



Leading Digital and AI Transformation

12 – 16 July 2027
Casablanca (Morocco)





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Ref: 16322_1015717 **Date:** 12 – 16 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4900 Euro

Introduction:

In today's fast-paced digital economy, organizations must embrace transformation to remain competitive. The Leading Digital and AI Transformation course equips professionals with the vision, strategies, and skills required to navigate complex change. It examines how digitalization and artificial intelligence drive innovation, efficiency, and the development of customer-centric solutions.

Participants will learn how to integrate AI into business models, restructure processes, and guide teams through technological transitions. The Leading Digital and AI Transformation program will emphasize leadership roles in fostering digital-first mindsets and building data-driven decision-making cultures.

Through practical insights, theoretical frameworks, and scenario-based learning, the Leading Digital and AI Transformation training course develops strategic and operational readiness. Ultimately, the training course empowers leaders to rebuild organizations for the era of intelligent technologies.

Targeted Groups:

This Leading Digital and AI Transformation training targets professionals seeking specialized knowledge and skills:

- Business leaders aiming to drive digital growth.
- Department managers responsible for developing and implementing digital strategies and initiatives.
- IT professionals adapting systems to AI solutions.
- HR managers enabling cultural transformation.
- Innovation officers seeking scalable AI adoption.
- Project managers aligning initiatives with transformation goals.
- Consultants supporting organizational digitalization.
- Policy makers exploring AI-driven strategies.
- Entrepreneurs transitioning into digital-first models.
- Mid-career professionals seeking leadership in transformation.

Course Objectives:

Participants will achieve the following objectives by completing the Leading Digital and AI Transformation course:

- Understand the principles of digital transformation and AI integration.
- Analyze organizational challenges in adapting to new technologies.
- Identify opportunities for leveraging AI in strategic decision-making.
- Evaluate digital maturity models and apply them to business contexts.
- Design transformation roadmaps aligned with organizational goals.
- Develop leadership skills to guide teams through disruptive change.
- Apply ethical frameworks in digital and AI-driven initiatives.
- Measure performance outcomes from digital and AI transformation.
- Formulate policies for the sustainable and responsible adoption of AI.
- Communicate transformation strategies effectively to stakeholders.
- Apply data analytics for improved organizational efficiency.
- Foster a culture of innovation and adaptability within teams.
- Assess global trends in digital transformation and the impact of AI.
- Create practical action plans for business model innovation.
- Develop resilience strategies against technological disruptions.

Targeted Competencies:

Participants will gain the following competencies during the Leading Digital and AI Transformation program:

- Strategic digital transformation planning.
- AI adoption and implementation skills.
- Data-driven decision-making.
- Ethical and responsible AI governance.
- Leadership in digital environments.
- Change management techniques.
- Innovation and business model design.
- Stakeholder communication and engagement.
- Risk assessment in digital transitions.
- Performance evaluation in transformation projects.

Studying Scenarios:

In this Leading Digital and AI Transformation training, participants will develop their skills through the analysis of the following scenarios:

- A company is integrating AI into customer service to enhance user experience.
- A traditional firm shifts to a digital-first strategy.
- Multinational enterprise adopting AI for global operations.
- Public sector organization implementing digital governance frameworks.
- Team managing cultural resistance during transformation.
- Retail business using AI for predictive analytics and inventory control.
- Financial institution navigating ethical challenges in AI adoption.
- Startup scaling operations through automation and digital platforms.
- Healthcare provider using AI to optimize patient care delivery.

Course Content:

Unit 1: Foundations of Digital and AI Transformation:

- Define digital transformation in organizational contexts.
- Understand the role of AI in business model innovation.
- Explore the evolution of digital ecosystems.
- Identify drivers and barriers to digital transformation.
- Recognize the impact of data as a strategic asset.
- Assess global digital transformation trends.
- Study successful digital transformation case studies.
- Analyze the relationship between AI, cloud, and IoT.
- Understand digital maturity frameworks.

Unit 2: Leadership and Strategy in AI-Driven Transformation:

- Redefine leadership roles in digital-first organizations.
- Develop strategic visions for AI-enabled enterprises.
- Align digital transformation with corporate strategy.
- Apply frameworks for change management.
- Build leadership resilience in disruptive environments.
- Lead cross-functional teams in transformation initiatives.
- Engage stakeholders in AI-driven strategies.
- Assess leadership competencies required for digital innovation.
- Foster organizational culture aligned with transformation goals.

Unit 3: AI Integration and Operational Transformation:

- Implement AI in decision-making processes.
- Explore machine learning applications in industries.
- Leverage automation for process optimization.
- Integrate AI into customer experience strategies.
- Apply AI in supply chain and logistics management.
- Examine the ethical implications of deploying AI.
- Address regulatory and compliance considerations.
- Use data analytics for operational efficiency.
- Ensure cybersecurity in AI-enabled systems.

Unit 4: Innovation, Culture, and Human Capital in Transformation:

- Cultivate a digital-first mindset within organizations.
- Redesign organizational culture to support AI adoption.
- Promote innovation through digital leadership.
- Encourage employee engagement in transformation projects.
- Redefine roles and responsibilities in digital enterprises.
- Develop digital skills and competencies in teams.
- Apply learning frameworks for continuous improvement.
- Manage resistance to organizational change.
- Enhance collaboration through digital tools.

Unit 5: Future Trends, Risks, and Sustainable Transformation:

- Explore emerging trends in AI and digital technologies.
- Assess risks in large-scale digital projects.
- Build sustainable AI governance frameworks.
- Analyze ethical challenges of AI in global markets.
- Develop policies for inclusive digital growth.
- Study geopolitical influences on digital transformation.
- Anticipate disruptions from next-generation technologies.
- Build resilience strategies for uncertain digital futures.
- Create long-term digital and AI roadmaps.

Final Insights & Key Takeaways:

Leading Digital and AI Transformation provides a framework for guiding organizations through disruptive change. Participants will gain the skills, strategies, and insights to lead effectively in AI-driven environments. The course emphasizes responsible leadership, sustainable transformation, and the practical implementation of these concepts. Professionals will drive impactful digital change across industries.