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COURSE BROCHURE

Disruptive Digital Leadership and AI Training Course

7 – 11 February 2027
Muscat

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Registered in the United Kingdom and Saudi Arabia

Disruptive Digital Leadership and AI Training Course

Ref: 1318_49454 **Date:** 7 – 11 February 2027 **Location:** Muscat **Fees:** 6500 GBP

Disruptive Digital Leadership and AI is a 1-week training course for senior managers and transformation leaders who must decide whether to defend, adapt or reinvent a business when AI-native competitors arrive, and who leave with a disruption response plan. Platform entrants and automated services now compress margins in banking, retail, logistics and professional services within a few planning cycles. Jupiter Prime Training offers this course in Disruptive Digital Leadership and AI.

Why Disruptive Digital Leadership and AI Matter Now

Three groups are forcing the pace: customers who switch to whichever provider offers instant, personalised digital service; investors who reward credible AI-enabled growth stories and punish slow incumbents; and employees who expect leaders to explain how automation will reshape their roles. Leaders who read early disruption signals and rebalance their portfolio protect core revenue while building new engines; those who wait often discover the threat only when market share has already moved. The course grounds AI decisions in ISO/IEC 42001, the international standard for an AI management system, and the NIST AI Risk Management Framework NIST AI RMF, so bold bets carry clear accountability.

Who Gains Most from Disruptive Digital Leadership and AI

- Business unit heads who own revenue lines exposed to digital entrants
- Transformation and strategy leaders who shape multi-year change agendas
- Senior managers who allocate capital between core operations and new ventures
- Chief digital and data leaders who translate AI capability into business options
- HR and culture leaders who prepare the workforce for new operating rhythms

An executive group from one organisation gains most, because disruption responses fail when strategy, finance and people leaders hold different views of the threat.

Disruptive Digital Leadership and AI Capabilities

Participants learn to see their own business through the eyes of an AI-native attacker, then decide how hard and how fast to respond.

- Assess which revenue lines are most exposed to platform and AI-native entrants — board and executive committee
- Map customer jobs-to-be-done that a competitor could automate — product and marketing leaders
- Weigh defend, adapt and reinvent options using real-options thinking — capital allocation decisions
- Design an AI investment portfolio across three time horizons — finance and strategy teams
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Communicate a disruption narrative that builds urgency without panic — employees and investors
- Specify leading indicators that trigger the next phase of response — transformation office

Key Disruptive Digital Leadership and AI Terms

- Disruptive Innovation — a cheaper or simpler offer that starts with overlooked customers and gradually displaces established providers.
- AI-Native Competitor — a firm designed from the outset around data and automated decisions, often with lower cost to serve.
- Platform Business Model — a model that creates value by connecting producers and consumers, gaining strength as more participants join.
- Jobs-to-be-Done — the underlying progress a customer seeks, used to spot where new technology could serve that need differently.
- Three-Horizon Portfolio — balancing investment between the current core, emerging adjacent businesses and longer-term experimental options.
- Disruption Signal — an early indicator, such as a shift in customer behaviour or entrant pricing, that a market is beginning to move.

Disruptive Digital Leadership and AI Day by Day

Day 1: Reading the Disruption Landscape

- Disruption Pattern Library — Low-End, New-Market and Platform Attacks
- AI-Native Entrant Profiles — Cost to Serve and Speed Advantages
- Retail Banking and Logistics Cases — How Incumbents Responded
- Horizon Scanning Radar — Technology, Customer and Regulatory Signals
- Exposure Heat Map — Ranking Revenue Lines by Vulnerability

Day 2: Business Models Under Attack

- Jobs-to-be-Done Interviews — Finding Unmet Customer Progress
- Platform Economics and Network Effects — Winner-Takes-Most Dynamics
- Data Flywheel Assessment — Where Proprietary Data Creates Advantage
- Attacker Simulation — Designing a Rival That Could Displace Us
- Defend, Adapt or Reinvent Matrix — Choosing the Response Posture

Day 3: AI-Driven Strategy Choices

- AI Capability Map — Prediction, Generation and Automation Opportunities
- Build, Partner or Acquire Decisions — Speed Versus Control
- Real-Options Valuation — Funding Experiments Under Uncertainty
- Three-Horizon Investment Portfolio — Balancing Core and New Engines
- Responsible AI Risk Screening with NIST AI RMF — Reputational Exposure

Day 4: Leading Culture Through Disruption

- Burning Platform Narratives — Urgency Without Fear
- Dual Operating Structures — Protecting New Ventures from the Core
- Workforce Reskilling Pathways — Roles Augmented or Replaced by AI
- Leadership Behaviours for Experimentation — Tolerating Fast Failure
- Board and Investor Briefings — Explaining Disruption Bets Credibly

Day 5: Practising the Disruption Response Plan

- Threat Assessment Section — Applying the Day 1 Exposure Heat Map
- Response Posture Section — Reusing the Day 2 Defend, Adapt or Reinvent Matrix
- Portfolio and Funding Section — Drawing on Day 3 Horizon Choices
- Accountability Controls Aligned with ISO/IEC 42001 — Ownership of AI Bets
- Disruption Response Plan — Triggers, Milestones and Executive Presentation

Applying Disruptive Digital Leadership and AI After the Course

- Run an attacker simulation session with the leadership team and record the three moves a rival could make first.
- Rebuild the exposure heat map with finance data and agree which revenue line receives a response sponsor.

Disruptive Digital Leadership and AI Questions FAQ

What is Disruptive Digital Leadership and AI and why does it matter now?

It is the leadership practice of spotting AI-driven threats early and steering a business to respond. It matters now because AI-native and platform competitors can erode established revenue far faster than traditional rivals.

Which roles gain most from Disruptive Digital Leadership and AI?

Business unit heads, transformation and strategy leaders, capital allocators, chief digital and data leaders and HR leaders gain most. Each shapes how the organisation reads threats, funds responses and prepares people for change.

How does Disruptive Digital Leadership and AI differ from a general AI strategy course?

It starts from the competitive threat rather than from internal AI opportunities. General AI strategy courses focus on use cases and capability building; this one focuses on attacker simulation, response posture and leading culture through disruption.

What do you bring back from Disruptive Digital Leadership and AI?

You bring back a structured response to one disruption threat facing your business. It covers exposure, posture, portfolio funding, triggers and accountability, ready for executive discussion.

Disruptive Digital Leadership and AI: The Way Forward

The disruption response plan informs the first executive decision: which exposed revenue line receives a sponsor and funding now. Strategy, finance and HR leaders use it to coordinate their moves. After the first quarter, revisit the trigger indicators, because real market signals rarely match early assumptions and the response pace may need to change.