



Advanced AI Automation of Workflow & Digital Transformation

12 – 16 July 2027
Madrid (Spain)



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Introduction

Organizations across industries are accelerating their adoption of artificial intelligence to automate workflows, streamline operations, improve productivity, and drive digital transformation initiatives. This Advanced AI Automation of Workflow & Digital Transformation course provides an understanding of advanced AI automation strategies and their role in transforming business processes, decision-making, and organizational performance. Participants will explore how intelligent automation, machine learning applications, process optimization, and AI-powered workflow management can enhance operational efficiency and support innovation. The program examines modern automation frameworks, digital transformation roadmaps, governance requirements, and implementation methodologies that enable sustainable business growth. It integrates AI technologies into existing business environments while managing risks, compliance, and organizational change. Participants will understand how to design, evaluate, and manage AI-driven automation initiatives that create measurable business value and long-term competitive advantages.

Targeted Groups

This Advanced AI Automation of Workflow & Digital Transformation training targets professionals seeking knowledge and skills:

- Digital transformation leaders and managers.
- Business process improvement specialists.
- Operations and workflow management professionals.
- Technology and innovation managers.
- Project and program managers.
- IT strategy and automation specialists.
- Data and business intelligence professionals.
- Customer experience and service managers.
- Organizational development professionals.
- Executives responsible for transformation initiatives.

Course Objectives

Participants will achieve the following objectives by completing the Advanced AI Automation of Workflow & Digital Transformation course:

- Understand AI automation concepts and business applications.
- Analyze workflow automation opportunities across functions.
- Evaluate intelligent process automation frameworks.
- Assess AI technologies supporting digital transformation.
- Design scalable automation strategies and roadmaps.
- Improve operational efficiency through AI-enabled processes.
- Examine process mining and workflow optimization techniques.
- Integrate AI solutions into business operations.
- Strengthen data-driven decision-making capabilities.
- Evaluate automation risks, governance, and compliance factors.
- Support organizational readiness for transformation initiatives.
- Measure automation performance and business outcomes.
- Identify opportunities for innovation and value creation.
- Develop sustainable digital transformation approaches.
- Enhance strategic planning for AI-enabled organizations.

Targeted Competencies

Participants will gain the following competencies during the Advanced AI Automation of Workflow & Digital Transformation program:

- AI workflow analysis and assessment.
- Intelligent process automation planning.
- Digital transformation strategy development.
- Business process optimization techniques.
- Automation governance and risk management.
- Process mapping and redesign skills.
- Data-driven operational improvement.
- AI technology evaluation and selection.
- Change management for transformation programs.
- Performance measurement and KPI development.
- Cross-functional automation integration.
- Strategic decision-making using AI insights.

Studying Scenarios

In this Advanced AI Automation of Workflow & Digital Transformation training, participants develop skills through the following scenarios:

- Evaluating workflow bottlenecks and automation opportunities.
- Designing an enterprise AI automation roadmap.
- Improving customer service operations using AI tools.
- Streamlining finance and administrative processes.
- Implementing intelligent document processing solutions.
- Managing organizational change during digital transformation.
- Measuring business impact from automation initiatives.

Course Content

Unit 1: Foundations of AI Automation and Digital Transformation

- Evolution of AI in modern organizations.
- Core concepts of workflow automation.
- Understanding intelligent business operations.
- Digital transformation drivers and trends.
- AI-powered business process management.
- Automation maturity models and assessments.
- Benefits and challenges of enterprise automation.
- Building an AI-enabled operating model.

Unit 2: Workflow Analysis and Intelligent Process Automation

- Identifying automation opportunities across departments.
- Mapping end-to-end business processes.
- Process mining fundamentals and applications.
- Workflow optimization methodologies.
- Robotic process automation concepts.
- Intelligent document and data processing.
- AI-assisted task orchestration techniques.
- Eliminating operational inefficiencies.
- Creating scalable automation workflows.

Unit 3: AI Technologies for Business Transformation

- Machine learning applications in operations.
- Generative AI for workflow enhancement.
- Predictive analytics for decision support.
- Natural language processing applications.
- AI-powered virtual assistants and chatbots.
- Intelligent knowledge management systems.
- Automated reporting and business insights.
- AI platforms and enterprise integration approaches.
- Emerging automation technologies and trends.

Unit 4: Strategy, Governance, and Change Management

- Developing an AI automation strategy.
- Aligning automation with business objectives.
- Governance frameworks for AI initiatives.
- Ethical and responsible AI practices.
- Compliance and regulatory considerations.
- Managing transformation risks effectively.
- Organizational readiness assessment.
- Stakeholder engagement and communication.
- Change management for digital transformation success.

Unit 5: Implementation, Performance, and Future Readiness

- Designing automation implementation roadmaps.
- Project management for AI initiatives.
- Establishing automation performance indicators.
- Measuring productivity and efficiency gains.
- Continuous improvement methodologies.
- Scaling automation across the enterprise.
- Innovation management through AI adoption.
- Building a future-ready digital organization.
- Sustaining long-term transformation outcomes.

Final Insights & Key Takeaways

Advanced AI automation enables organizations to optimize workflows, improve operational efficiency, and accelerate digital transformation while creating measurable business value. Successful implementation requires a balanced approach that combines technology, governance, process excellence, and organizational change to achieve sustainable transformation outcomes.