



*Training Course:
Data Strategy Program*

*23 - 27 November 2026
Madrid (Spain)*

Training Course: Data Strategy Program

Training Course code: MA236634 From: 23 - 27 November 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

The Data Strategy Program is a comprehensive professional training program designed by Global Horizon Training Center to provide participants with the knowledge and practical approaches required to develop, implement, and govern effective data strategies within modern organizations.

The program focuses on aligning data initiatives with organizational objectives, establishing effective data governance, improving data quality and accessibility, and creating a strong foundation for data-driven decision-making. It also addresses the organizational, technological, and operational considerations required to transform data into a strategic business asset.

Data Strategy Course Objectives

By the end of the program, participants will be able to:

- Understand the principles and components of an effective data strategy.
- Align data strategy with organizational goals and business priorities.
- Assess the current maturity of an organization's data capabilities.
- Identify key data assets, stakeholders, and business requirements.
- Understand data governance, ownership, stewardship, and accountability.
- Establish approaches for improving data quality and consistency.
- Develop effective data management and data architecture strategies.
- Support data-driven decision-making across different organizational functions.
- Identify opportunities for analytics, automation, and emerging data technologies.
- Develop practical roadmaps for implementing and improving a data strategy.
- Understand key data risks, compliance considerations, and security requirements.
- Measure the effectiveness and business value of data strategy initiatives.

Data Strategy Course Methodology

The program uses a practical and interactive methodology designed to connect strategic concepts with real organizational applications. The training will include:

- Instructor-led presentations.
- Practical examples and organizational case studies.
- Interactive discussions and knowledge-sharing sessions.
- Group exercises and strategic planning activities.
- Data strategy assessment exercises.
- Practical data governance scenarios.
- Problem-solving and decision-making activities.
- Review of current industry practices and trends.

Data Strategy Course Organizational Impact

Successful application of the knowledge gained from this program can help organizations to:

- Establish a clear and structured approach to managing data.
- Improve the alignment between data initiatives and business objectives.
- Strengthen data governance and accountability.
- Improve data quality, accessibility, and consistency.
- Enhance evidence-based and data-driven decision-making.
- Reduce data-related risks and inefficiencies.
- Improve collaboration between business and technology functions.
- Identify opportunities to generate greater value from organizational data.
- Support digital transformation and analytics initiatives.
- Establish a sustainable roadmap for developing organizational data capabilities.

Data Strategy Course Target Audience

This program is suitable for:

- Data Strategy Managers and Data Managers.
- Chief Data Officers and Data Leaders.
- Business Intelligence and Analytics Professionals.

- Data Governance and Data Quality Professionals.
- IT Managers and Technology Leaders.
- Digital Transformation Professionals.
- Business Analysts and Data Analysts.
- Information Management Professionals.
- Risk, Compliance, and Audit Professionals.
- Department Heads and Senior Managers involved in data-related initiatives.
- Professionals responsible for organizational planning and decision-making.

Data Strategy Course Outline

Day 01: Data Strategy Foundations, Business Value and AI

- Understanding Data Strategy and Its Strategic Importance
- Data as a Strategic Organizational Asset
- Key Components of an Effective Data Strategy
- Aligning Data Strategy with Business Objectives
- Identifying Data Needs, Priorities and Strategic Opportunities
- The Role of Artificial Intelligence in Modern Data Strategy
- AI as a Driver of Business Value and Digital Transformation
- Understanding Data and AI Strategy Challenges

Day 02: Data Management, Governance and AI Governance

- Fundamentals of Data Management and Data Governance
- Data Ownership, Stewardship and Accountability
- Developing Effective Data Governance Structures
- Data Quality, Standards, Metadata and Data Lifecycle
- Data Governance Policies and Decision-Making Frameworks
- Introduction to AI Governance and Responsible AI

- AI Governance Frameworks, Policies and Accountability
- Ethical, Legal and Regulatory Considerations for AI

Day 03: Data Architecture, Analytics and AI Technologies

- Understanding Modern Data Architecture
- Data Sources, Integration and Data Flows
- Data Warehouses, Data Lakes and Modern Data Platforms
- Data Architecture Requirements for AI Applications
- Introduction to Artificial Intelligence and Machine Learning
- Generative AI and Large Language Models in Business
- Agentic AI and AI Agents in Modern Organizations
- Analytics and AI-Driven Decision-Making
- Data Requirements for AI and Machine Learning

Day 04: Data & AI Risk, Security and Value Creation

- Data Security Principles and Organizational Responsibilities
- Data Privacy and Protection in Data-Driven Organizations
- Protecting Data Used by AI Systems
- AI Security, Risk and Compliance Considerations
- AI Bias, Transparency, Explainability and Responsible AI
- Identifying and Managing Data and AI Risks
- Identifying and Prioritizing AI Use Cases
- Measuring Data and AI Business Value
- Opportunities for AI-Enabled Value Creation

Day 05: Data & AI Strategy Implementation and Roadmap

- Assessing Organizational Data and AI Maturity
- Identifying Data and AI Strategy Gaps and Priorities

- Developing Data and AI Strategic Objectives
- Selecting and Prioritizing High-Value AI Use Cases
- Building a Data-Driven and AI-Enabled Organization
- Developing a Data & AI Strategy Implementation Roadmap
- Defining KPIs and Measuring Data & AI Strategy Performance
- Managing Change and Supporting Data & AI Adoption
- Data & AI Strategy Capstone: Developing an Organizational Action Plan

Registration form on the Training Course: Data Strategy Program

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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