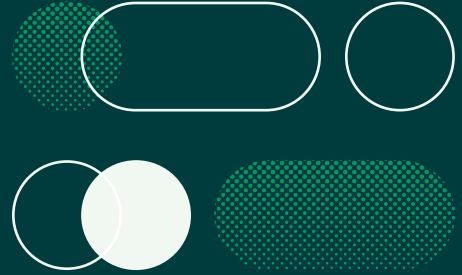




Executive
Education



Leading AI and Digital Transformation

Scaling AI for Growth

Digital Transformation and AI

The Business School
for the World®

LEADING AI AND DIGITAL TRANSFORMATION

Transforming business in era of AI

Tectonic shifts created by artificial intelligence (AI), platforms, ecosystems, and digital business models raise fundamental questions about the future of business and work. This programme helps leaders make sense of these profound shifts and turn it to their advantage by providing all the tools necessary to ignite or accelerate your digital transformation.

What makes **Leading AI and Digital Transformation** unique is the integration real world experience, a global perspective, and the research to help you succeed. During the course, we host multiple CXOs and leaders who have sat in the driver's seat facing real world tradeoffs and challenges of how to lead transformation using AI and other digital tools so you can learn from their experience and ask them questions. We combine this real-world knowledge with the latest research on successful transformation to provide a framework to guide your digital journey to the next level. Of course, the programme also provides time to discuss with peers who face similar challenges.

AI and digital transformation is a journey, not a destination, and this programme aims to help you take that journey to the next level by providing you the three critical lenses for digital transformation: 1) a strategy / technology view to understand what to do, 2) an organization transformation view to win support for the change, and 3) the innovation capability view required to experiment your way into the future.

Ultimately, **Leading AI and Digital Transformation** takes the perspective that leaders willing to learn can leverage everything digital to their advantage!

Programme directors



Nathan Furr

Professor of Strategy



Jason Davis

Associate Professor of Entrepreneurship and Family Enterprise

Scaling AI and Digital

How do leaders get value out of artificial intelligence and digital, especially predictive analytics and generative AI? Participants will gain insights to leverage these tools—along with platforms, ecosystems and digital business models—from pilot to scale, as well as how to lead others on the journey into a future-proof organisation.

Key benefits

- Acquire a concrete view of key strategic drivers of AI and digital transformation in your industry and how to scale these tools (Gen AI, predictive AI, data, etc.)
- Analyse the organisational and team capabilities needed to support a digital-ready business
- Learn about innovation capabilities to generate more insights and transform these insights into new businesses
- Develop personal, actionable plans to address the strategic, organisational and innovation-based opportunities you face

Programme content

The programme uses video case studies, cutting-edge technologies, and vibrant debate to illustrate how established companies can use strategy, leadership and innovation to adapt to AI and digital transformation.

Strategic view of digital disruption drivers

The strategic view of digital provides insights into the fundamental drivers behind digital transformation.

- Explore how disruption happens, the new elements of digital strategy, and how to profit from the core elements of digital strategy – AI, platforms, ecosystems and digital business models
- Develop a personalised strategic view of how disruption could transform your industry and how to respond

Organisational view of how to transform into an agile organisation

The organisational view explores what it means for companies to become digital-ready, covering aspects such as roles and structures, culture, teamwork and even personal social networks.

- Explore ideas for organisational roles and structures in companies that are coping with digital readiness
- Learn methods for more effective teamwork in the context of disruptive, 'wild ideas' innovation
- Examine what it means for organisational cultures to be AI and digital-ready
- Consider the implications for human social networks in an AI and digital-ready organisation

Innovation-based view of how to respond to disruption through accessing tools like lean startup and design thinking

The innovation view helps you foster the insights and cycle of rapid experimentation necessary to respond to a digital world. Drawing on our research involving 400 businesses and 16,000 executives and innovators, you will:

- Examine the people, process and philosophy that established companies can apply to navigate the uncertainty of a digital age
- Incorporate tools from lean startup, design thinking, agile methodologies and business model innovation to understand how to nurture the innovations that will create future growth
- Develop a personal and team action plan of how to generate new ideas and transform them into new businesses or internal solutions.

Participant profile

- Leaders and senior executives seeking the comprehensive perspective needed to lead in a digital world, which includes: strategic understanding, organisational wisdom and innovation-based capabilities
- Senior managers seeking to build their own capabilities in strategy, leadership and innovation as well as develop personalised, actionable plans
- Senior executives wanting to understand how to lead an AI, data, and digital transformation journey.

“AI and digital have become a leading challenge and opportunity for more and more sectors and organisations. However, with the right tools, business leaders can learn how to seize this opportunity and use it to create a unique competitive advantage. INSEAD’s Leading AI and Digital Transformation programme examines the most recent developments in AI and digital technology and their impact on business models. We integrate real-world leaders who have led AI and digital transformation with research to inform how we do business in a digital climate and how to innovate into the future. While other programmes take more of a theoretical approach, INSEAD’s approach is uniquely hands-on, offering you the practical knowledge and skills you need to take action and transform your organisation.”

Nathan Furr
Professor of Strategy



Our Mission

We bring together people, cultures and ideas to develop responsible leaders who transform business and society.



Fontainebleau Campus

Our original campus is based in Europe. There, we are nestled in the tranquil forest of Fontainebleau, which offers a pleasant contrast to the sleek, modernist architecture of the campus. The proximity to local French culture keeps us close to our roots.



Singapore Campus

Our Asia Campus, based in Singapore, was established as an extension of our longstanding presence in Asia. It is situated close to Singapore's bustling city centre and financial district, and benefits from the area's warm climate and culturally rich environment.



Abu Dhabi Campus




Our Middle East Campus, based in Abu Dhabi, is INSEAD's latest evolution. The campus is located in Al Khatem Tower on Al Maryah Island, right on the midpoint between the city's downtown district, fast-growing Al Reem Island and thriving cultural district on Saadiyat Island.



San Francisco Hub

Our first official center in North America, the San Francisco Hub for Business Innovation is a state-of-the-art facility which translates our unique global insights and perspective to organisations and business leaders from the US and around the world. Located in down-town San Francisco, just two blocks from the Giants' Oracle Park, the Hub is set to capitalise fully on the Bay Area culture of innovation and the digital transformation of business.

CALENDAR 2026–2027

PROGRAMME	DATE	LOCATION	LENGTH	FEE*	LEVEL - Applicable to all sessions
Leading AI and Digital Transformation	20–24 April 2026		5 days	€11,200	<ul style="list-style-type: none"> – Experienced General Manager – New General Manager – Senior Functional Manager – Functional Manager – Specialist
	21–25 September 2026		5 days	€11,600	
	16–20 November 2026		5 days	€11,600	

*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.

 France  Singapore  San Francisco

Practical Information

CONTACT US

For further information on **Leading AI and Digital Transformation** programme, contact:

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Visit our website: www.insead.edu/executive-education/digital-transformation-innovation

APPLICATION PROCEDURE

Places on the programmes are confirmed on a first-come, first-served basis, taking into consideration applicants' levels and objectives, and the diversity of the classes.

We recommend that you submit your completed application form as early as possible, preferably six weeks prior to programme commencement. The Admissions Committee will review your application and advise you on the outcome as soon as possible. Please do not hesitate to contact us if you have any questions about which programme may best suit your objectives or for any additional information.

Note: All our open programmes are taught in English and participants should be able to exchange complex views, listen and learn through the medium of English.

TUITION FEES*

The programme fee covers tuition, course materials and lunches on working days, as well as the closing dinner. It does not include travel, accommodation or incidentals. Participants will have to settle accommodation expenses and incidentals before the end of the programme.

*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.

INSEAD does not discriminate on the basis of race, gender, sexual orientation, religion, national or ethnic origin, age or disability in the administration of its educational policies, admissions policies, scholarship and loan programmes, or employment or other INSEAD-administered programmes.

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