# Training Course on Leading with Generative AI and Digital Transformation for Business Growth

Professional Development Training Course Outline

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| **Category** | Artificial Intelligence And Block Chain | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

### Introduction

This groundbreaking training course on Leading with Generative AI and Digital Transformation for Business Growth is specifically designed to empower executives, senior managers, and innovation leaders with the strategic foresight and practical frameworks necessary to navigate and capitalize on the revolutionary convergence of Artificial Intelligence and digital disruption. In an era where Generative AI is rapidly reshaping business models, customer experiences, and operational efficiencies, understanding its strategic implications and integrating it effectively within a comprehensive digital transformation agenda is paramount for achieving exponential business growth, fostering competitive advantage, and ensuring long-term organizational relevance. Training Course on Leading with Generative AI and Digital Transformation for Business Growth will delve into AI strategy formulation, digital ecosystem development, and change management in the age of AI, ethical AI deployment, and leveraging data for intelligent decision-making, providing participants with actionable insights to drive innovation and lead their organizations into the future.

The pace of technological change demands a new paradigm of leadership capable of envisioning and executing transformative initiatives. This advanced course bridges that gap by offering specialized knowledge in areas such as AI-driven product innovation, intelligent automation, building AI-ready organizational cultures, navigating the talent gap in AI, and fostering a continuous innovation mindset. Through interactive workshops, real-world case studies of successful AI-powered digital transformations, and expert-led discussions, attendees will develop the critical leadership skills to identify opportunities, mitigate risks, and orchestrate the strategic integration of Generative AI to unlock new revenue streams, optimize processes, and create unparalleled value for stakeholders. This is an indispensable program for any forward-thinking leader committed to steering their organization towards a future of sustained growth and digital leadership.

## Programme Curriculum

# Training Course on Leading with Generative AI and Digital Transformation for Business Growth

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**Course duration**

10 Days

## Course Objectives

1. Formulate and articulate a clear Generative AI and digital transformation strategy for business growth.
2. Identify and prioritize high-impact Generative AI applications across various business functions.
3. Lead and manage complex digital transformation initiatives driven by AI.
4. Understand the ethical implications and responsible deployment of Generative AI.
5. Develop strategies for building an AI-ready organizational culture and talent pipeline.
6. Leverage data governance and analytics to fuel AI-driven decision-making.
7. Design customer-centric digital experiences powered by Generative AI.
8. Explore new business models and revenue streams enabled by AI and digital transformation.
9. Implement agile methodologies and innovation frameworks for rapid AI deployment.
10. Navigate the cybersecurity and data privacy challenges inherent in AI-driven systems.
11. Foster a culture of continuous learning and adaptation in the digital age.
12. Measure the return on investment (ROI) and impact of Generative AI initiatives.
13. Communicate the vision and benefits of AI-driven transformation to all stakeholders.

## Organizational Benefits

1. Accelerated business growth and competitive advantage.
2. Enhanced operational efficiency and cost reduction through intelligent automation.

3. Improved customer engagement and personalized experiences.
4. Unlocking new revenue streams and innovative product/service offerings.
5. More informed and data-driven strategic decision-making.
6. Increased agility and responsiveness to market changes.
7. Enhanced employee productivity and empowerment through AI tools.
8. Stronger capability to attract and retain top digital talent.
9. Improved risk management through AI-powered insights.
10. Future-proofing the organization against disruptive technological shifts.

## Target Participants

- CEOs, COOs, CTOs, and other C-suite Executives
- Senior Vice Presidents and Directors of Strategy and Innovation
- Heads of Digital Transformation and Business Development
- Product Managers and Business Unit Leaders
- Chief Data Officers and Analytics Leaders
- Heads of Marketing and Customer Experience
- Organizational Change Management Leaders

## Course Outline

### Module 1: The New Paradigm: Generative AI and Digital Disruption

- Understanding the evolution from traditional AI to Generative AI.
- How Generative AI is fundamentally changing industries and business models.
- The convergence of AI, cloud, data, and automation in digital transformation.
- Identifying the strategic imperatives for leading in the AI era.
- Case Study: Analyzing the disruptive impact of ChatGPT on various industries.

### Module 2: Formulating Your Generative AI Strategy

- Aligning AI initiatives with core business objectives and vision.
- Identifying high-value use cases for Generative AI across functions (e.g., marketing, R&D, operations).
- Developing an AI roadmap: short-term wins and long-term ambitions.
- Resource allocation and investment prioritization for AI initiatives.
- Case Study: Crafting an AI strategy for a retail company aiming to personalize customer experiences.

### Module 3: Building an AI-Ready Digital Ecosystem

- Architecting the technological foundation for AI (cloud infrastructure, data platforms).
- Integrating Generative AI tools and models into existing systems.
- The role of APIs and microservices in creating agile AI ecosystems.
- Vendor selection and partnership strategies for AI capabilities.
- Case Study: Planning the infrastructure upgrade for an organization to support large-scale AI deployment.

### Module 4: Generative AI for Product Innovation and Development

- Leveraging Generative AI for new product ideation and design.
- Accelerating product development cycles with AI-powered tools.
- Personalizing products and services through Generative AI.

- Managing intellectual property and data rights with AI-generated content.
- Case Study: How a software company uses Generative AI to assist in code generation and testing.

**Module 5: Optimizing Operations with Intelligent Automation**

- Applying Generative AI to enhance Robotic Process Automation (RPA) and intelligent automation.
- Automating content creation, customer support, and internal communications.
- Streamlining workflows and reducing manual tasks with AI.
- Measuring the efficiency gains from AI-powered operational improvements.
- Case Study: Implementing Generative AI to automate customer service responses for an e-commerce platform.

**Module 6: Generative AI for Customer Experience and Marketing**

- Personalizing customer interactions at scale using AI-generated content.
- Creating dynamic and engaging marketing campaigns with Generative AI.
- Enhancing customer support with AI-powered chatbots and virtual assistants.
- Analyzing customer sentiment and predicting behavior through AI.
- Case Study: Designing an AI-driven personalized marketing campaign for a financial services firm.

**Module 7: Data Governance and Analytics for the AI Era**

- Establishing robust data governance frameworks for AI inputs and outputs.
- Ensuring data quality, privacy, and security for AI models.
- Leveraging advanced analytics to monitor AI performance and generate insights.
- The critical role of data scientists and data engineers in AI strategy.
- Case Study: Developing a data governance policy for AI usage in a healthcare organization.

**Module 8: Ethical AI and Responsible Deployment**

- Understanding biases in AI models and strategies for mitigation.
- Addressing issues of transparency, accountability, and fairness in Generative AI.
- Developing ethical guidelines and internal policies for AI use.
- Navigating regulatory frameworks for AI (e.g., EU AI Act, national guidelines).
- Case Study: Discussing ethical dilemmas arising from AI-driven decision-making in recruitment.

**Module 9: Leading Organizational Change and Adoption**

- Strategies for managing the human element of AI transformation.
- Communicating the vision and benefits of AI to employees and stakeholders.
- Addressing employee concerns and fostering AI literacy.
- Overcoming resistance to change and building champions for AI initiatives.
- Case Study: Planning a change management strategy for the introduction of AI tools in a large enterprise.

**Module 10: Building an AI-Ready Workforce and Talent Strategy**

- Identifying new roles and skill sets required in the AI economy.
- Strategies for upskilling and reskilling the existing workforce.
- Attracting and retaining top AI talent.

- Fostering a culture of continuous learning and experimentation.
- Case Study: Developing a talent development plan to prepare employees for AI-driven roles.

**Module 11: Cybersecurity and Risk Management in AI**

- Understanding the new cybersecurity attack vectors introduced by AI systems.
- Protecting AI models from adversarial attacks and data poisoning.
- Managing data privacy risks in AI-driven applications.
- Developing comprehensive AI risk assessment and mitigation plans.
- Case Study: Analyzing a security breach scenario involving an AI-powered system.

**Module 12: Measuring ROI and Impact of Generative AI**

- Defining success metrics for Generative AI initiatives.
- Quantifying the financial and non-financial benefits of AI investments.
- Developing frameworks for measuring ROI in complex AI projects.
- Continuous monitoring and optimization of AI performance.
- Case Study: Calculating the ROI of an AI-powered content generation system for a marketing agency.

**Module 13: Innovation Frameworks and Agile Methodologies**

- Applying Agile, Scrum, and Lean principles to AI project management.
- Fostering rapid prototyping and iterative development of AI solutions.
- Creating an innovation sandbox for experimentation with Generative AI.
- Building cross-functional teams for AI initiatives.
- Case Study: Implementing an agile approach for developing a new AI-powered internal tool.

**Module 14: Future Trends and Emerging Technologies in AI**

- The evolution of Generative AI models (e.g., multimodal AI, self-improving AI).
- The intersection of AI with Web3, metaverse, and quantum computing.
- Anticipating the next wave of AI disruption.
- Strategic implications of AI advancements for long-term business planning.
- Case Study: Brainstorming potential future business opportunities enabled by advanced Generative AI.

**Module 15: Leadership Action Plan for Digital Transformation with AI**

- Synthesizing course learnings into a personalized action plan.
- Developing a strategic blueprint for leading AI-driven transformation.
- Identifying immediate next steps and long-term priorities.
- Peer feedback and expert coaching on individual action plans.
- Case Study: Participants present their proposed AI transformation roadmap for their organization.

## Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.

- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

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