



AI Strategy and Adoption Roadmap for Business Leaders

17 – 21 October 2027
Dubai (UAE)



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Ref: 121676_1042615 **Date:** 17 – 21 October 2027 **Location:** Dubai (UAE) **Fees:** 4900 Euro

AI Strategy and Adoption Roadmap for Business Leaders is a 5-day course for executives, strategy owners and division heads who must decide where AI is worth investing in and in what order. You find and rank use cases, test their business case, set governance rules and take back an AI Adoption Roadmap for your organization. Mercury Training Center delivers this AI strategy and adoption roadmap course.

About This Course

Many organizations run scattered AI pilots that never scale, because nobody ranked the ideas, priced them or agreed who owns the risk. To follow the course you should already take part in budget, planning or investment decisions. You practice on sector cases and build your own roadmap one decision at a time.

Who It Is For

- Leaders who set business strategy and approve major investments.
- Division heads who choose which processes AI should improve first.
- Staff who build business cases and track returns on technology spending.
- Leaders who own data and technology budgets.
- Risk, compliance and legal staff who set rules for how AI may be used.

This course is not for engineers who want to build or train models, who are better served by a hands-on machine learning course, nor for leaders whose main task is reshaping culture across the whole organization, who suit a broader change leadership course.

Competencies You Will Build

- Use Case Discovery: you turn business pain points into AI use cases with a clear owner.
- Value and Feasibility Ranking: you score use cases on value, data and effort and defend the ranking.
- AI Investment Appraisal: you estimate costs, benefits and payback.
- Sourcing Decisions: you choose between building, buying or partnering for each use case.
- Responsible AI Governance: you set approval rules, bias checks and privacy controls before a pilot starts.
- Roadmap Sequencing: you phase pilots and scale-up against budget and skills.

What You Will Be Able to Do

By the end of the course you will be able to:

- Using an AI maturity assessment, rate your organization's readiness and name the gaps to close first.
- From a long list of ideas, produce a shortlist of use cases with owners, expected value and data sources.
- Given cost and benefit estimates, build a business case with payback and the indicators that will track it.
- Using ISO/IEC 42001 and ISO/IEC 23894 as references, draft an AI policy and a risk register for a planned use case.
- From a pilot result, decide whether to scale, change or stop it against agreed stage-gate criteria.
- Given workforce and stakeholder data, plan the skills, communication and role changes a roadmap needs.

Course Content

Day 1: AI Readiness and Strategic Fit

- Core AI Technologies and Their Business Uses for Non-Technical Leaders
- AI Maturity Assessment of Data, Skills and Leadership
- Data Readiness Checks per Business Function
- Linking AI Ambitions to Corporate Strategy and Objectives
- Competitor and Sector Scan of AI Adoption Patterns

Day 2: Finding and Ranking Use Cases

- Use Case Discovery Sessions with Business Process Owners
- AI Use Case Canvas for Customer Experience and Service Ideas
- Intelligent Process Automation Opportunities in Back-Office Work
- Predictive Analytics Use Cases for Demand, Pricing and Maintenance
- Value Versus Feasibility Matrix for Ranking the Use Case Portfolio

Day 3: Business Case and Investment

- Cost Estimation for Data, Models, Integration and Running Costs
- Benefit Mapping and Payback Analysis for AI Initiatives
- Build, Buy or Partner Decision for Each Use Case
- Key Performance Indicators for Tracking AI Value After Launch
- Investment Committee Pitch for an AI Funding Request

Day 4: Governance, Ethics and Adoption

- ISO/IEC 42001 AI Management System Requirements for Leadership
- ISO/IEC 23894 AI Risk Assessment for a Planned Deployment
- Bias, Fairness, Privacy and Security Controls Before Go-Live
- Stakeholder Mapping and Change Plan for AI-Affected Roles
- Workforce Skills Planning for AI-Enabled Teams

Day 5: Practice Building the AI Adoption Roadmap

- Exercise: Ranking a Retail Bank's Use Case Long List
- Exercise: Payback Review of a Customer Service Automation Pilot
- Exercise: Stage-Gate Decision to Scale or Stop a Pilot
- Exercise: AI Policy Draft for a Healthcare Provider
- Completing the AI Adoption Roadmap for Your Organization

Case Studies and Exercises

These are suggested activities.

- Case study: a retail chain holds AI ideas from every department; you rank them and choose which to fund first.
- Case study: a logistics operator's demand forecasting pilot shows mixed results; you decide whether to scale, redesign or stop it.
- Exercise: a bank plans a credit scoring model; you identify bias and privacy risks and set the approval conditions.
- Exercise: a hospital wants AI to support patient scheduling; you build the business case and the stakeholder plan.

What You Take Back

The AI Adoption Roadmap is the plan you build for your own organization during the course. In your first month back, you use it to present a ranked use case shortlist to leadership, request funding for the first pilot and agree the governance rules that apply before work starts.

- A readiness assessment with priority gaps.
- A ranked use case portfolio with owners and business cases.
- An AI policy outline and risk register.
- A phased timeline with stage gates and value indicators.

Quick Answers FAQ

What should I know before AI Strategy and Adoption Roadmap for Business Leaders training?

You need no coding or data science background. You should already take part in planning, budgeting or investment decisions, and know the main processes and pain points of your own organization.

How does AI strategy and adoption roadmap training differ from a broad digital transformation leadership course?

It narrows the focus to AI decisions: which use cases to fund, how to price them, how to govern them and in what order to roll them out. Broad transformation courses spend more time on culture and organization-wide change.

How do business leaders prioritize AI use cases?

They score each idea on business value, data readiness, effort and risk, then place it on a value versus feasibility matrix. Quick wins with ready data usually go first; larger bets wait for a pilot.

What do I take back from AI Strategy and Adoption Roadmap for Business Leaders?

You take back the AI Adoption Roadmap for your organization: a readiness assessment, a ranked use case portfolio with business cases, an AI policy outline and a phased timeline with stage gates.

For Your Manager

After the course, the team member can rank AI use cases, build their business cases, set governance rules and sequence pilots against budget and skills. They return with an AI Adoption Roadmap for the organization, first used to present a funded shortlist to leadership and to launch the first pilot under agreed approval and risk controls.