



AI Strategy for Business Transformation, Innovation & Digital Leadership

13 – 17 September 2027
Madrid (Spain)



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Introduction

Artificial Intelligence is reshaping how organizations operate, innovate, compete, and create value in the digital economy. This AI Strategy for Business Transformation, Innovation & Digital Leadership course provides an understanding of AI strategy and its role in driving business transformation, innovation management, and digital leadership. Participants explore strategic frameworks for integrating AI into business models, operational processes, customer experiences, and decision-making systems. The program examines how organizations can leverage intelligent technologies to accelerate digital transformation initiatives while maintaining governance, ethical standards, and sustainable growth. It highlights leadership approaches for managing AI-enabled change and fostering innovation cultures across organizations. Participants gain the knowledge needed to align AI investments with organizational objectives and long-term competitive advantage.

Targeted Groups

This AI Strategy for Business Transformation, Innovation & Digital Leadership training targets professionals seeking knowledge and skills:

- Business executives and senior managers.
- Digital transformation leaders.
- Strategy and planning professionals.
- Innovation and business development managers.
- Operations and process improvement specialists.
- Technology and IT managers.
- Project and program managers.
- Consultants involved in organizational transformation.
- Entrepreneurs and startup founders.
- Professionals responsible for future business growth.

Course Objectives

Participants will achieve the following objectives by completing the AI Strategy for Business Transformation, Innovation & Digital Leadership course:

- Understand AI fundamentals and business applications.
- Analyze AI-driven business transformation opportunities.
- Evaluate AI adoption strategies across industries.
- Design AI-enabled innovation frameworks.
- Align AI initiatives with business objectives.
- Improve strategic decision-making through data insights.
- Assess organizational AI readiness and maturity.
- Develop digital leadership capabilities.
- Strengthen AI governance and risk management practices.
- Identify opportunities for intelligent process automation.
- Enhance customer experience through AI solutions.
- Support innovation and competitive advantage creation.
- Measure business value generated from AI investments.
- Lead organizational change in AI-driven environments.
- Build sustainable AI transformation roadmaps.

Targeted Competencies

Participants will gain the following competencies during the AI Strategy for Business Transformation, Innovation & Digital Leadership program:

- Strategic AI planning and implementation.
- AI opportunity assessment and prioritization.
- Digital transformation leadership.
- Innovation management and value creation.
- Business model transformation analysis.
- Data-driven decision-making capabilities.
- AI governance and compliance awareness.
- Organizational change leadership.
- AI risk evaluation and mitigation.
- Intelligent automation planning.
- Stakeholder engagement and communication.
- Performance measurement and strategic monitoring.

Studying Scenarios

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

- Creating an enterprise AI transformation roadmap.
- Evaluating AI investment opportunities across business units.
- Designing an AI-driven customer experience strategy.
- Managing organizational resistance to digital transformation.
- Implementing governance frameworks for responsible AI use.
- Identifying automation opportunities to improve efficiency.
- Leading innovation initiatives supported by AI technologies.

Course Content

Unit 1: Foundations of AI Strategy and Digital Transformation

- Evolution of artificial intelligence in modern business.
- Strategic importance of AI in competitive markets.
- Key AI technologies and business applications.
- AI trends shaping digital transformation initiatives.
- Understanding data as a strategic business asset.
- AI maturity models and organizational readiness.
- Strategic alignment between AI and business goals.
- Building a business case for AI adoption.

Unit 2: AI-Driven Business Transformation and Innovation

- Transforming business models through AI capabilities.
- Innovation strategies powered by intelligent technologies.
- AI-enabled products and service development.
- Creating customer-centric innovation ecosystems.
- Leveraging predictive analytics for business growth.
- Intelligent automation and operational excellence.
- AI applications across business functions.
- Scaling innovation through digital platforms.

Unit 3: Digital Leadership and Organizational Change

- Leadership roles in AI-enabled organizations.
- Developing a digital-first organizational mindset.
- Building high-performance innovation cultures.
- Managing transformation programs successfully.
- Stakeholder engagement during AI initiatives.
- Change management strategies for digital adoption.
- Cross-functional collaboration in AI projects.
- Workforce transformation and future skills planning.

Unit 4: AI Governance, Risk Management and Ethics

- Principles of responsible AI implementation.
- AI governance structures and frameworks.
- Ethical considerations in AI deployment.
- Regulatory and compliance requirements.
- Managing AI-related operational risks.
- Data privacy and cybersecurity considerations.
- Bias detection and fairness in AI systems.
- Monitoring AI performance and accountability.

Unit 5: Strategic Execution and Future AI Leadership

- Developing enterprise AI strategies.
- Prioritizing AI initiatives for maximum value.
- Measuring ROI from AI investments.
- Strategic performance indicators and metrics.
- Building sustainable competitive advantage with AI.
- Emerging technologies and future business opportunities.
- AI-driven strategic decision-making models.
- Long-term digital transformation roadmaps.
- Future leadership capabilities in intelligent enterprises.

Final Insights & Key Takeaways

AI strategy succeeds when technology initiatives are directly connected to business value, innovation objectives, and organizational transformation goals. Effective digital leaders combine strategic vision, responsible governance, and AI-driven innovation to create sustainable competitive advantage in rapidly evolving markets.