MERCURY

Leading Digital Transformation: Rebuilding Organizations for the Era of AI

15 – 19 November 2026
Doha (Qatar)



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Ref: 16321_1070328 **Date:** 15 – 19 November 2026 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

In the rapidly evolving digital landscape, organizations face unprecedented challenges and opportunities. The integration of Artificial Intelligence AI is no longer optional but a strategic imperative for businesses aiming to maintain competitiveness. The Leading Digital Transformation: Rebuilding Organizations for the Era of AI course equips leaders with the knowledge and skills to navigate and spearhead AI-driven transformation within their organizations.

Participants will explore the multifaceted aspects of digital transformation, encompassing strategy, organizational change, innovation, and the integration of AI. Through a blend of theoretical frameworks and practical applications, the Leading Digital Transformation: Rebuilding Organizations for the Era of AI training aims to foster an understanding of how AI can be leveraged to drive sustainable growth and innovation.

The Leading Digital Transformation: Rebuilding Organizations for the Era of AI program emphasizes a holistic approach; the curriculum addresses both the technological and human dimensions of transformation, ensuring that leaders are prepared to manage change effectively. Participants will have developed actionable strategies to lead their organizations into the AI era with confidence and foresight.

Targeted Groups:

This Leading Digital Transformation: Rebuilding Organizations for the Era of AI training targets professionals seeking specialized knowledge and skills:

- Senior executives responsible for organizational strategy and transformation.
- Managers leading digital initiatives and innovation projects.
- Department heads are aiming to align their teams with AI-driven objectives.
- Change agents facilitating cultural and operational shifts within their organizations.
- Consultants advising on digital strategy and AI implementation.
- Entrepreneurs are looking to integrate AI into their business models.
- Professionals aspiring to transition into leadership roles in digital transformation.

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Course Objectives:

Participants will achieve the following objectives by completing the "Leading Digital Transformation: Rebuilding Organizations for the Era of AI" course:

- Analyze the impact of AI on business models and organizational structures.
- Develop strategies to integrate AI into existing business processes and workflows to enhance efficiency and effectiveness.
- Evaluate the ethical considerations and governance frameworks associated with AI.
- Design a comprehensive digital transformation roadmap tailored to their organization.
- Lead cross-functional teams through the complexities of digital change.
- Foster a culture of innovation and continuous learning within their teams.
- Assess the ROI of AI initiatives and adjust strategies accordingly.
- Communicate the value of AI-driven transformation effectively to stakeholders.
- Navigate the challenges of workforce adaptation in the AI era.
- Stay informed about emerging AI trends and their implications for your business.

Targeted Competencies:

Participants will gain the following competencies during the Leading Digital Transformation: Rebuilding Organizations for the Era of AI program:

- Strategic thinking in the context of AI and digital transformation.
- Leadership skills to drive organizational change and innovation.
- Analytical abilities to assess and implement AI solutions effectively.
- Communication skills to articulate the benefits and challenges of AI integration.
- Expertise in change management to guide teams through digital transitions.
- Ethical judgment in the deployment and governance of AI technologies.
- Project management capabilities for AI-driven initiatives.
- Cross-functional collaboration skills to align diverse teams with transformation goals.
- Risk management strategies related to AI adoption and data security.
- Continuous learning mindset to adapt to the evolving AI landscape.

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Studying Scenarios:

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

- A retail company is implementing AI-driven inventory management systems.
- Financial institution adopting AI for personalized customer service.
- Manufacturing firm integrating AI in predictive maintenance operations.
- Healthcare provider utilizing AI for diagnostic support and patient care.
- Logistics company optimizing routes and operations through AI analytics.
- Government agency deploying AI for public service delivery and policy analysis.
- Startup leveraging AI to disrupt traditional business models.
- Non-profit organization using AI to enhance outreach and impact measurement.
- An educational institution incorporating AI into personalized learning platforms.
- Media company adopting AI for content creation and audience engagement.

Course Content:

Unit 1: Understanding Digital Transformation and AI:

- Defining digital transformation in the context of AI.
- Historical overview of AI advancements and their business implications.
- Key drivers of digital transformation in the AI era.
- The role of leadership in steering AI initiatives.
- Assessing organizational readiness for AI adoption.
- Identifying opportunities for AI integration across functions.
- Understanding the competitive advantages of AI-driven transformation.
- Case studies of successful AI implementations in various industries.
- Challenges and Barriers to AI Adoption: Strategies to Overcome Them.

Unit 2: Strategic Planning for AI Integration:

- Developing a digital transformation strategy aligned with business objectives.
- Setting measurable goals and KPIs for AI initiatives.
- Resource Allocation and Budgeting for AI Projects.
- Risk assessment and mitigation planning in AI adoption.
- Stakeholder analysis and engagement strategies.
- Building cross-functional teams for AI project execution.
- Selecting appropriate AI technologies and platforms.
- Vendor management and partnership considerations.
- Legal and Regulatory Compliance in AI Implementation.
- Continuous monitoring and evaluation of AI projects.

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Unit 3: Organizational Change and AI:

- Understanding the human side of digital transformation.
- Leading cultural change to embrace AI technologies.
- Training and upskilling employees for AI competencies.
- Addressing resistance to AI adoption within the workforce.
- Redesigning organizational structures to support AI initiatives.
- Enhancing collaboration and communication in AI projects.
- Managing performance and accountability in AI-driven environments.
- Fostering innovation and creativity through AI tools.
- Aligning organizational values with AI ethics and governance.
- Measuring the impact of AI on organizational performance.

Unit 4: AI Implementation and Optimization:

- Phases of AI project implementation: from pilot to scale.
- Data management and quality assurance for AI systems.
- Integrating AI solutions with existing IT infrastructure.
- Ensuring cybersecurity and data privacy in AI applications.
- Performance tuning and optimization of AI models.
- Managing AI lifecycle and updates.
- User Adoption Strategies for AI Tools and Platforms.
- Feedback Loops and Iterative Improvement in AI Systems.
- Collaboration with external partners for AI development.
- Documenting and sharing AI implementation best practices.

Unit 5: Future Trends and Leadership in AI:

- Emerging AI technologies and their potential impact on business.
- The Evolving Role of Leadership in the AI-Driven Landscape.
- Ethical Considerations and Societal Implications of AI.
- Building resilience and adaptability in AI strategies.
- Navigating global AI regulations and standards.
- The role of AI in sustainability and corporate social responsibility.
- Preparing organizations for the next wave of AI innovations.
- Networking and collaboration opportunities in the AI ecosystem.
- Continuous professional development in AI leadership.
- Reflecting on personal growth and future aspirations in AI leadership.

Final Insights & Key Takeaways:

This course offers a framework for leading digital transformation in the era of AI. Participants will acquire strategic, organizational, and leadership skills essential for successful AI integration. Emphasizing practical applications, the curriculum prepares leaders to navigate the complexities of AI adoption. They will drive sustainable growth and innovation within their organizations.