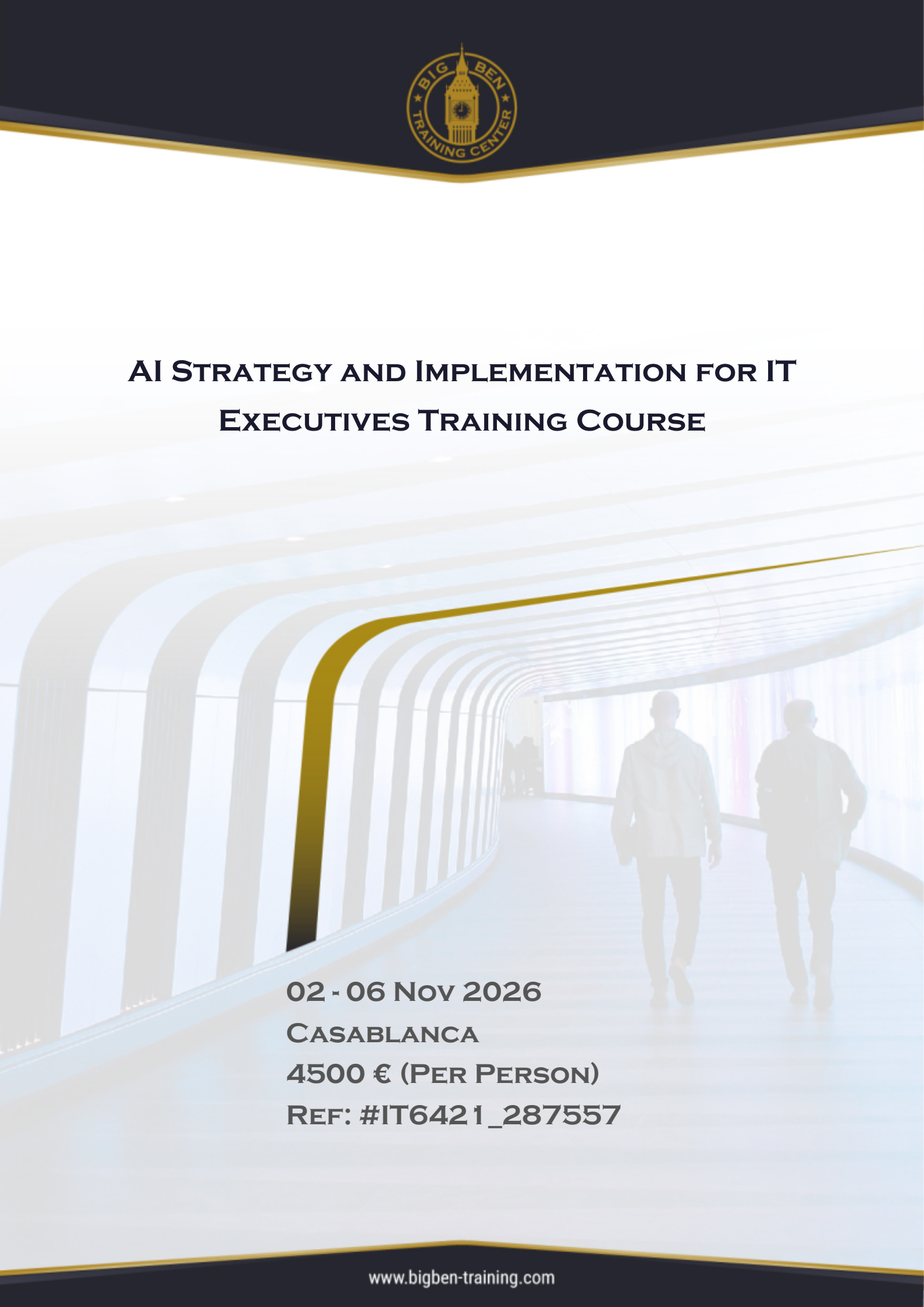
AI Strategy and Implementation for IT Executives Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IT6421_287557

Course Introduction / Overview:

This course provides a comprehensive roadmap for IT executives tasked with navigating the complexities of artificial intelligence. In an era where AI is not just a technological advantage but a strategic imperative, this program moves beyond the hype to deliver a practical framework for successful AI strategy and implementation. We delve into the core principles that enable organizations to harness AI for sustainable growth and competitive advantage. Drawing on insights from leading thinkers like Andrew Ng and his practical "AI Playbook," the course emphasizes aligning AI initiatives with core business objectives, ensuring that technology serves strategy, not the other way around. Participants will learn to identify high-impact AI use cases, build a robust data infrastructure, and manage the entire AI project lifecycle. BIG BEN Training Center has designed this curriculum to address the unique challenges faced by leaders, focusing on governance, ethical considerations, and fostering an AI-ready culture. This is not just a technical overview; it is a strategic guide for leading an AI-driven transformation within your organization.

Target Audience / This training course is suitable for:

- Chief Information Officers (CIOs).
- Chief Technology Officers (CTOs).
- IT Directors and VPs of Information Technology.
- Heads of Digital Transformation and Innovation.
- Senior IT Project and Program Managers.
- Enterprise Architects.
- Business Leaders with technology oversight responsibilities.
- Aspiring technology executives and senior managers.

Target Sectors and Industries:

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

Target Organizations Departments:

- Information Technology (IT).
- Strategy and Corporate Planning.
- Research and Development (R&D).
- Operations Management.
- Business Intelligence and Data Analytics.
- Innovation and Digital Transformation Offices.
- Product Development and Management.

Course Offerings:

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

- Develop a comprehensive AI strategy that aligns with overarching business goals.
- Identify and prioritize high-value AI use cases for maximum ROI.
- Formulate a robust data governance and management strategy to support AI initiatives.
- Evaluate different AI technologies and vendor solutions effectively.
- Lead AI projects from conception and pilot to full-scale implementation.
- Establish a framework for AI governance, ethics, and risk management.
- Champion an AI-ready culture through effective change management.
- Measure the business impact and performance of AI implementations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and immediately applicable to the executive's role. We believe that strategic learning for leaders is most effective when it combines expert knowledge with peer collaboration and real-world problem-solving. The course is structured around a blend of expert-led presentations, in-depth case study analyses of successful and failed AI implementations, and interactive group discussions. Participants will engage in hands-on workshops to draft AI strategy components and evaluate technology roadmaps. A significant portion of the program is dedicated to collaborative exercises where attendees work in teams to tackle complex implementation scenarios, fostering a rich learning environment where diverse industry perspectives are shared. Our approach emphasizes practical application over pure theory, ensuring that participants leave not just with knowledge, but with actionable frameworks and a clear plan to drive AI initiatives within their own organizations. Continuous feedback and Q&A sessions are integrated throughout to address specific challenges and questions.

Course Agenda (Course Units):

Unit One: Foundations of AI Strategy for Executive Leadership

- Understanding the AI landscape beyond the buzzwords.
- Differentiating between AI, Machine Learning, and Deep Learning.
- Aligning AI initiatives with corporate strategy and business objectives.
- The role of the IT executive in driving the AI vision.
- Analyzing AI for competitive advantage and market disruption.
- Case studies of strategic AI adoption across industries.
- Common pitfalls in AI strategy and how to avoid them.

Unit Two: Building the AI Implementation Roadmap

- Identifying and prioritizing high-impact AI use cases.
- Conducting AI readiness assessments for your organization.
- Developing a robust data strategy and governance framework.
- Building the right technology stack for AI.
- Evaluating build vs. buy vs. partner decisions for AI solutions.
- Creating a phased AI implementation plan with clear milestones.
- Securing executive buy-in and budgeting for AI projects.

Unit Three: Managing AI Projects and Teams

- The lifecycle of an AI and Machine Learning project.
- Adopting agile methodologies for AI development.
- Building and managing high-performing AI and data science teams.
- Key roles and skills required for a successful AI team.
- Vendor selection and management for AI platforms and services.
- Monitoring project progress and key performance indicators (KPIs).
- Transitioning AI models from pilot to production environments.

Unit Four: AI Governance, Ethics, and Risk Management

- Establishing a comprehensive AI governance framework.
- Addressing ethical considerations including bias, fairness, and transparency.
- Ensuring data privacy and security in AI systems.
- Navigating the regulatory and compliance landscape for AI.
- Developing a risk management strategy for AI initiatives.
- The concept of Explainable AI (XAI) and its importance.
- Building trust in AI systems across the organization.

Unit Five: Scaling AI and Leading an AI-Ready Culture

- Strategies for scaling AI initiatives across the enterprise.
- Measuring the ROI and business value of AI.
- Driving organizational change and fostering an AI-first mindset.
- Developing AI literacy and upskilling the workforce.
- The future of AI and its long-term strategic implications.
- Continuous improvement and innovation in AI.
- Final project. developing a strategic AI action plan.

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 becomes more autonomous, how should an executive's role evolve from direct decision-making to overseeing AI-driven decision frameworks?

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

This course distinguishes itself by focusing squarely on the strategic and leadership dimensions of AI, a perspective often neglected in more technically-focused programs. While other courses may concentrate on algorithms and coding, our curriculum is meticulously designed for the IT executive who must lead the charge, not just understand the technology. We bridge the critical gap between technical possibility and strategic business value. The program's emphasis on governance, ethics, and risk management provides a holistic framework that prepares leaders for the real-world complexities of AI deployment. Furthermore, the course content is built around practical, actionable frameworks and real-world case studies, moving beyond theoretical concepts to equip participants with the tools needed to develop and execute a successful AI roadmap. The interactive methodology, centered on peer-to-peer learning and problem-solving, ensures that participants gain insights not only from the instructor but also from the collective experience of fellow industry leaders, creating a powerful and relevant learning environment.