

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

LEADERSHIP PROGRAMMES

Driving Digital and AI Strategy

Leading Technology-Driven Transformation and Value Creation

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Leadership Programmes	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

Digital technology and artificial intelligence are no longer peripheral considerations for financial institutions — they are central to how organisations compete, serve customers and manage risk. Yet many institutions struggle to translate enthusiasm for digital and AI into a coherent strategy that delivers real value, often pursuing isolated initiatives rather than an integrated digital and AI agenda aligned to overall business strategy.

This Seya Capital course equips leaders with the skills needed to drive an effective digital and AI strategy — covering assessing digital and AI opportunities, building a coherent digital and AI strategy, governing AI responsibly, and the leadership practices needed to translate digital and AI investment into sustained competitive advantage.

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
19 – 23 Apr 2027	Arusha, Tanzania	5 days	**US$ 2,100**
26 Apr – 7 May 2027	Nairobi, Kenya	2 weeks	**US$ 3,780**
3 – 7 May 2027	Nairobi, Kenya	5 days	**US$ 2,100**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

Participants will be able to:

- Assess digital and AI opportunities relevant to financial services
- Build a coherent digital and AI strategy aligned to business objectives
- Understand the governance, risk and ethical considerations of AI adoption
- Prioritise and sequence digital and AI investment for maximum impact
- Build organisational capability to execute digital and AI strategy
- Translate digital and AI strategy into measurable business value

WHO SHOULD ATTEND

Designed for

This Seya Capital course is suitable for a wide range of professionals, including:

- Senior executives and strategy professionals
- Technology, digital and data leaders
- Board members overseeing digital and AI strategy
- Risk, compliance and governance professionals engaging with AI
- Business leaders responsible for digital transformation initiatives

PROGRAMME

Course outline

Day One: The Digital and AI Landscape in Financial Services

- Understanding key digital and AI trends shaping financial services
- Assessing the strategic relevance of digital and AI opportunities
- Distinguishing hype from genuine strategic value
- Self-assessment: evaluating organisational digital and AI readiness
- Case studies of successful digital and AI strategy

Day Two: Building a Coherent Digital and AI Strategy

- Aligning digital and AI strategy with overall business strategy
- Prioritising and sequencing digital and AI initiatives
- Balancing quick wins with transformational digital and AI investment
- Building a business case for digital and AI investment
- Practical exercise: developing a digital and AI strategy roadmap

Day Three: Governing AI Responsibly

- Understanding the governance and risk considerations of AI adoption
- Managing bias, fairness and explainability in AI systems
- Navigating regulatory expectations around AI use
- Building organisational AI governance structures
- Practical exercise: developing an AI governance framework

Day Four: Building Organisational Capability for Execution

- Building the talent and skills needed to execute digital and AI strategy
- Structuring teams and partnerships to support digital and AI delivery
- Managing change and adoption across the organisation
- Balancing build, buy and partner approaches to digital and AI capability
- Practical exercise: designing a capability-building plan

Day Five: Translating Strategy into Business Value

- Measuring and tracking the value delivered by digital and AI initiatives
- Sustaining strategic alignment as digital and AI capability evolves
- Communicating digital and AI strategy to the board and stakeholders
- Building a personal digital and AI strategy action plan
- Course summary, key takeaways and action planning

METHODOLOGY

How you will learn

This Seya Capital course combines structured presentations with case studies, digital and AI strategy workshops and group discussion. Delegates work through real digital and AI strategy challenges from financial services, applying practical frameworks they can bring back to their own institutions.

IMPACT

The return on learning

For your organisation

- A clearer, more coherent digital and AI strategy aligned to business goals
- Improved prioritisation and return on digital and AI investment
- Stronger governance and risk management of AI adoption
- Enhanced organisational capability to execute digital and AI initiatives
- Sustained competitive advantage through effective digital and AI strategy

For you

- A clear framework for assessing digital and AI opportunities
- Improved ability to build and prioritise a digital and AI strategy
- Stronger understanding of AI governance, risk and ethical considerations
- Confidence to lead digital and AI initiatives from strategy to execution
- Greater capability to translate digital and AI strategy into business value

CERTIFICATION

Seya Capital certificate

On successful completion of this Seya Capital training course, delegates will be awarded a Seya Capital Certificate of Completion.

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Register or enquire

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