

Course No. 1759

Advanced Leadership in Digital Transformation & Data Analytics for Managers

AI FUNDAMENTALS
ARTIFICIAL INTELLIGENCE & APPLICATIONS

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Advanced Leadership in Digital Transformation & Data Analytics for Managers course is designed for managers and senior professionals who are responsible for leading digital transformation, leveraging data, and driving organizational performance through technology-enabled decision-making.

The course focuses on the leadership capabilities required to transform data and digital technologies into measurable business value. Participants will explore how to establish digital strategies, build data-driven cultures, lead transformation programs, and connect analytics capabilities with strategic objectives and operational priorities.

A key emphasis is placed on managerial decision-making through data analytics. Participants will learn how to interpret analytical insights, challenge assumptions, define meaningful performance indicators, and translate data into practical actions without needing to become technical data scientists.

The course also addresses the organizational challenges of digital transformation, including change management, stakeholder alignment, cross-functional collaboration, digital maturity, talent development, data governance, and the effective adoption of emerging technologies and Artificial Intelligence.

Through executive case studies, practical exercises, analytical scenarios, leadership simulations, and a final integrated workshop, participants will develop a practical framework for leading data-driven digital transformation and improving organizational performance.

Objectives

- By the end of the course, participants will be able to:
- Develop advanced leadership strategies for digital transformation and data-driven organizations.
- Align digital transformation initiatives with corporate strategy and organizational priorities.
- Assess digital maturity and identify critical transformation gaps.
- Build data-driven decision-making capabilities across management functions.

- Identify and prioritize high-value data analytics opportunities.
- Translate analytical insights into strategic and operational decisions.
- Develop effective performance measurement frameworks and management dashboards.
- Lead cross-functional digital transformation teams and initiatives.
- Build organizational cultures that encourage data-driven thinking and innovation.
- Manage organizational resistance and accelerate digital adoption.
- Establish effective data governance, quality, and accountability practices.
- Evaluate the business value, risks, and impact of digital and analytics investments.
- Leverage Artificial Intelligence and advanced analytics to improve management decisions.
- Develop future-ready digital and analytical capabilities within management teams.
- Create an actionable roadmap for sustainable digital transformation and data-driven performance.

Who Should Attend

This course is designed for Senior Managers, Department Heads, Directors, Digital Transformation Managers, Data & Analytics Managers, Business Intelligence Managers, IT Managers, Strategy Managers, Operations Managers, Performance Managers, Innovation Managers, and Transformation Program Leaders.

It is also suitable for managers working in government and public-sector organizations, banks and financial institutions, oil and gas, energy, telecommunications, manufacturing, healthcare, logistics, and large corporations who are responsible for business performance, digital initiatives, data-driven decision-making, or organizational transformation.

The course is particularly appropriate for experienced managers who need to strengthen their ability to lead digital transformation and use data analytics strategically while working effectively with technical, data, and technology teams.

Learning Outcomes

- Upon completion of the course, participants will be able to:
- Lead digital transformation initiatives with greater strategic confidence.
- Evaluate organizational digital maturity and transformation readiness.
- Develop digital transformation strategies aligned with business objectives.
- Establish a data-driven management approach.
- Identify high-value analytics opportunities across business functions.
- Interpret dashboards, analytical reports, and key performance indicators effectively.
- Convert data insights into strategic and operational actions.
- Design meaningful performance measurement frameworks.
- Lead multidisciplinary teams across business, technology, data, and operations.
- Manage change and improve employee adoption of digital solutions.
- Strengthen data governance, quality, ownership, and accountability.
- Evaluate AI and advanced analytics opportunities for management applications.
- Assess the business impact and return on digital and analytics investments.
- Develop digital capabilities and analytical competencies within teams.
- Build an integrated roadmap for data-driven digital transformation.

Course Outline

DAY 01

Advanced Leadership for Digital Transformation

- The changing role of managers in digitally enabled organizations.
- Digital transformation as a strategic business capability.
- Leadership versus technology management.
- Developing a digital transformation vision.
- Aligning digital strategy with corporate objectives.
- Assessing organizational digital maturity.
- Identifying transformation gaps and organizational barriers.
- Digital operating models and transformation structures.

DAY 01 — CONTINUED

- Leadership behaviors required for successful transformation.
- Building executive sponsorship and organizational alignment.

PRACTICAL APPLICATION

Digital maturity assessment and development of a management-level transformation vision.

DAY 02

Data-Driven Leadership & Strategic Decision-Making

- The role of data in modern management.
- Building a data-driven organizational culture.
- Data-driven versus intuition-based decision-making.
- Understanding descriptive, diagnostic, predictive, and prescriptive analytics.
- Identifying business questions that analytics should answer.
- Translating business problems into analytical requirements.
- Interpreting dashboards and analytical reports.
- Identifying meaningful performance indicators.
- Avoiding misleading metrics and analytical bias.
- Using data to identify trends, risks, opportunities, and performance gaps.
- Communicating analytical insights to executives and stakeholders.

PRACTICAL APPLICATION

Analyze a management dashboard and convert analytical findings into executive decisions.

DAY 03

Leading Analytics, AI & Digital Innovation

- Strategic applications of advanced data analytics.
- Artificial Intelligence and its role in management decision-making.
- Generative AI and emerging enterprise applications.
- Predictive analytics for business and operational performance.

DAY 03 — CONTINUED

- Intelligent automation and process optimization.
- Identifying and prioritizing AI and analytics use cases.
- Evaluating business value, feasibility, cost, and risk.
- Building effective collaboration between managers, data specialists, and technology teams.
- Managing analytics projects and digital innovation initiatives.
- Developing business cases for AI and analytics investments.

PRACTICAL APPLICATION

Develop and prioritize an AI and analytics use-case portfolio.

DAY 04

Change Leadership, Data Governance & Organizational Performance

- Leading organizational change during digital transformation.
- Managing resistance to technology and analytics adoption.
- Building digital capabilities and future-ready teams.
- Developing data ownership and accountability.
- Principles of data governance and data quality.
- Data security, privacy, and responsible data use.
- Managing cross-functional stakeholders.
- Establishing accountability for digital transformation outcomes.
- Linking analytics to organizational performance management.
- Measuring transformation progress and business impact.
- Corrective actions and continuous improvement.

PRACTICAL APPLICATION

Develop a change, data governance, and performance framework for a digital transformation initiative.

DAY 05

Strategic Execution & Digital Transformation Roadmap

- Converting digital and analytics strategy into executable initiatives.
- Building a transformation portfolio and prioritization framework.
- Defining implementation phases, resources, responsibilities, and milestones.
- Establishing transformation KPIs and executive dashboards.
- Measuring business value, efficiency, productivity, and customer impact.
- Managing risks and dependencies across transformation programs.
- Scaling successful digital and analytics solutions.
- Building sustainable digital and data capabilities.
- Strengthening collaboration between business and technology leadership.
- Establishing continuous innovation and improvement.
- Developing the manager's personal digital leadership agenda.

FINAL WORKSHOP

Develop an integrated Digital Transformation & Data Analytics Leadership Roadmap covering strategic priorities, analytics opportunities, AI applications, governance, change management, KPIs, implementation priorities, organizational capabilities, and measurable business outcomes.

Register or Request More Information

Course page: <https://quest-training.com/courses/advanced-leadership-in-digital-transformation-data-analytics-for-managers>

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