Leading with empathy during periods of significant change.
- Building cross-functional teams to drive digital initiatives.

Unit Four: AI Implementation and Data-Driven Decision Making

- From data to insights: building a strong data governance foundation.
- Practical applications of AI in operations, marketing, and finance.
- Managing the technology stack and selecting the right AI tools.
- Principles of agile project management for technology implementation.
- Leveraging AI for enhanced customer experience and personalization.
- Developing a data-driven culture for strategic decision-making.
- Overcoming common challenges in AI project execution and scaling.

Unit Five: Governance, Ethics, and Future-Proofing the Organization

- Establishing robust AI governance and risk management frameworks.
- Navigating the ethical considerations of AI, including bias and privacy.
- Ensuring regulatory compliance in a data-centric world.
- Building organizational resilience and adaptability to future trends.
- The role of leadership in promoting responsible AI.
- Creating a long-term vision for continuous technological evolution.
- Capstone session: developing a personal action plan for leadership.

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:

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

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

This course distinguishes itself by focusing squarely on the strategic leadership dimension of technological transformation, rather than offering a purely technical overview. While many programs concentrate on the tools and platforms of AI and digital systems, our curriculum is architected for the executive mindset, emphasizing strategy, change management, and cultural evolution. We address the critical, and often overlooked, challenge of how to lead people through profound change, fostering the psychological safety and organizational agility necessary for success. The program integrates a robust framework for AI ethics and governance from day one, treating it not as an afterthought but as a core component of sustainable strategy. Furthermore, the course content is dynamic, incorporating the very latest in strategic thinking and real-world case studies to ensure participants are engaging with current, relevant challenges. It provides a unique forum for senior leaders to move beyond buzzwords and develop a nuanced, sophisticated understanding of how to build a resilient, future-ready organization where technology serves a clear and powerful business vision.