



Future-Oriented Training and Consulting

EXECUTIVE DEVELOPMENT PROGRAM

Leveraging Big Data & AI

for Business Strategy

Converging big data and AI to sharpen strategic decision-making and performance.

Strategy Frameworks

Practical tools to turn data and AI insight into strategic choices.

Hands-On Tool Exposure

Direct exposure to big data platforms and AI analysis tools.

Executive Case Studies

Real-world examples of data-informed strategy and competitive repositioning.

Data-Informed Strategy

Strengthens competitive positioning and business performance.

CONTACT & HEADQUARTERS

www.lux-vie.com | Email: contact@lux-vie.com | Tel: +33-614620984

Address: 50 AVENUE DES CHAMPS ELYSEES, 75008 PARIS

Program Overview

This program shows how big data and AI converge to sharpen strategic decision-making.

Through case studies, executive discussions, simulations, and hands-on exposure to big data and AI tools, participants will develop a data-informed strategy that strengthens competitive positioning and business performance.

Program Objectives

- **Understand the Data and AI Landscape:** Grasp how big data and AI reshape strategic choice.
- **Assess the Organization's Data Position:** Evaluate where data assets create or erode advantage.
- **Apply Big Data and AI Tools:** Use platforms and models to surface strategic insight.
- **Turn Insight into Strategic Choices:** Convert analysis into decisions on where and how to compete.
- **Build a Data-Informed Strategy:** Define priorities, investments, and measurable targets.
- **Lead Data-Driven Transformation:** Build the roadmap and leadership skills to drive execution.

Target Audience

This program is designed for leaders using big data and AI to shape business strategy, including:

- **Senior Executives & General Managers** setting direction and competitive strategy.
- **Strategy & Corporate Development Leaders** building data-informed strategic plans.
- **Data, Analytics & AI Leaders** translating data assets into advantage.
- **Finance & Performance Leaders** linking data insight to business results.
- **Marketing, Sales & Operations Leaders** applying analytics to competitive moves.
- **IT & Digital Transformation Leaders** building the data and AI foundation.
- **Consultants, Advisors & Business Owners** guiding data-driven growth decisions.

Program Impact

Participants will complete this program with a clear, data-informed strategy and an execution roadmap. Graduates will return to their organizations ready to use big data and AI to sharpen strategic decisions, strengthen competitive positioning, and improve business performance.

Program Outline

MODULE 1: Big Data, AI, and Strategic Advantage

- How big data and AI converge to shape strategy
- From intuition to evidence: rethinking strategic decisions
- Where data and AI create durable competitive advantage
- Key concepts, capabilities, and terminology for leaders
- Assessing organizational readiness for data-led strategy

MODULE 2: Assessing the Data Position

- Auditing data assets, sources, and quality
- Identifying proprietary data that rivals cannot match
- Mapping data flows across the value chain
- Benchmarking against data-led industry leaders
- Setting measurable data and analytics maturity targets

MODULE 3: Big Data Platforms and Architecture

- Fundamentals of modern data platforms and pipelines
- Capturing, storing, and integrating large-scale data
- Hands-on exposure to big data and AI tools
- Identifying gaps in data capability and infrastructure

MODULE 4: AI Techniques for Strategic Insight

- Predictive modeling and forecasting for strategy
- Customer, market, and competitor intelligence with AI
- Segmentation, pattern detection, and driver analysis
- Simulating strategic scenarios and outcomes
- Interpreting model output with critical judgment

MODULE 5: From Insight to Strategic Choice

- Translating analysis into strategic options
- Where to compete: markets, segments, and offers
- How to win: differentiation backed by data
- Stress-testing choices against uncertainty

MODULE 6: Building the Data-Informed Strategy

- Structuring the strategy on evidence and insight
- Prioritizing investments and capability building
- Aligning the operating model behind the strategy
- Building the business case and financial view
- Developing the data-informed strategy document

MODULE 7: Measuring Strategic and Business Performance

- Key performance indicators for data-led strategy
- Measuring competitive positioning and market gains
- Tracking progress against strategic targets
- Reporting performance to boards and stakeholders

MODULE 8: Data Governance, Risk, and Responsible AI

- Navigating data protection and AI regulation
- Managing data security, privacy, and model risk
- Governance, accountability, and responsible AI practice

MODULE 9: Leading Data-Driven Transformation

- Leading teams through data-driven change
- Overcoming resistance to evidence-based decisions
- Communicating the data-informed strategy effectively
- Building a culture of evidence and experimentation

MODULE 10: Sustaining Advantage and Future Readiness

- Embedding data and AI into long-term strategy
- Anticipating emerging data and AI capabilities
- Sustaining momentum beyond the program