



DATA-DRIVEN AI-ENABLED LEADERSHIP

Shape the future with confidence

**Empower your organisation
to lead with intelligence,
innovation and integrity**

In a world transformed by artificial intelligence, digital ecosystems and data proliferation, leaders need more than traditional management skills. They must be digitally fluent, data-driven, and AI-aware — able to balance innovation with governance, ethics with agility.

Digital, Data and AI Leadership is about more than technology — it's about transforming mindsets, strategy and culture. It empowers leaders to harness disruption, elevate decision-making, and create value for society.

To meet these challenges, AGSM has developed a suite of programs that combine strategic foresight, technical literacy and ethical leadership.

Designed to enable leaders at all levels to build capability in digital transformation, data governance, and AI adoption — responsibly and confidently.

**UNSW
Business
School**

AGSM 



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What is Data-Driven, AI-Enabled Leadership?

As AI, automation, and digital technologies reshape every industry — from healthcare and infrastructure to finance and education — the demands on leaders are shifting profoundly. It's no longer enough to delegate technical understanding to specialist teams. Today's leaders must be able to engage meaningfully with the digital and data landscape, anticipate the organisational implications of emerging technologies, and lead with ethical clarity in a world shaped by algorithms.

Digital, Data and AI Leadership is the ability to:

- **Translate complexity into clarity** — making sense of fast-evolving technologies and articulating their strategic relevance.
- **Balance innovation and governance** — ensuring bold digital transformation while maintaining ethical, regulatory and risk-based oversight.
- **Drive systems-level change** — building cultures that embed data literacy, digital fluency, and experimentation at all levels.
- **Lead with human insight** — understanding how technology impacts people, communities, and society, and making decisions that prioritise long-term, inclusive value.

This leadership capability requires a fusion of skills:

- Strategic Foresight to anticipate how digital and AI trends impact your sector and business model
- Technical Curiosity to ask the right questions about data, platforms and systems
- Ethical Courage to challenge bias, safeguard privacy and build public trust in AI
- Collaborative Agility to work across functions, disciplines and ecosystems in rapidly changing environments

In essence, Digital, Data and AI Leadership is about enabling your organisation to thrive in transformation, not just survive it — unlocking smarter decisions, greater resilience, and more responsible innovation.

What are the benefits of Data-Driven, AI-Enabled Leadership?

Organisations that invest in digital, data and AI leadership don't just adapt to change — they shape it. Equipping your leaders with these capabilities drives transformation across strategy, operations, culture and performance.



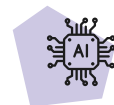
Accelerate Innovation

Empower teams to identify opportunities, test ideas quickly, and scale successful digital solutions — reducing time to impact.



Make Smarter, Evidence-Based Decisions

Move beyond intuition. With data-literate leaders, your organisation can leverage analytics and insights to guide investments, policy, and performance.



Build AI Readiness and Resilience

Ensure your people, processes and systems are prepared for ethical, responsible adoption of AI — reducing risk and increasing agility.



Strengthen Governance and Trust

Develop leaders who understand digital risk, data privacy, and algorithmic accountability — reinforcing compliance and public confidence.



Break Down Silos

Foster cross-functional collaboration through shared digital fluency, enabling better integration across business units, projects and ecosystems.



Attract and Retain Talent

Create a future-focused culture where employees feel empowered to grow, innovate and lead — increasing engagement and reducing turnover.

“Change is accelerating exponentially. Once you and your competitors step into this space, you have to embrace the pace of evolution – or risk being left behind”

Nick Wailes

Uplift your Senior Leaders' capabilities:

- Demonstrate the ability to embed digital strategy and thinking across the organisation, aligning people, processes and culture for sustained change.
- Use data and analytics to guide decisions at the executive level, improving outcomes in operations, investments, and stakeholder engagement.
- Identify and respond to the risks, biases and governance requirements of AI – leading initiatives that balance innovation with trust and compliance.
- Create conditions that empower teams to use digital tools and data creatively, building agility, collaboration and continuous learning.
- Bridge communication gaps between technical and non-technical teams by applying foundational digital, data and AI literacy.
- Lead adaptive strategies that position the organisation to respond proactively to technological, regulatory or social change.

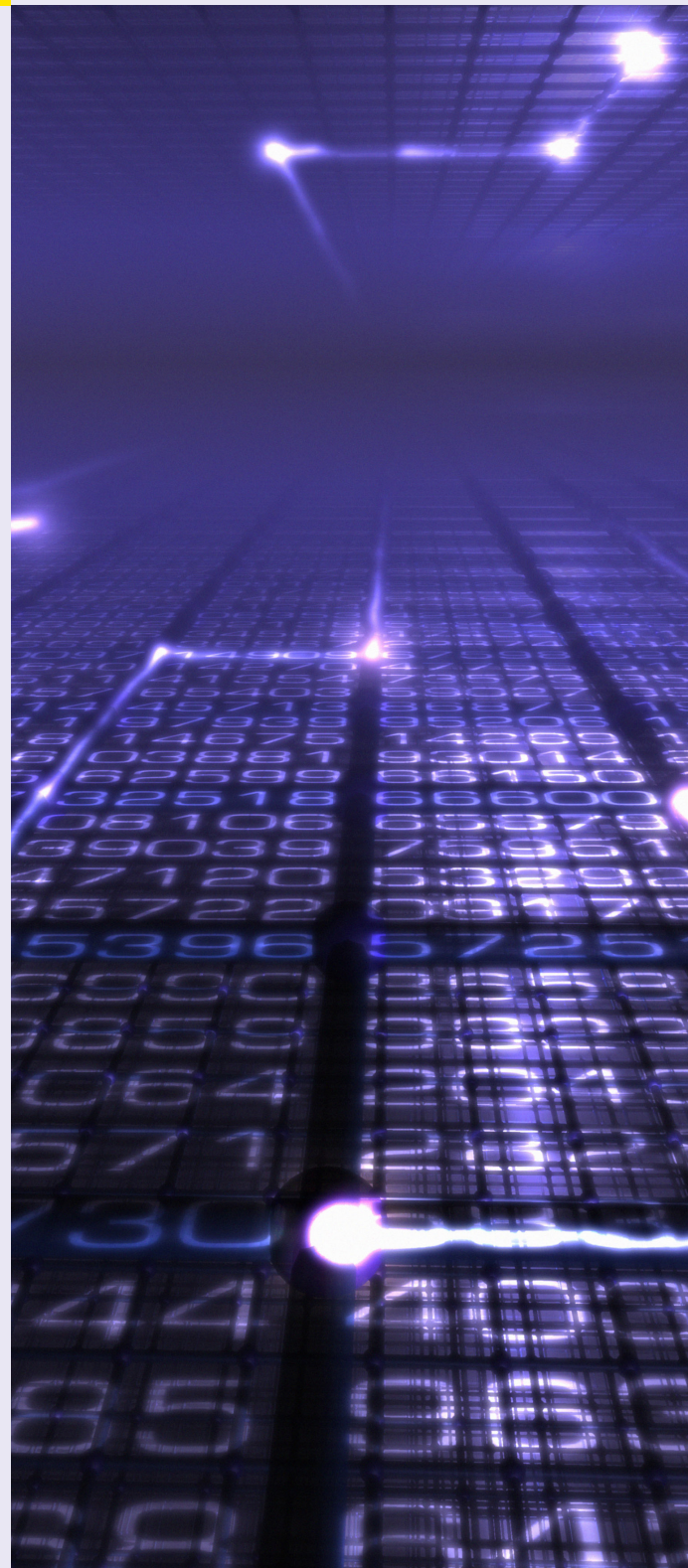
Engaging learning experiences from AGSM

AGSM's Digital, Data and AI Leadership programs go beyond traditional training – they spark mindset shifts and build future-ready capability. Through immersive, hands-on experiences, leaders gain digital fluency, strengthen data literacy, and learn to lead confidently in an AI-enabled world.

Grounded in enterprise thinking and ethical leadership, the programs help participants translate complex technologies into value, lead diverse teams, and make informed, responsible decisions.

Real-world application is central. Leaders tackle live challenges, explore digital tools, and grow with a powerful peer network – embedding digital, data and AI capability for lasting impact.

The tools and insights are immediately applicable. Leaders return to their organisations equipped to navigate disruption, drive data-informed change, and lead AI adoption with confidence and integrity.



How can Data-Driven, AI-Enabled Leadership help me?

Strategic tools, capabilities and learning experiences to lead in the digital age



Impact to your Leadership Practice

- **Strategic Insight:** Learn to translate emerging tech into competitive advantage
- **Enhanced Confidence:** Navigate complexity with fluency in digital and data concepts
- **Ethical Leadership:** Proactively address bias, fairness and transparency in AI and automation

Benefit for your Organisation

- **Digital Maturity:** Build an organisation capable of adopting and scaling digital innovation
- **Data-Informed Culture:** Foster evidence-based thinking across all levels
- **AI Readiness:** Ensure systems and people are aligned for responsible AI use

A quote please

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Learn with peers from diverse industry and career backgrounds:

Data Governance for Leaders

Best for: Senior leaders and managers—especially those sponsoring or overseeing data initiatives—aiming to master governance with confidence.

Format: 2-day in-person experience

This practical, high-impact program builds essential capability in data governance for non-specialists. Over two focused days, you'll explore proven frameworks, examine real-world case studies, and develop a tailored governance roadmap for your organisation. Facilitated by data governance experts, the course equips you to treat data as a strategic asset — improving compliance, trust, and decision-making.

Developing Data Strategy

Best for: Leaders seeking to drive transformation with data, build strategic foresight, and align data strategy with business goals.

Format: 2-day in-person workshop
(UNSW Sydney CBD Campus)

This immersive, practical program equips leaders with the strategic frameworks and confidence to shape data-enabled decision-making. Across two intensive days, you'll learn to assess your organisation's data capabilities, define value-generating opportunities, and develop a straightforward strategy for adoption.

AI for Organisational Innovation

Best for: Business leaders and managers ready to harness AI for practical, responsible innovation.

Format: 2-day in-person experience

This high-impact program offers a hands-on, strategic exploration of how AI can transform your organisation. Over two immersive days (or three weeks online), you'll work through real-world case studies and frameworks—even mapping AI opportunities directly back to your business context. Led by AI and governance expert Kate Carruthers, participants gain the tools to ideate, scope, and lead AI projects confidently while ensuring responsible deployment, ethical oversight, and sustainable value creation

Data-Driven Decision Making

Best for: All leaders seeking improve their data skills from Foundational to intermediate level

Format: 4-week online learning journey

This program helps participants understand the core concepts of data collection and management, use appropriate tools and frameworks to analyse and question data, and communicate evidence-informed recommendations to enable better decisions and outcomes.

Data Literacy-Storytelling

Best for: All leaders seeking improve their data skills from Foundational to intermediate level

Format: 4-week online learning journey

This program offers deep dives into data storytelling, a critical contemporary leadership skill, to help

participants develop, design, and deliver high quality logical communications, using data visualization principles, tools and frameworks to craft compelling narratives with data.

Data for SES Leaders:

Best for: Senior Executive Service leaders within Australian federal and state government agencies

Format: 6-week online learning journey plus quarterly face-to-face or online Masterclass.

The program goes beyond technical skills to build the confidence of senior leaders to question data quality, interrogate insights, and lead ethically in a data-saturated world. The senior leaders need to consider the evolving regulatory landscape including privacy, AI ethics, digital trust and build capable digital data team.

AI & Data for Business Leaders

Best for: Executives and Senior leaders seeking to drive innovation, strategy, and transformation through AI and data.

Format: Customised learning experience – online, in-person or hybrid formats available

This high-impact program equips Executives and Senior Leaders to confidently lead in a data-driven, AI-enabled environment. Through immersive, real-world learning, participants gain strategic insight, practical tools, and ethical frameworks to embed data and AI into decision-making, risk management, and innovation.

Designed in partnership with your organisation, the program connects AI and data strategy to live business challenges and builds the confidence to lead change, sponsor responsible AI adoption, and drive enterprise-wide capability uplift.

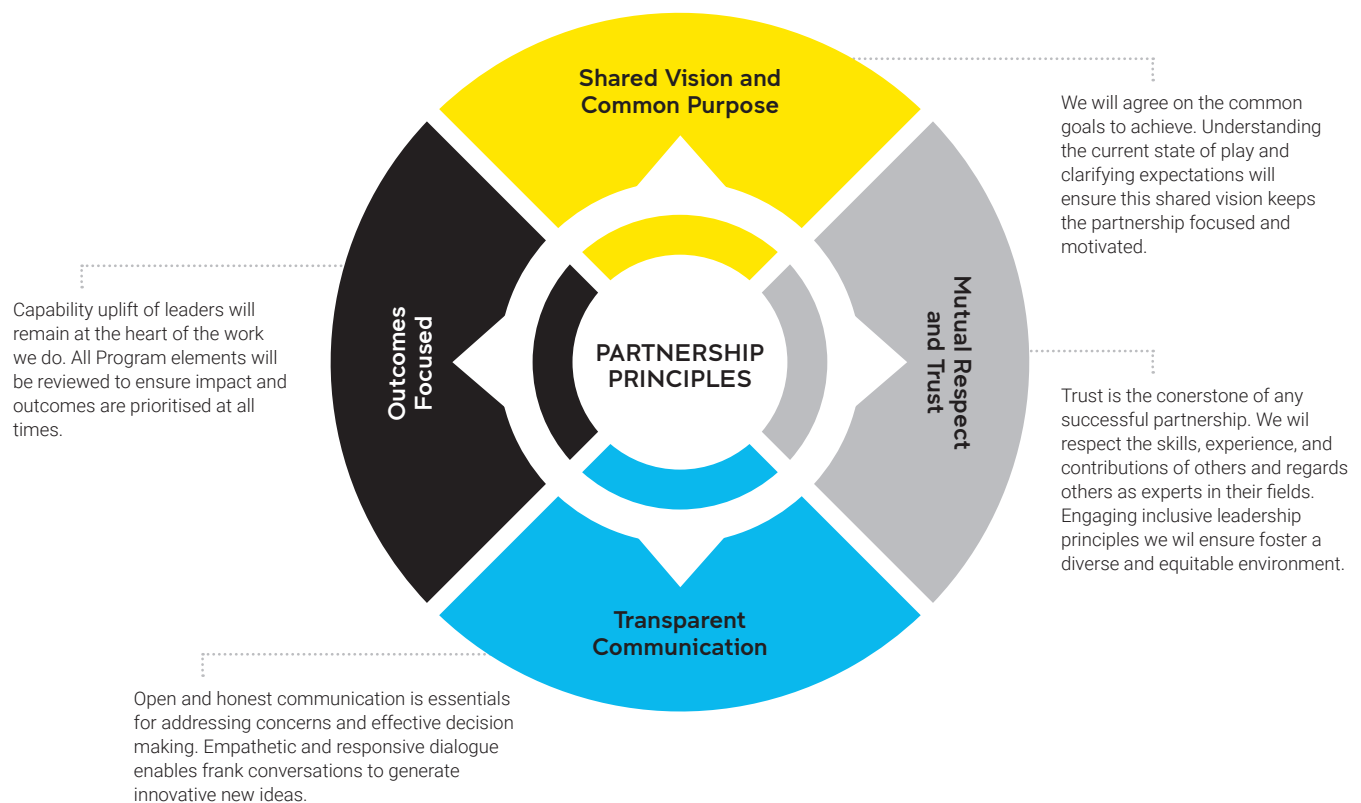
Help your Executives navigate digital transformation and empower them to translate complexity into action — delivering measurable impact across teams, divisions, and strategy.



Partnering for Impact

Co-Designing Leadership Solutions that work

How we partner with you



Our Collaborative Design Approach

Join AGSM to become strategic partners in creating change. Our approach to partnership is rooted in trust, mutual respect, and a shared commitment to building leadership capability that drives real-world impact. We work closely with organisations to understand their context, challenges, and aspirations, aligning our expertise with their strategic priorities to deliver learning that matters.

Through this partnership model, we provide more than just education—we bring insight, adaptability, and a deep understanding of what it takes to lead in today's complex environments. Our programs are enriched by this ongoing collaboration, ensuring they are responsive, relevant, and results-oriented. Together, we empower leaders to navigate uncertainty, mobilise teams, and deliver sustainable transformation across sectors and systems.

"The co-design process with AGSM has been a genuinely rewarding experience. From the outset, AGSM demonstrated a deep commitment to understanding who we are—not just as professionals, but as people. During the co-design process, AGSM's experienced facilitators set a thoughtful tone, making it clear this would be a true partnership. AGSM's willingness to listen, engage meaningfully, and build with us—not for us—has made all the difference."

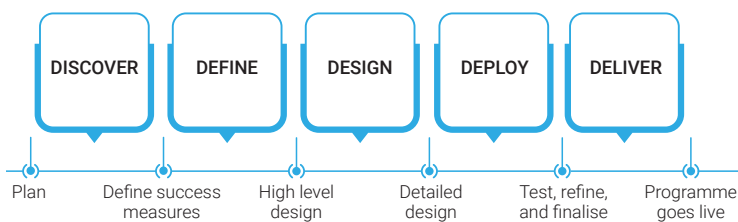
Adrian Spadafora, Calvary Health Care

Collaborative co-design with the learner in mind

Dynamic discovery and scoping sessions, with your key stakeholders and our subject matter experts, gather insights from experiences and identifies the emerging challenges within your organisation. Our collaborative co-design process ensures your program's learning objectives and outcomes will drive organisational performance.

We believe great leadership programs aren't delivered to clients—they're co-created with them. The heart of our methodology lies in co-design: a collaborative, structured, and outcomes-driven process that ensures each program we build is tailored, targeted, and transformative.

Your development challenges are context-specific. An off-the-shelf solution might tick boxes, but it rarely shifts behaviour or culture. That's why our co-design model is anchored in deep engagement with our clients. We combine your organisational insights with our educational expertise to create something that fits perfectly—not just in content, but in purpose, tone, and delivery.



Digital Credentials

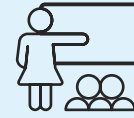
Our digital badges are a simple, trusted and instantly verifiable way to share capabilities and skills developed through our programs. Each badge contains verified data that describes the qualification and the process undertaken to earn it.

Achievement of 12 CEMD points results in the Certificate of Executive Management and Development being awarded and provides a recognition of Prior Learning (RPL) pathway into Post - Graduate award qualifications at AGSM.



Skills Bites

- Self-paced
- Introductory programs



Masterclasses

- 2-hours online
- Breadth OR depth of topics
- Subject Matter Expert knowledge



Online Learning Journeys

- 90min webinars over 6 to 12-weeks
- Breadth AND depth of topics
- Small Group Coaching embeds learning



Intensive Immersions

- Face to Face interactive sessions
- Deep learning to uplift capability
- Pre and post program supporting resources



Integrated Programs

- Multimodal extended solutions
- Adaptive challenges and action learning
- Annual development planning



Microcredentials

- 50 hours of assessed learning
- 2 Units of Credit at UNSW

The Future of Leadership starts now

Don't just keep up with change — lead it. AGSM's Digital, Data and AI Leadership programs empower individuals and organisations to thrive in a complex, tech-enabled world.

Looking to embed Data-Driven, AI-Enabled Leadership in your organisation?

Our team is here to help you explore tailored solutions that meet your leadership goals. Let's co-design a program that works for your context, culture and ambitions.

"In a world driven by data and AI, leadership is no longer about having all the answers — It's about building a system that can keep learning

Minnie Singh-Murphy
AGSM Nexus Fellow



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Contact us

Co-designed customised learning solutions will support your organisation to **adapt, upskill and reskill with purpose.**

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