



**Scandinavian Academy**  
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# Course: AI and Digital Transformation for Leaders and Managers

Code	City	Hotel	Start	End	Price	Language - Hours
DAI-891	Marrakesh (Morocco)	Hotel Meeting Room	2026-03-22	2026-04-02	6450 €	En - 50

## Introduction:

In today's rapidly evolving technological landscape, leaders and managers must not only understand artificial intelligence and digital transformation — they must harness them to drive sustainable growth, agility, and innovation. This comprehensive program equips participants with the mindset, tools, and strategies to lead in the AI-driven digital age, helping organizations remain competitive and future-ready.

## General Objective:

To empower leaders and managers with the knowledge and practical capabilities needed to leverage artificial intelligence and digital transformation in driving strategic innovation, organizational performance, and future readiness.

## Detailed Objectives:

- Understand the core concepts and strategic importance of AI and digital transformation.
- Evaluate the impact of AI technologies on industries, organizations, and leadership practices.
- Utilize AI tools and data-driven decision-making approaches to enhance performance.
- Lead and manage AI-driven change initiatives effectively and ethically.
- Design and implement digital strategies aligned with customer needs and market



disruptions.

- Explore digital business models and build strategic alignment for value creation.
- Develop competitive advantage through information capabilities and IT-enabled processes.
- Leverage social media, IoT, and collaborative technologies for enhanced communication and innovation.

## Target Audience

- Chief Executive Officers (CEOs)
- Chief Technology Officers (CTOs)
- Chief Digital Officers (CDOs)
- Chief Innovation Officers
- Business Unit Managers
- Digital Transformation Managers
- IT Managers and Directors
- Strategy and Planning Managers
- Human Resources and Learning & Development Managers
- Project and Program Managers
- Operations Managers
- Innovation Consultants
- Data and AI Specialists in Leadership Roles
- Entrepreneurs and Start-up Founders
- Senior Analysts and Business Advisors

## Course Outline

### Module 1: Artificial Intelligence (AI) for Leaders and Managers



## **Day 1: Unlocking AI's Potential - Transforming Business for the Future**

- The strategic power of AI: redefining leadership in the digital era
- Breakthrough AI technologies and innovations shaping the future
- AI as a catalyst for disruption and competitive edge
- Global adoption trends and their industry-wide implications
- From data to insight: leveraging AI for smarter business outcomes
- Success metrics for AI-powered growth and performance

## **Day 2: Mastering AI - Tools, Platforms, and Applications**

- Simplifying machine learning and deep learning for decision-makers
- Overview of essential AI tools and platforms for professionals
- Applying AI to boost productivity and enhance problem-solving
- Crafting data-driven strategies for business agility
- Case studies: industry-specific AI transformation successes

## **Day 3: Leading with AI - Smart Leadership for Smart Decisions**

- Designing intelligent decision-making frameworks
- Change management and leadership strategies in the AI era
- Managing cross-functional AI projects and innovation teams
- Ethics, fairness, and trust in AI implementation
- Leadership insights: learning from top AI-driven organizations

## **Day 4: AI Risk and Governance - Innovation with Responsibility**

- Identifying, assessing, and mitigating AI-related risks
- Addressing AI bias, fairness, and explainability
- Establishing governance frameworks for responsible AI use
- Aligning AI initiatives with long-term business strategy
- Tools and processes for AI monitoring and performance assurance



## **Day 5: The AI-Driven Future - Scaling Innovation and Value**

- Building an organizational culture of AI-first thinking
- Bridging the knowledge gap between AI experts and business leaders
- Scaling AI from pilot to enterprise-wide impact
- Measuring AI return on investment (ROI) and sustaining value
- Future trends: what's next for AI and intelligent enterprises

## **Module 2: Digital Transformation Leadership**

### **Day 6: Leading in the Digital Age**

- The evolving role of business and technology leaders
- Core challenges and opportunities in digital leadership
- The three dimensions of effective digital leadership
- Understanding evolving customer expectations
- Industry and sector-specific digital skills landscape

### **Day 7: Navigating Technology-Driven Disruption**

- Key technological forces disrupting traditional business models
- Cloud computing, mobile platforms, and data analytics
- Why companies fail to respond to disruption - and how to avoid it
- Identifying technology-led disruptions in your own sector
- Shifts in strategy and capability to embrace disruptive change

### **Day 8: Digital Business Models and Strategic Alignment**

- Exploring dominant online and internet-based business models
- The five main types of e-commerce models
- Characteristics of digital goods business structures
- Aligning digital strategies with organizational capabilities
- Constraints to effective ICT adoption and overcoming them



## **Day 9: Information Capabilities for Competitive Advantage**

- Traditional vs. digital sources of competitive advantage
- The role of IT in enabling full-value chain visibility
- Case insights: how companies like Amazon and Walmart win digitally
- Key components of IT-enabled business superiority
- Designing transformative and cost-effective supply chains

## **Day 10: Emerging Technologies and the Collaborative Digital Enterprise**

- Practical applications of social media in business contexts
- The Internet of Things (IoT) and its strategic impact
- Enterprise 2.0: collaboration tools for the modern workplace
- Enhancing decision-making with real-time information flows
- Group debates and collaborative exercises on digital tools adoption



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily Coffee Break provided during the sessions to ensure participants comfort.