



AI Business Strategy for Digital Transformation & Growth Planning

2 – 6 November 2026
Barcelona (Spain)



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Introduction

Artificial intelligence is reshaping how organizations design strategies, compete in markets, and build sustainable growth models. This AI Business Strategy for Digital Transformation & Growth Planning course provides a structured understanding of how AI integrates into business strategy for digital transformation and long-term planning. It explores how organizations identify opportunities, redesign operations, and enhance decision-making using AI-driven insights. Participants will examine frameworks that connect data, technology, and strategic execution in modern enterprises. The program focuses on aligning AI capabilities with business goals to improve performance and capacity for innovation. Learners will understand how AI supports scalable transformation and strategic growth planning in dynamic markets.

Targeted Groups

This AI Business Strategy for Digital Transformation & Growth Planning training targets professionals seeking knowledge and skills:

- Business managers seeking AI-driven strategy skills.
- Digital transformation leaders improving enterprise systems.
- Strategy consultants focusing on AI adoption.
- Data analysts moving into strategic roles.
- IT managers supporting business innovation.
- Project leaders managing transformation programs.
- Entrepreneurs scaling digital business models.
- Executives improving growth planning decisions.

Course Objectives

Participants will achieve the following objectives by completing the AI Business Strategy for Digital Transformation & Growth Planning course:

- Understand AI business strategy fundamentals clearly.
- Analyze digital transformation models in enterprises.
- Apply AI tools for strategic decision-making.
- Develop growth planning using AI insights.
- Evaluate data-driven business opportunities effectively.
- Design AI-powered transformation roadmaps.
- Align business goals with AI capabilities.
- Improve innovation and competitive advantage planning.
- Interpret market trends using AI analytics.

- Build structured digital transformation strategies.

Targeted Competencies

Participants will gain the following competencies during the AI Business Strategy for Digital Transformation & Growth Planning program:

- Strategic thinking using AI-driven insights.
- Digital transformation planning and execution skills.
- Business model innovation using AI tools.
- Data interpretation for strategic decisions.
- AI integration into enterprise workflows.
- Growth strategy development using analytics.
- Problem-solving in digital business environments.
- Competitive analysis through AI systems.
- Leadership in technology-driven transformation.

Studying Scenarios

In this AI Business Strategy for Digital Transformation & Growth Planning training, participants develop skills through the following scenarios:

- AI adoption in enterprise strategy design cases.
- Digital transformation planning for organizations.
- Growth strategy development using AI analytics.
- Business model redesign using intelligent systems.
- Market expansion decisions supported by data insights.

Course Content

Unit 1: Foundations of AI Business Strategy

- Introduction to AI business strategy concepts.
- Role of AI in modern enterprise transformation.
- Understanding digital transformation strategy basics.
- AI impact on competitive business advantage.
- Core principles of AI-driven decision-making.
- Business intelligence and strategic alignment basics.
- Overview of AI tools in organizations.
- Key drivers of AI adoption in business.

Unit 2: Digital Transformation Strategy Frameworks

- Digital transformation strategy fundamentals explained.
- Enterprise AI adoption models and structures.
- Business process redesign using AI systems.
- Strategic planning for digital ecosystems.
- Role of data in transformation success.
- Organizational readiness for AI integration.
- Change management in digital transformation.
- Technology alignment with business goals.

Unit 3: AI for Business Growth Planning

- AI business growth planning concepts overview.
- Data-driven market expansion strategies.
- Predictive analytics for growth decisions.
- Customer insight analysis using AI tools.
- Revenue optimization through AI systems.
- Identifying scalable business opportunities.
- Growth forecasting using machine learning models.
- Strategic investment decisions with AI support.
- Competitive growth positioning techniques.

Unit 4: Strategic Decision-Making with AI

- AI-powered decision-making fundamentals.
- Real-time data analysis for strategy.
- Risk assessment using AI models.
- Scenario planning with predictive analytics.
- Strategic optimization using intelligent systems.
- AI tools for executive decision support.
- Improving accuracy in business forecasting.
- Enhancing operational strategy with AI.
- Performance measurement using AI metrics.

Unit 5: Enterprise AI Strategy Implementation

- AI implementation strategy in enterprises.
- Building AI-driven transformation roadmaps.
- Aligning AI systems with business goals.
- Scaling AI solutions across departments.
- Governance in AI business environments.
- Monitoring AI strategy performance outcomes.
- Managing digital transformation challenges.
- Long-term sustainability in AI strategy.
- Future trends in AI business transformation.



Final Insights & Key Takeaways

An AI-driven strategy is now essential for sustainable digital transformation and competitive growth in modern enterprises. Organizations that integrate an AI business strategy with structured growth planning achieve stronger adaptability and long-term performance.