PAN AFRICAN

Learning and Growth Network

Digital Transformation and AI

Innovate to stay ahead in the age of digital transformation and AI.

Your trusted learning partner

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Digital Transformation and AI Courses Overview

Our Artificial Intelligence training courses are your gateway to incredible possibilities, equipping you with cutting-edge knowledge, insights, and skills to dive confidently into the Artificial Intelligence (AI) revolution. Our comprehensive AI training courses, crafted meticulously by industry experts, spanning from beginners to advanced levels, foster a deep understanding of core AI concepts, methods, and technologies. They fuel innovation, creativity, and strategic thinking, enabling you to delve deeper into machine learning, deep learning, natural language processing, robotics, and more. The training programs help tap into the potential of data, provide hands-on experience with real-world applications and projects, and focus on ethics and responsible AI. These AI training courses empower individuals and organizations to embrace the power of AI, boost productivity, streamline workflows, enhance decision-making, and shape a better future.

Digital Transformation training courses equip professionals and organizations with the skills and knowledge needed to thrive in today's rapidly evolving digital landscape. These courses focus on understanding how to implement cutting-edge technologies such as AI, cloud computing, and data analytics, enabling businesses to optimize operations and improve customer experiences. Participants in these digital transformation courses will learn to drive innovation, streamline workflows, and harness digital tools to remain competitive in their industries. These courses emphasize the importance of adapting to technological change, developing leadership in digital transformation, and fostering a culture of continuous improvement. With hands-on experience and real-world case studies, participants attending our training courses will be better prepared to navigate the complexities of the digital economy. The courses provide participants with the knowledge and skills to integrate cutting-edge technologies like AI (Artificial Intelligence) and AR (Augmented Reality) into their business models, ensuring they are well-prepared for strategic business innovation and sustainable digital growth.

Companies and professionals can future-proof their operations by enrolling in our Digital Transformation and AI training courses, ensuring sustainable growth in a tech-driven world. Whatever sector or industry you are in, these training courses provide the roadmap for integrating digital solutions into your business.

So, get ready to challenge the status quo, create a significant impact, and drive change with the power of AI!

- Stay ahead of industry trends by mastering the skills to drive your organization's transformation and lead to long-term success.
- Empower your future with our expert-led Artificial Intelligence (AI) training programs where theory meets practice to shape tomorrow's innovation leaders
- Enhance Digital Savviness by pioneering the integration of AI and AR for strategic business innovation and sustainable digital growth, by elevating Expertise with comprehensive Digital Transformation training courses.

Digital Transformation Program (8.5 Days)

Continuous advances in technology, the threat of nimble market entrants, and the expectation of personalized customer experiences are forcing organizations in every industry to rethink the way they operate. Get ahead of this change by learning how you can drive initiatives that create more value for your users and help you and your organization stay relevant. In the Digital Transformation Program (DTP), you'll learn the skills you need to become the critical link between business functions and the technology that enables them, learn the key factors that drive a successful digital transformation, the crucial role that organization culture plays in transforming and the basics of product platforms and how they're being shaped by digital transformation. With courses spanning digital transformation strategy and technical application, you'll build the well-rounded skillset you need to lead and execute an informed technology-enabled business transformation.

- Streamline processes and improve customer experiences with digital technologies like artificial intelligence and data science
- Deliver superior business outcomes by aligning company objectives and organizational culture
- Examine digital transformation across different dimensions of the business system (product, platforms, solutions, customers, supply chain, brand) with real-world examples
- Learn from industry experts leading digital transformation in a wide range of companies around the world

Digital Transformation Program Modules

Full Program Duration: 8.5 Days
Mode of Delivery: Optional (Online or Physical)

You're welcome to take courses in any order, we recommend the follow this sequence as listed below

1. Foundations for Digital Transformation (1 day)
2. Building an AI enabled Organization (1 Day)
3. Building a product platform strategy to accelerate growth (1 day)
4. Systems Leadership - Managing uncertainty in the digital age (1 day)
5. Change Management - Reskilling in the age of Analytics and AI (1.5 days)
6. The Industrial Dilemma - How to adapt to a changing landscape (1 day)
7. Human-Centered design for digital transformation (1 day)
8. Turn Data into insights with Predictive Analytics (1 day)

Foundations for Digital Transformation (1 Day)

For your organization to grow and evolve in today's tech-centered landscape, you must develop a company culture that promotes risk-taking, collaboration, and speed. In this foundational digital transformation course, you'll learn how to implement processes and digital transformation strategies to build and reinforce these values.

If you're looking to lead digital transformation in your organization or department, this course is the perfect place to start. You'll examine the key factors that enable an organization to take advantage of the opportunities that emerging technologies provide and to stay competitive as these technologies evolve.

- Promote innovation in your organization or team
- Foster agility in a mature organization
- Achieve successful collaboration across physical and cultural boundaries
- Build a digital culture that sets the stage for transformation within your company

Course Outline

Foundations for Digital Transformation

Discover what it means to digitally transform. Hear stories from industry leaders who have led digital transformations in their companies and explore the key characteristics of digital culture.

Unbounded Collaboration

Learn how to move an organization in a new direction by uniting teams across boundaries. Explore ways to drive organizational learning and innovation by broadening perspectives.

Voracious Learning

Discover why a voracious learning climate is essential for digital transformation and learn strategies for promoting a culture of learning in your organization.

Leading Digital Transformation

Examine key leadership behaviors that can help you establish and maintain a digital culture in your organization.

Nimble and Fast

Learn what it means to be nimble and explore key principles for designing nimble organizations.

Appetite for Risk

Learn why risk-taking is so important and explore some key practices and leadership behaviors that can encourage risk-taking in your team or organization.

Building an AI-Enabled Organization (1 Day)

In this digital transformation course, you will explore the world of artificial intelligence (AI) from an organizational viewpoint and discover how AI drives the evolution of digital transformation. You'll see how leading professionals are utilizing AI in their companies to create superior customer experiences and increase operational efficiency. Through real-world examples, you'll learn proven tips and tools to build an AI business strategy, optimized for your company's size, industry, and data management capabilities.

- Leverage data to drive value in your organization
- Identify, prioritize, and frame AI technologies around your organizational needs
- Assess key factors involved in a successful AI implementation
- Utilize the building blocks of AI to solve problems within your company and better connect with your customers

Course Outline

The Evolution of Artificial Intelligence

Get an introduction to artificial intelligence and its history. Hear from industry professionals about how artificial intelligence has led the way for digital transformation within their organizations.

The AI Organization

Examine the phases of an AI execution strategy: the organizational vision and the data strategy. Learn the meaning of an AI-driven organization and how to align that with your organizational goals. Explore data strategy and the importance of building an effective data architecture.

Putting your AI Strategies into Practice

Industry professionals explain how to best integrate AI into a startup, and how that strategy differs in established organizations. Learn how to mold your own strategy and how to execute it effectively. Explore the exciting future of artificial intelligence.

Data and the Drivers of Value

Learn tips from industry leaders on how to become a data-driven company and move from desire to action with data.

Understanding Artificial Intelligence

Explore the various definitions of artificial intelligence (AI), the types of AI, and the benefits and limitations of AI. Learn about the foundational building blocks of AI and its strong connection to machine learning.

Build a Product Platform Strategy to Accelerate Growth (1 Day)

With more data available, greater customer connectivity, and ever-advancing artificial intelligence capabilities, product platforms have become an increasingly effective strategy for fostering customer engagement and generating revenue. In this digital transformation course, you'll learn strategies for designing, monetizing, and launching a product platform. You'll see how companies like LinkedIn have adapted to digital transformation and successfully utilized their product platform to create value and realize revenue.

- Create a new product platform or enhance an existing one
- Organize your product platform to retain users and sustain growth
- Evaluate when to enter the platform market and how to out-compete in your industry
- Differentiate your product platform in the marketplace to ensure success

Course Outline

Platforms v. Products in a Digital World

Get started with an overview of platforms, including platform history and the key takeaways. Explore the connection between platforms and digital transformation through the use of big data.

Product Platform Playbooks

Take a deep dive into when and how to create a product platform. Discover the added value and advantages of a product platform.

Organizing Product Platforms

Analyze the product platforms of some major companies with different strategic priorities and motivations yet ace similar challenges.

Competition with Product Platforms

Platforms can become competitive threats to non-platform incumbents. Examine the choices that incumbents have while facing platform competition and the most likely outcomes.

Strategies and Longevity

Analyze companies that have demonstrated effective strategies and longevity in the world of platforms. Learn how to build a platform that lasts.

Systems Leadership: Managing Uncertainty in the Digital Age (1 Day)

With constant shifts in the marketplace, technology advances, and customer expectations, leaders of digital transformation need the skills to manage quick and efficient pivots across systems, teams, and processes. They need to ignite and mobilize systems-level change. In this course, you will learn how to lead digital transformation by mastering the skills of systems leadership. You will discover strategies for uniting decentralized networks and diverse teams, driving change, and leading through uncertainty by recognizing patterns and taking action.

- Apply systems leadership techniques to solve challenges faced by your company
- Combine physical and digital elements into systems that are optimized for customer success
- Drive change and innovation through uncertainty in the digital age to create new, adaptive business models

Course Outline

Systems Thinking

Explore systems leadership and the importance of driving change and leading through uncertainty. Analyze businesses that combine digital and physical products to create new customer solutions.

Sustaining a Business

Examine a long-standing global company to learn how to sustain your business by developing a business model with defendable attributes, creating feedback loops, and recognizing bias.

Organizing an Ecosystem

Explore the relationship between organizational alignment and innovative digital leadership. Learn how a successful company organizes its ecosystem by leveraging data and inspiring change.

The Future of Work and Preparing the Organization

Learn about the duality of systems leadership in digital transformation and its connection to the future of work.

Operating at Intersections and Managing Context

Learn how to successfully manage and operate cross-functionally by fostering diversity, seeing connections, and controlling the details.

Technical Stack and Leading through Uncertainty

Examine how a leader can navigate through times of crises, business cycles, and market uncertainty successfully.

Change Management: Reskilling in the Age of Analytics and AI (1.5 Days)

Advancements in artificial intelligence (AI) and data analytics have the power to radically transform the way our businesses operate. But there's a catch: new technology is only as good as the people using it and the processes in place to harness it.

In this digital transformation course, you will learn how to reskill, restructure, and reimagine the work of your team(s) to capitalize on the opportunities presented by new technology. You'll apply three lenses of organizational change management–strategic design, power and politics, and culture–to navigate the restructuring of data, analytics, and artificial intelligence initiatives. Through exclusive interviews with digital transformation leaders, you will gain firsthand insights into how leading companies are navigating change and optimizing their teams for the future of work.

- Lead change management at the heart of digital transformation
- Overcome barriers to achieving organizational change and employee reskilling
- Evaluate the tradeoffs in structuring analytics and data science functions
- Navigate organizational design challenges and opportunities presented by the integration of AI

Course Outline

Foundations of Organizational Change

Learn frameworks and practical toolkits needed for effectively reimagining your role, team, and organization to adapt to the future of work. You'll be introduced to three lenses for examining organizational change and individual reskilling: strategic design, power & politics, and culture.

Data and Analytics

Explore organizational change through the lenses of data, data science, and analytics. Apply this three-lens framework to data and analytics initiatives within organizations. Explore and analyze how data science and analytics could be leveraged in a manner that could lead to accelerated reskilling and more effective change processes.

Artificial Intelligence

Advances in AI are in the news every day, and the potential implications for work are profound. How do leaders, managers, and individual employees reskill themselves and reimagine their role with the advent of Generative AI? Focus on the conflict that AI could potentially create, the organizational structures of AI, and the end-users of AI.

The Industrialist's Dilemma: How to Adapt to a Changing Landscape (1 Day)

We are moving from an industrial economy to a digital one that blends both physical and digital solutions. Can mature organizations survive in this new economy using the same systems that made them successful, or do those very systems put them at risk? In this digital transformation course, you'll examine case studies to explore how the world's best startups are taking on the world's biggest companies, and how those large companies are adapting to survive. You will gain knowledge in digital transformation strategy that will help you prepare for this shifting landscape and ensure that your company isn't overtaken by an emerging startup.

- Identify areas of risk and opportunity in digital transformations
- Manage the transition of mature companies from physical to digital business models
- Identify the reasons why many companies resist change and innovation, and what you can do to overcome that resistance
- Leverage the unique advantages available to mature organizations (systems, capital, resources, experience, and connections) to stay ahead of the competition

Course Outline

Increasing Returns-to-Scale

Examine the idea of increasing returns to scale as opposed to diminishing returns to scale. Learn strategies for combining the worlds of digital and physical and see how real-world companies have leveraged this new world to compete in a new way.

Ecosystems

New, digital-enabled business models mean that many companies will have to leave legacy ecosystems behind. Discover how establishing a new ecosystem with new partners can create opportunities for success.

Cross-Boundary Disruption

Examine cross-boundary disruptors and what to consider when launching a digital platform. Analyze the impacts of software, network effects, and multi-sided transactions on an organization and how to harness the disruption to your advantage.

Interdependence and Modularity

Begin with an introduction to the industrialist's dilemma. Explore the roles of interdependence and modularity in an ever-changing digital world.

Changing Business Models

Analyze examples of how companies have pivoted their business models to meet evolving customer needs. Learn how to be an organizational leader through business model transformation.

Absorptive Capacity

Learn how to be an innovative leader by prioritizing absorptive capacity during times of incredible change and disruption.
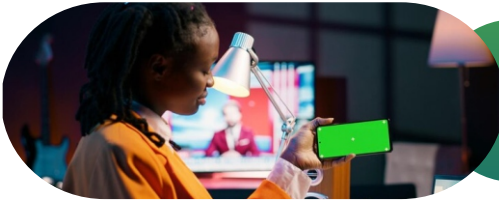
Human-Centered Design for Digital Transformation (1 Day)

This is known as human-centered design, a problem-solving approach that places the human experience at the core of digital transformation. In this course, you will learn how to use human-centered design to move beyond reactionary "quick fixes" to successfully build and lead impactful digital transformations. Through engaging case studies and project-based exercises, you'll practice techniques for moderating interviews, analyzing data, and running rapid experiments.

- Identify and address red flags that could lead to a failed project
- Moderate need-finding interviews and extract meaningful insights
- Synthesize research data using the Grounded Theory process
- Plan and run rapid experiments to test your ideas
- Gain stakeholder buy-in by crafting a compelling project narrative

Course Outline

A Human-Centered Approach to Transformation

Explore the benefits of a human-centered approach to digital transformation and why some transformations lack meaningful impact.

Need finding

Learn five interviewing techniques for successful need finding. Witness skillful moderation techniques firsthand as Julie extracts meaningful user insights.

Synthesis and Problem Identification

Identify the goals and techniques of synthesis. Learn the four steps of the Grounded Theory Process: Data Collection, Coding, Concept Grouping, and Categorization.

Integrating Research into Your Work

Learn tips and tricks for getting buy-in, effectively managing researchers, and supporting research in hybrid work environments.

Framing the Problem

How do you turn insights into new ideas? Apply a tool for framing the problem: the How Might We question. Learn strategies for crafting a strong HMW question and avoiding common pitfalls.

The Rapid Experimentation Process

Dive deeply into the rapid experimentation process step-by-step and compare prototyping tools and techniques.

Analyzing Data and Sharing Results

Identify best practices for sharing persuasive results and creating a compelling share-out.

Introduction to Rapid Experimentation

Explore rapid experimentation: A technique that empowers organizations to swiftly iterate and uncover innovative solutions. See several examples of successful rapid experiments.

Turn Data Into Insights with Predictive Modeling (1 Day)

Imagine what you would do differently if you knew how your customers made buying decisions. How would this inform your planning, production, and website design? Using the principles of data science, you can extract knowledge and insights that will allow you to streamline your company's operations and give your customers an enhanced, personalized experience. In this data analytics course, you'll learn when and how to use predictive data models to maximize impact in your organization. You'll learn ways to fuel digital transformation by building a structured process for summarizing data, analyzing results, and making predictions.

- Use data to influence the way you do business
- Apply different methods of data collection and analysis
- Harness predictive analytics to create a data-driven organization

Course Outline

An Overview of the Data Revolution

Analyze the four stages of a growing data organization: data engineering and infrastructure, data summarization, data-driven predictions, and data-driven decisions.

An Introduction to Binary Classification

Learn how to use binary classification to predict a binary outcome. Focusing on the classification problem and measuring prediction error, you will learn how organizations use binary classification to leverage prediction.

An Introduction to Prediction

Learn how to use data from the past to predict the future using relevant business examples.

Driving Digital Strategy (5 Days)

Leverage new technologies to strengthen your core business, power future growth, and protect your bottom line. Technology continues to reshape industries at an unprecedented pace. As opportunities multiply for those willing to harness innovation, so do risks for those who fail to adapt. Driving Digital Strategy builds a firm foundation for leading organizational change by maximizing the potential of digital transformation. Activate your entrepreneurial spirit and leave ready to leverage technology, anticipate disruption, and lead your organization into the future.

- Use data to influence the way you do business
- Apply different methods of data collection and analysis
- Harness predictive analytics to create a data-driven organization

Key Topics

- Challenge existing paradigms and develop a deep understanding of how technology impacts business strategy, operations, and leadership
- Study how innovative firms and startups redefine industries and reinvent themselves in the ever-evolving digital landscape
- Make digital transformation a key part of your organization's strategy
- Build a more flexible organization that aligns with strategic goals
- Understand the impact of various technologies, such as generative AI, IoT (Internet of Things), and smart manufacturing on your operations
- Manage channel conflict and design Omni channel strategies
- Engage customers through digital, social, and mobile marketing

Who Should Attend

- Senior executives responsible for shaping overall corporate strategy and driving digital strategy
- Directors, vice presidents, and senior managers responsible for formulating and driving digital strategy

Multi-faceted learning and the case method

We approach learning from every angle—a robust blend of faculty presentations, case studies, individual and group exercises, small group discussions, and large classroom debates. Among these formats is our renowned case method, where you'll learn to think on your feet, sharpen your analytical skills, and make critical decisions in real time. The case method puts you in the role of chief decision-maker, navigating challenges facing leading companies around the world. Arrive with an open mind—leave with a global perspective, unparalleled leadership skills, and a network of dedicated peers around the world.

Strategy in the Age of AI and Digital Disruption (2.5 Days Physical | 5 Weeks Online)

Master the art of developing effective strategies amidst digital disruption and leverage the power of AI to tailor your business strategy. Powerful and interconnected technologies today including the cloud and AI, mean any business going through a digital transformation journey will be handed lucrative opportunities, but will also have to face dramatic threats.

The course provides the strategic tools, concepts and perspectives that will allow you to develop a strategic response to the new digital possibilities and to then align your organization for effective strategy execution. It will support you in becoming more proactive in the digital domain, help you turn digital threats into opportunities, and allow you to leverage digital to create competitive advantage and enhanced performance. Participants will have access to a generative AI tool developed to help them with strategic ideation and decision-making processes.

Key Learning Concepts

Strategy in the Age of AI and Digital Disruption will give you the tools to thrive in digital disruption. Each session delves into specific topics:
- Getting fit for a Digital Age: From threat to opportunity, adapt to the digital age, understand effective online strategy and embrace AI technology in business.
- Follow the Value: Prioritize digital opportunities, explore the sharing economy and B2B value creation.
- Competing with Value: Achieve product-market fit, sustain value creation and manage competitive pressures.
- Executing on Digital: Execute digital strategies with agility, fostering a data culture and leveraging AI effectively.
- Seeing the Big Picture: Understand company value chains, learn from case studies and integrated activities, and explore the AI pitfalls.

Skills you will develop

AI and big data, adapting to change, analytical thinking, data driven decision making, developing value proposition, strategy execution.

How You Benefit

- Demonstrate how digital is transforming the industry value chain, patterns of demand and competitive pressures that impact your industry
- Leverage digital to develop compelling value propositions that help you to turn a threat into an opportunity

How You Benefit

- Execute on digital strategies by aligning key activities across your organization with new value propositions and by balancing strategic agility for a digital world with the longer-term sustainability required to build key resources
- Gain an understanding of AI and its value creation power and explore key challenges in executing AI strategies for business.
- Acquire insights directly from leading executives on how they are adapting to digital in their own organizations.

Who Should Attend?

- Executives who are in traditional leadership positions - of business units, products and functions - who need to better leverage digital in their current leadership activities.
- Executives who already have deep expertise and passion for digital and whose roles and projects are becoming increasingly strategic for their organizations

Together you will learn how to drive a strategic approach to digital opportunities in your organization.

Leading in the Digital Era (5 Days)

Become a digital change agent and build the capabilities within your organization to maximize emerging technologies. New data analytics and digital technologies such as AI are rapidly raising the expectations of customers, employees, and other stakeholders. But many of today's executives are neither technology experts nor digital natives who can readily leverage technology to build and maintain a competitive advantage. Leading in the Digital Era, offered in cooperation with the HBS Leadership Initiative, blends cutting-edge explorations of technology, organizational transformation, and leadership. Attain the mindset, capabilities, and practices that will drive your organization toward digital maturity.

Key Topics

- Adapt your leadership approach to enable your organization to become digitally mature
- Explore opportunities and challenges posed by new developments in artificial intelligence, including generative AI
- Build a data and technology culture into the fabric of your organization and foster a new sense of purpose
- Accelerate the adoption of digital tools and data to respond to a changing market
- Support a 'challenger' mindset that nurtures curiosity and creativity
- Distribute data-informed decision making and enable agile co-creation throughout the organization

Who Should Attend?

- Senior executives and executive team members with significant leadership responsibilities (including but not limited to division heads, functional heads, or executives with P&L responsibility)
- Executives in medium to large organizations in any industry, including organizations with digitally driven business models as well as those with more traditional business models
- Particularly appropriate for: Executives responsible for implementing the company's strategy or digital transformation, as well as those considering or currently running innovation labs, incubators, and corporate accelerators

Personal Leadership Development

You'll embark on a personal leadership journey through blended opportunities for introspection, interaction with peers and faculty, and the faculty's illuminating research. In a set of three sessions designed to help you take charge of your leadership journey, you'll identify your key digital leadership challenges, and reflect on how you can evolve your mindset and practices to address them
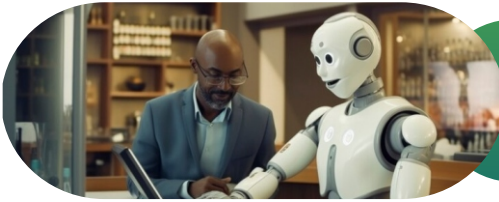
Competing in the Age of AI (4 Days)

Discover how artificial intelligence is transforming today's businesses and how you can leverage it to grow your company into an AI-first leader. Artificial intelligence (AI) is revolutionizing the way today's businesses compete and operate. Companies are redefining how they create, capture, and share value—achieving impressive growth as a result. Competing in the Age of AI is a how-to guide that demystifies AI and its practical implications for advancing your business. You will deepen your understanding of the ethical challenges and growth capabilities of leveraging massive amounts of data and sophisticated analytics.

Key Topics

- Examine how AI will impact your industry and determine how to best incorporate it into your business
- Lead the creation of algorithms, software infrastructure, data pipelines, and experimentation platforms
- Overcome the challenge of developing strategy in today's AI landscape
- Ensure an ethical approach to AI and manage risks
- Build network effects to accelerate competitive advantage
- Redesign organizational systems, processes, and roles to be AI-driven
- Build the skills, capabilities, and culture to manage an AI-first operating model

Target Audience

- Decision-makers, leaders, and contributors at both established companies and startups who are responsible for shaping AI, data analytics, or digital transformation strategy
- Business and technology leaders and contributors who want to deploy the latest AI tools to unlock new value
- Individuals in strategy-based roles including product management and development, digital and information technology operations, marketing, supply chain and operations, talent management, and more, who want to move toward an AI-first digital business and operating model
- Government officials engaged in developing strategy and policy to address AI, its privacy and security implications, and its potential impact on service delivery
- Digital officers, technology officers, and individuals building and launching data science and analytics
- AI teams who want to bring strategic and operational insights to the C-suite, as well as for cross-functional teams charged with driving digital transformation through AI and platforms

Leading AI and Digital Transformation (5 Days)

Scale AI and lead digital transformation in your organization. How do leaders get value out of artificial intelligence and digital, especially in predictive analytics and generative AI? Participants will gain insights to leverage these tools - along with platforms, ecosystems and digital business models- from pilot to scale, as well as how to lead others on the journey into a future-proof organization.

Transforming business in the era of A.I - Tectonic shifts created by artificial intelligence (AI), platforms, ecosystems, digital business models raise fundamental questions about the future of business and work.

This program helps leaders make sense of these profound shifts and turn it to their advantage by providing all the tools necessary to drive innovation and ignite or accelerate digital transformation for your business. What makes Leading AI and Digital Transformation unique is the integration real world experience, a global perspective, and the research to help you succeed. We combine this real-world knowledge with the latest research on successful transformation to provide a framework to guide your digital journey to the next level.

Key Learning Concepts

Leading AI and Digital Transformation uses video cases, cutting-edge technologies, hands-on learning, and vibrant debate to illustrate the strategic, leadership, and innovation fundamentals of how established companies can adapt to AI and digital transformation and help you take your business to the next level by providing you the three critical lenses for digital transformation:

- Acquire a concrete view of key strategic drivers of AI and digital transformation in your industry and how to scale these tools (Gen AI, predictive AI, data, etc.)
- Analyze the organizational and team capabilities needed to support a digital-ready business
- Learn about innovation capabilities to generate more insights and transform these insights into new businesses
- Develop personal, actionable plans to address the strategic, organizational and innovation-based opportunities you face

Who should attend?

- Designed for leaders and senior executives seeking the full perspective needed to lead in a digital world: strategic understanding, organizational wisdom and innovation capabilities.
- Senior managers seeking to build their own strategic, leadership and innovation capabilities, as well as develop personalized, actionable plans will also benefit, as will senior executives wanting to understand how to lead a digital transformation.

Leading Growth Through Innovation and Technology (3 Days)

Sharpen your ability to compete in a fast-changing world. The Leading Growth through Innovation and Technology program empowers and enables leaders to harness the power of innovation and technology to stay competitive and achieve sustainable growth and profitability. Exploring key areas such as technology and AI, sustainability and effecting organizational change, the program enables you to transform your business management approach through the integration of rigorous strategic reasoning with a hands-on, on-the-ground perspective.

What Will Be Covered?

Driven by all the latest frameworks, tools and case studies, the program enables you to also connect and engage with a vibrant community of high-level executives and professionals.

- Technological Change - Understand the implication of AI for organizations and develop the capabilities to identify threats and react swiftly to them
- Societal Change - Explore the sustainability opportunity and identify and exploit emerging opportunities
- Transforming the Legacy Organization - Dive into the main drivers of organizational inertia and explore the challenges in transforming organizations

Who should attend?

- The program is designed for leaders and executives who are navigating the challenges and opportunities presented by rapid technological and societal changes.
- It is also for senior managers seeking to transform their organization by leveraging the latest technological and societal trends to innovation.

AI For Business (5 Days)

Develop a unique end-to-end understanding of AI and how you can make your organization AI-ready. Demystifying Artificial Intelligence in the digital age - Artificial intelligence (AI) is rapidly emerging as the most important and transformative technology of our time. Recent advances in machine learning - a computer's ability to self-improve its performance - have led to a rapid proliferation of new applications that are changing the game for companies in almost every industry. These include cutting-edge Large Language Models (LLMs) applications such as ChatGPT, as well as Generative AI applications such as DALL-E2.

AI implications for businesses, managers, and business strategies

AI can impact businesses and managers in many profound ways:
- Substituting human judgment - AI can forecast based on patterns in data that are undetectable by humans
- Improving efficiency and productivity to increase revenue for ecommerce players – through machine learning algorithms and predictive analytics models
- Autonomous driving – made possible by rapid advances in image recognition using visual machine learning
- Customer experience in sectors such as healthcare, finance, retail and travel – through the use of AI-powered chatbots and intelligent voice assistants
- Organizational transformation – through internal data analysis of employee engagement, networks and departures
- Creative applications – ChatGPT and other generative AI applications like DALL-E2 have begun to erode the barriers between humans and machines when it comes to creativity

Key Learning Concepts

The PALGNET AI for Business Program demonstrates how companies can thrive in the digital era through strategy, leadership, and innovation. Participants gain a non-technical understanding of AI's diverse applications, from traditional statistics to machine learning, across various business functions

The course emphasizes optimizing in-house AI expertise to effectively communicate with data scientists and apply insights to meet business needs. It also addresses AI adoption challenges, including logistical, legal, and ethical considerations, and highlights weaknesses in machine learning-based decision-making.

Through discussions and practical applications, participants are equipped to navigate AI's transformative impact on businesses with confidence and agility.

Content Overview

AI for Business uses video case studies, cutting-edge technologies and vibrant debate to illustrate how established companies can use strategy, leadership and innovation to adapt to digital transformation.
- What can AI do for your industry
- Getting the most out of your in-house AI experts
- Next practice: AI Adoption, Governance and Risks

How you benefit

- Develop a unique end-to-end understanding of AI - From business relevant technical aspects to organizational, strategic and regulatory implications of artificial intelligence
- Identify AI enabled business opportunities - Learn how to implement AI projects to gain strategic advantage
- Formulate and explore solutions to the AI challenges in your organization - Extensive exchanges with peers and faculty and real-world use cases by guest speakers in different industries
- Understand the ethics of AI - Fairness and biases in machine learning
- Learn how to work effectively with data scientists - Know how to build an AI-powered organization.

Who should attend?

- Senior executives who want to understand how they can make their organizations AI-ready
- Leaders and senior executives seeking the comprehensive perspective they need to lead in a digital world, with a focus on the strategic, organizational and innovation implications of AI and data technologies
- Senior managers seeking to build their own capabilities in strategy, leadership and innovation, while developing personalized, actionable plans

Leading Change in an Age of Digital Transformation (3 Days)

Drive faster decision-making, accelerate change processes and capture the advantages of digital disruption. It's not the technology: it's the people and processes. Post-pandemic, most companies have accelerated their digital transformation strategies, facing enormous pressure to stay ahead of the competition and on top of the latest technological trends. Yet, the technology evolution never stops, the launch of ChatGPT started another storm that pushed businesses and society to re-consider the power of AI. Our research shows that the effective management the people involved in the change - their mindsets and behaviors - is the strongest determinant of success and failure during digital transformations. This immersive program is designed for senior executives and managers to understand the different layers of digital transformation and its strategic impacts and

What Will Be Covered?

• Leading Twin Transformations
• Digital Transformation
• Sustainable Transition
• Leading The Process and People
• The 4 Stages of Change
Phase 0. Incubation and Exploration
Phase 1. Initiation and Motivation
Phase 2. Launching and Scaling
Phase 3. Sustaining and Integration
• The 3 Levels of Change. A successful change needs to take people along - employees and other stakeholders.
Business, Organizations, Individual

Who Should Attend?

Leading Change in an Age of Digital Transformation is designed for senior executives and managers who:
• Are driving strategic change related to digital transformation initiatives in their organizations, or
• Are leading their own team and department through a digital transformation (including adopting GenAI)

How You Benefit

- Grasp and articulate your strategic purpose for digital transformation
- Elevate your understanding of the crucial elements and unique sequence of your transformation
- Enhance your key change leadership skills relative to people and process
- Anticipate and design a change initiative that addresses all aspects: Business, Individual, and Organization

End the program with a detailed change plan and have concrete answers to the following critical questions:

- What are my personal strengths and potential pitfalls in leading digital change?
- What actions do I need to take to ensure I'm prepared to lead the change?
- How do I plan to achieve effective initial ignition?
- Who do I need to enlist from the outset?
- Where do I anticipate resistance to come from and how do I plan to overcome it?
- How do I plan to motivate the "majority in the middle"?
- What pitfalls do I think are most relevant for my digital transformation and how do I plan to sidestep them?
- How do I plan to keep myself energized along the way?
- How do I plan to sustain the success and ensure that the transformation sticks?

The Live Case Application Approach

Participants should have a current or near future digital transformation project to allow real-time application of learnings and concepts, as well as formulation of your action plan. The project should be outlined in your application. During the program, you will explore organizational case studies that illustrate and illuminate core concepts and tools, and apply the concepts and tools to your own digital transformation project.
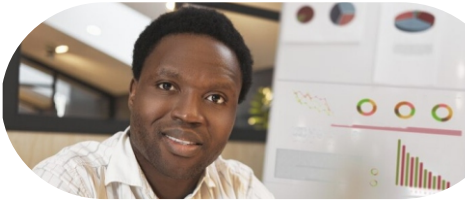
Leading Digital Marketing Strategy (3 Days)

Drive innovative digital marketing strategy in the new era of A.I through customer-centricity. The program teaches participants on how companies can tackle digital transformation and drive innovative marketing strategy through customer-centricity. Interactive sessions-including award-winning case studies, group exercises and practical workshops-explore the challenges and opportunities of digital transformation and aim to help managers from across functions make better business decisions for future growth. In the new era of digital marketing, A.I is transforming how businesses engage with customers. Explore how A.I would shape predictive analytics, content creation, hyper-personalization of the digital experience and empathetic interactions with chatbots. Learn marketing practices that emphasizes acting on data-driven insights and ethical stewardship amidst privacy concerns.

As digital advances such as A.I unlock new ways for customers to interact with businesses Leading Digital Marketing Strategy will help you rethink the customer journey to build positive and relevant experiences across all channels and touch points - and ultimately to create both value and competitive advantages for your company. At the end of the program you will also better understand the key enablers that are needed to transform your company into an agile, customer-centric, and digital organization.

What Will Be Covered?

- Mega trends that disrupt your market[s]
- Artificial intelligence [A.I] use-cases in the new era of marketing
- Impact of digital on the competitive landscape
- Business decisions using online research and 'big data'
- Social media strategy as a commercial driver
- Content creation, curation and dissemination for brand building
- Digital marketing organization

How you benefit

- Understand current trends
- Harness the power of digitalization
- Create a successful content strategy
- Navigate customer needs
- Leverage key enablers
- Measure success
- Drive change in the organization

Who should attend?

- Designed for executives and senior managers from all business areas who wish to develop a strategic understanding of digital marketing and how to develop a roadmap for digital business transformation in their organizations.
- Executives aiming to lead digital initiatives in their company or industry and those seeking to develop new sustainable business models in a digital world will also benefit.
- Executives and senior managers who want to learn about sustainable marketing strategies for 'generations Y and Z'.
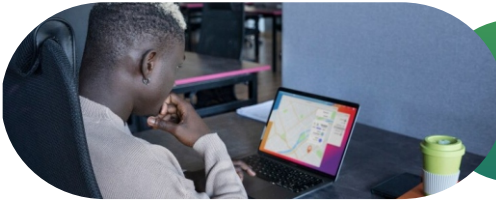
Driving Digital Marketing Strategy (3 Days)

Create and deliver new customer value through effective, advanced online marketing strategies. Becoming a successful marketing strategist in the digital age requires mastering three brand new customer-focused skills. First, you need to understand when and how to leverage the latest analytics technology, from Big Data to AI or IoT, and continuously uncover novel "live" insights about the customer and the marketplace. Second, you need to effectively transform these insights into new customer value by generating outstanding experiences along the customer journey. Finally, the key to your future success as a business leader is your ability to shape a customer-centric marketing organization equipped to select, experiment and scale the use of successive waves of technologies such as AI, social media, robotics or blockchain within your product or service strategies.

The Driving Digital Marketing Strategy course takes you on a learning journey to develop your skills to become a successful marketing strategist and achieve business success by creating and delivering new customer value. You will explore the challenges and opportunities of digital disruptions around your customers and learn new strategic data-driven skills to empower you to make better business decisions for future growth. Furthermore, the course enables you to effectively design and deploy bold and competitive marketing strategies around the customer in the digital age.

What It Covers:

- Transformational Shifts
- Agile Marketing Organization
- Customer Value Creation - Analytics
- Customer Value Creation - Experiences
- From Strategy to Execution

Action Learning Project

Your Action Learning Project (ALP) is a unique opportunity to apply your learning to your own business context. The ALP will take you on a step-by-step journey in which you will identify a non-trivial, yet manageable, business challenge, which can serve as a realistic platform to put in practice the key concepts acquired in Driving Digital Marketing Strategy program. Working directly with a learning coach, you will design the ALP that best fits with your personal learning objectives.

APL objectives:

- Apply program concepts to address a digital challenge in your own personal or business context
- Understand, through your interactions with digital coaches, the importance of managing the customer business interface in any digital marketing strategy
- Practice the methods and develop the mind-set needed to develop digital marketing capabilities in your context.

Skills you will develop

AI and big data, analytical thinking, data driven decision making, developing value proposition, marketing strategy, strategy execution.

How You Benefit

- Learn - Learn how to create an effective online marketing strategy, enabling value delivery to secure a sustainable advantage
- Acquire - Acquire basic analytical skills around "big" customer data to inform digital marketing strategy effectiveness throughout the customer funnel
- Strategically - Strategically monitor and create content to generate stronger engagement with customers online. Effectively manage online crises
- Explore - Explore how AI can transform marketing strategies, offering insights into personalization, content creation, market segmentation, and organizational readiness to maximize customer value and competitive advantage
- Effectively - Effectively implement and execute a digital marketing strategy in your organization by recognizing and utilizing key drivers.

Who should attend?

- Executives and senior managers from all business areas and professionals who strive to develop a strategic understanding of digital marketing strategy and transform their organization from within, with the customer at the center
- Team leaders and managers seeking to develop and integrate cutting-edge advanced digital marketing practices into their business processes and corporate culture
- Executives seeking to develop new sustainable, data-driven business models, manage change and extract value out of changing markets in a digital world
- Executives aiming to drive digital initiatives in their company or industry
- Executives coming in groups/teams to collaborate on Action Learning Projects tailored to their organization's context.

Design Thinking and Creativity for Business (7 Days Physical) 14 Weeks Online

Design Thinking and Creativity for Business workshop takes business leaders on a hands-on learning journey that will help them integrate creative and design thinking with their business thinking for successful innovative problem-solving. Executives will return to work and be able to develop and support a creative culture within their organization; a culture that is capable of confidently pushing and sustaining innovative efforts, and driving growth. The course will help participants learn how to innovate by using the power of design to get inspired by user insights, generate innovative solution paths, and refine ideas iteratively. The experiential program format, together with the support of design coaches, maximizes the program's educational value and outcome.

Course Outline:

- Creative Thinking
- User-Centered In sighting
- Creative Ideating
- Agile Iterating
- Organizational Transformation

How you will benefit?

- Master the skills you need to sustain creative and design thinking capabilities
- Acquire the mindset and managerial levers you need to develop an innovative organizational culture
- Equip you with a methodology to put design thinking into actions
- Learn how to solve problems creatively in any setting by collaborating with design coaches
- Action Learning Project to apply the learning in your personal or your organization's context

Who should attend?

- Senior executives who want to strengthen their ability to lead innovation and enhance their organization's innovation capability.
- Team leaders and managers seeking to develop and integrate cutting-edge creative practices into their business processes and corporate culture.
- Executives seeking to learn new problem-solving approaches to innovation, building upon creativity research, design thinking and lean startup.
- Participants coming in groups/teams to collaborate on Action Learning Project tailored to their organization's context

Innovation in the Age of Disruption (3 Days)

Innovation in the Age of Disruption is designed to communicate the people, process, philosophy and the uncertainty ability of innovative organizations and individuals. Develop your ability to innovate by generating more ideas and putting them into action, and understand how an organization can adapt itself to foster and drive innovation. Learn to innovate in a disruptive, uncertain world - As the world becomes more dynamic, driven in part by digital disruption, individuals and organizations need to reinvent themselves using innovation to discover new sources of growth and solve old problems. The program will help you unpack and apply this new science of innovation - it looks at how you go about nurturing ideas, test ideas, win support for ideas, make room for ideas in an organization, and develop the courage to pursue ideas.

Content Overview

- People: Developing an Innovative Mindset
- Process: Problem-solving & Experimentation
- Philosophy: Fostering Innovation in Organizations
- Uncertainty Ability
- Action Learning Project

How you will benefit?

- Build personal innovation leadership behaviors to develop new ideas and how to improve them
- Apply Innovation process tools derived from lean start-up, design thinking, and related frameworks to respond in a more agile manner
- Develop leadership perspective to transform into an agile and innovative organization
- Cultivate the "uncertainty ability" at the heart of doing new things and leading through change and crisis

Who should attend?

- Professionals who want to build their capabilities to innovate, and translate these skills into a competitive advantage for their organization
- Executives who are impacted by digital disruption
- Leaders who want to help their organization become agile, transforming it into a vehicle of innovation