

# **DIGITAL STRATEGY & AI GOVERNANCE TRACK**



**GENTEX<sup>®</sup>**  
TRAINING CENTER



## Introduction

Organizations across every industry are rebuilding how they plan, compete, and manage risk as artificial intelligence reshapes business models. The Digital Strategy & AI Governance Track Training Course equips professionals with practical frameworks to design digital roadmaps while embedding responsible AI oversight into daily operations. Participants explore how leading enterprises align technology investments with strategic goals, manage data ethics, and build governance structures that satisfy regulators and stakeholders alike. Throughout the program, facilitators combine strategic planning models with real AI governance standards, giving attendees tools they can apply immediately. This course blends strategic thinking with hands-on governance practice, preparing participants to lead digital transformation initiatives confidently and responsibly.

## Digital Strategy & AI Governance Track Course Objectives

- Define the core components of a digital strategy roadmap and align them with organizational goals
- Apply strategic frameworks such as the Digital Maturity Model and the Three Horizons approach to prioritize initiatives
- Build AI governance structures using recognized frameworks including the NIST AI Risk Management Framework and ISO/IEC 42001
- Identify data privacy, bias, and accountability risks associated with AI deployment
- Develop policies for responsible AI use, model transparency, and algorithmic accountability
- Evaluate emerging digital platforms and technologies for strategic fit and scalability
- Design KPIs and metrics to measure digital transformation and AI governance performance
- Establish cross-functional governance committees to oversee AI and digital initiatives

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- Integrate ethical AI principles into procurement, vendor selection, and technology contracts
- Create actionable roadmaps that balance innovation speed with regulatory compliance

## Course Methodology

- Interactive lectures introducing digital strategy and AI governance frameworks
- Case study analysis of real digital transformation and AI governance programs
- Group workshops to draft governance policies and strategic roadmaps
- Practical exercises using risk assessment templates and maturity models
- Peer discussions on regulatory trends and industry best practices
- Scenario simulations addressing AI risk and compliance challenges
- Continuous feedback from facilitators throughout each session

## Who Should Take This Course

- Digital transformation managers and strategy officers
- IT directors and chief information officers
- Risk, compliance, and governance professionals
- Data protection and privacy officers
- Innovation and technology leaders
- Business unit heads overseeing digital initiatives
- Project managers involved in AI adoption
- Consultants advising on digital and AI strategy





## Digital Strategy & AI Governance Track Course Outlines

### Day 1: Foundations of Digital Strategy

- Understanding digital transformation drivers and trends
- Core elements of a digital strategy roadmap
- Digital Maturity Model overview
- Aligning technology investments with business goals
- Assessing organizational readiness for digital change
- Introduction to platform economy concepts
- Case study: successful digital strategy execution

### Day 2: AI Governance Fundamentals

- Principles of responsible AI and governance
- Overview of the NIST AI Risk Management Framework
- Introduction to the ISO/IEC 42001 AI management standard
- Identifying AI risks: bias, transparency, accountability
- Roles and responsibilities in AI governance structures
- Building an AI governance charter
- Workshop: mapping governance gaps

### Day 3: Data Strategy and Ethics

- Data governance principles and frameworks
- Data privacy regulations and compliance requirements

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- Managing data quality for AI systems
- Ethical considerations in data collection and use
- Algorithmic accountability and audit trails
- Vendor and third-party data risk management
- Case study: data governance failure and lessons learned

## Day 4: Strategic Execution and Platform Selection

- Evaluating digital platforms and technology vendors
- Building a technology investment business case
- Change management for digital initiatives
- Measuring digital transformation KPIs
- Balancing innovation speed with risk controls
- Cross-functional collaboration models
- Workshop: platform evaluation scorecard

## Day 5: Implementation and Sustaining Governance

- Developing an AI governance implementation plan
- Establishing monitoring and audit mechanisms
- Building a culture of responsible innovation
- Communicating governance policies across the organization
- Preparing for regulatory audits and reviews
- Continuous improvement of digital strategy and governance
- Final workshop: action plan presentation





## Conclusion

By successfully completing the Digital Strategy & AI Governance Track Training Course, participants will have acquired practical skills to design digital roadmaps, apply proven strategic frameworks, and build robust AI governance structures. They will understand how to manage data ethics, mitigate AI-related risks, and align technology decisions with organizational objectives. Delivered by Gentex Training Center, this course gives participants the confidence and tools needed to lead digital transformation initiatives responsibly, ensuring their organizations stay competitive while meeting evolving regulatory and ethical expectations.

## FAQs

### Q1 What is the "Digital Strategy & AI Governance Track" course about?

This course teaches participants how to design digital strategy roadmaps while embedding AI governance practices into daily operations. It combines strategic planning frameworks with responsible AI oversight methods, helping professionals align technology investments with business goals and regulatory requirements.

### Q2 What are the key benefits of the "Digital Strategy & AI Governance Track" course?

Participants gain the ability to accelerate digital transformation while managing AI-related risks effectively. The course strengthens decision-making, improves cross-functional collaboration, and equips professionals with governance tools that protect organizations from compliance and reputational risks.



## Q3 What skills will I gain from the "Digital Strategy & AI Governance Track" course?

Participants develop skills in digital strategy formulation, AI risk governance, data ethics management, and technology investment evaluation. These skills enable professionals to lead transformation projects and build sustainable governance frameworks within their organizations.

## Q4 What tools, methods, or standards are covered in the "Digital Strategy & AI Governance Track" course?

The course covers frameworks such as the NIST AI Risk Management Framework, ISO/IEC 42001, the Digital Maturity Model, and governance charters. Participants also use risk assessment templates and platform evaluation scorecards during practical exercises.

## Q5 How is the "Digital Strategy & AI Governance Track" course applied in real-world practice?

Participants apply course concepts by drafting governance policies, evaluating digital platforms, and building implementation roadmaps for their organizations. These exercises prepare them to manage real digital transformation and AI governance projects immediately after training.