



Future-Oriented Training and Consulting

EXECUTIVE DEVELOPMENT PROGRAM

AI-Driven Business Strategy & Digital Transformation

Equipping leaders to design and execute AI-powered transformation strategies that drive measurable business impact.

Strategic AI Roadmapping Frameworks to design actionable, business-aligned transformation plans.	Executive Case Studies Real-world digital transformation examples from leading organizations.
Hands-On AI Tools Direct exposure to AI platforms driving business strategy today.	Change Leadership Practical tools to lead and sustain organization-wide transformation.

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 equips leaders to design and execute digital transformation initiatives powered by AI.

Through case studies, executive discussions, simulations, and hands-on exposure to AI-powered tools, participants will develop an actionable transformation roadmap aligned with their corporate objectives.

Program Objectives

- **Define an AI-Driven Strategy:** Align AI initiatives with long-term corporate vision.
- **Assess Digital Maturity:** Evaluate organizational readiness for transformation.
- **Design a Transformation Roadmap:** Sequence initiatives for measurable business impact.
- **Evaluate Emerging AI Technologies:** Identify tools and platforms worth strategic investment.
- **Manage Transformation Risk:** Address governance, ethics, and change resistance.
- **Lead Organizational Change:** Build the leadership capabilities needed to drive adoption.

Target Audience

This program is designed for leaders aiming to drive AI-powered strategy and digital transformation within their organizations, including:

- **C-Suite Executives & Senior Directors** shaping corporate strategy and vision.
- **Chief Digital & Innovation Officers** leading transformation agendas.
- **Business Unit Leaders** overseeing strategic initiatives.
- **IT & Technology Leaders** bridging strategy and execution.
- **Strategy & Transformation Consultants** advising on AI adoption.
- **Product & Operations Leaders** modernizing business processes.
- **Entrepreneurs & Business Owners** scaling through digital innovation.

Program Impact

Participants will complete this program with a clear, actionable roadmap for AI-driven transformation. Graduates will return to their organizations equipped to lead strategic change, accelerate digital adoption, and deliver measurable competitive advantage.

Program Outline

MODULE 1: Foundations of AI-Driven Business Strategy

- Understanding AI's role in modern business strategy
- Key AI technologies shaping digital transformation
- The business case for AI-driven transformation
- Distinguishing strategic AI investment from hype
- Assessing organizational readiness for transformation

MODULE 2: Digital Transformation Strategy and Vision

- Defining a compelling digital transformation vision
- Aligning transformation goals with corporate objectives
- Building the strategic case for executive sponsorship
- Benchmarking against industry transformation leaders
- Setting measurable transformation success metrics

MODULE 3: Data and AI Capabilities Assessment

- Evaluating organizational data maturity and infrastructure
- Identifying high-value data and AI use cases
- Understanding machine learning and generative AI fundamentals
- Assessing build-vs-buy decisions for AI capabilities

MODULE 4: Building the AI Transformation Roadmap

- Structuring a phased transformation roadmap
- Sequencing quick wins and long-term initiatives
- Resource planning and budgeting for transformation
- Establishing governance and accountability structures
- Aligning roadmap milestones with corporate strategy

MODULE 5: AI in Core Business Functions

- AI applications in marketing, sales, and customer experience
- AI for finance, operations, and supply chain optimization
- AI in human resources and talent strategy
- Cross-functional integration of AI initiatives

MODULE 6: Technology and Vendor Strategy

- Evaluating AI platforms, tools, and vendors
- Building vs. buying AI capabilities
- Integrating AI tools into existing technology stacks
- Managing vendor partnerships and contracts
- Ensuring scalability and future-readiness

MODULE 7: Risk, Ethics, and AI Governance

- Establishing AI governance frameworks and accountability
- Navigating data privacy, security, and compliance
- Addressing bias, fairness, and responsible AI principles
- Managing transformation risk and contingency planning

MODULE 8: Leading Organizational Change

- Leading teams through digital transformation
- Overcoming resistance to AI adoption
- Communicating the transformation vision effectively

MODULE 9: Measuring Impact and Scaling Transformation

- Defining KPIs for AI and transformation initiatives
- Measuring ROI of AI-driven strategy
- Scaling successful pilots across the organization
- Reporting transformation progress to stakeholders

MODULE 10: Sustaining Transformation and Future Readiness

- Embedding AI into long-term corporate strategy
- Anticipating emerging AI trends and disruptions
- Sustaining momentum beyond the program