



AI Consulting for Business Strategy & Digital Transformation

15 – 19 February 2027
Barcelona (Spain)



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Introduction

Organizations across industries are increasingly adopting artificial intelligence to improve operational efficiency, enhance customer experiences, strengthen decision-making, and accelerate digital transformation initiatives. This AI Consulting for Business Strategy & Digital Transformation course provides an understanding of AI consulting practices and their role in aligning technology investments with business objectives. Participants will explore how AI strategies are developed, assessed, and implemented within modern enterprises while addressing governance, risk, and organizational readiness. The program examines consulting frameworks, digital transformation models, business process optimization, data-driven innovation, and AI adoption roadmaps. It highlights the consultant's role in identifying opportunities, evaluating business value, and guiding stakeholders through transformation journeys. Participants will understand how AI consulting supports sustainable business growth, innovation, competitive advantage, and enterprise-wide transformation.

Targeted Groups

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

- Business strategy managers and planners.
- Digital transformation leaders and specialists.
- Management consultants and advisory professionals.
- Innovation and business development managers.
- Technology and IT strategy professionals.
- Data analytics and business intelligence managers.
- Operations and process improvement specialists.
- Corporate executives involved in transformation initiatives.
- Project managers overseeing digital programs.
- Entrepreneurs seeking AI-driven business growth.

Course Objectives

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

- Understand the principles of AI consulting and strategic advisory services.
- Analyze business challenges suitable for AI implementation.
- Evaluate organizational readiness for AI transformation initiatives.
- Identify opportunities for business process automation and optimization.
- Develop AI-driven business strategies aligned with corporate goals.
- Assess data requirements and governance frameworks for AI projects.
- Design practical AI adoption and implementation roadmaps.
- Measure business value, performance, and return on investment.
- Apply digital transformation frameworks within enterprise environments.
- Manage risks, ethics, compliance, and governance considerations.
- Support change management and stakeholder engagement activities.
- Strengthen decision-making using AI-powered insights and analytics.
- Recommend scalable AI solutions for sustainable business growth.
- Integrate innovation strategies into transformation programs.

Targeted Competencies

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

- Strategic AI planning and business alignment.
- AI opportunity identification and assessment.
- Digital transformation consulting techniques.
- Business process analysis and optimization.
- Data governance and AI readiness evaluation.
- AI project planning and roadmap development.
- Stakeholder communication and advisory skills.
- Risk management and AI governance practices.
- Business value measurement and performance evaluation.
- Innovation management and transformation leadership.
- Change management and organizational adaptation.
- Decision-making supported by advanced analytics.

Studying Scenarios

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

- Evaluating an organization's AI readiness before transformation.
- Developing a strategic AI roadmap for a growing enterprise.
- Identifying automation opportunities across business functions.
- Advising executives on AI investment priorities and business value.
- Assessing governance and compliance requirements for AI deployment.
- Managing stakeholder expectations during transformation initiatives.
- Measuring operational improvements achieved through AI adoption.
- Creating recommendations for enterprise-wide digital transformation.

Course Content

Unit 1: Foundations of AI Consulting and Business Strategy

- Introduction to AI consulting in modern organizations.
- Evolution of artificial intelligence in business environments.
- Strategic role of AI consultants in enterprise transformation.
- Understanding business strategy and competitive advantage.
- AI-driven business models and value creation mechanisms.
- Market trends influencing AI adoption and innovation.
- Identifying business opportunities through intelligent technologies.
- Aligning AI initiatives with organizational objectives.

Unit 2: Assessing Organizational Readiness for AI Transformation

- Understanding digital maturity and transformation readiness.
- Evaluating organizational capabilities and resources.
- Assessing data quality, availability, and accessibility.
- Reviewing technology infrastructure and system integration needs.
- Identifying cultural and leadership factors affecting adoption.
- Analyzing workforce readiness and skill requirements.
- Conducting AI opportunity and feasibility assessments.
- Prioritizing initiatives based on business impact and value.

Unit 3: AI Strategy Development and Consulting Frameworks

- Building AI strategies aligned with business goals.
- Establishing a transformation vision and strategic direction.
- Defining measurable objectives and performance indicators.
- Creating AI implementation roadmaps and timelines.
- Selecting suitable AI solutions for business requirements.
- Integrating predictive analytics into strategic planning.
- Supporting intelligent decision-making processes.
- Designing governance structures for AI initiatives.
- Developing scalable transformation frameworks.

Unit 4: AI Implementation, Governance, and Change Management

- Planning enterprise AI deployment initiatives.
- Managing AI project lifecycles and milestones.
- Coordinating stakeholders across departments and functions.
- Understanding AI governance principles and controls.
- Addressing ethical considerations in AI applications.
- Managing regulatory and compliance requirements.
- Developing risk mitigation and monitoring approaches.
- Supporting organizational change and employee adoption.
- Measuring implementation effectiveness and operational outcomes.

Unit 5: Business Value, Innovation, and Sustainable Transformation

- Measuring return on investment from AI initiatives.
- Evaluating operational efficiency improvements.
- Assessing customer experience enhancement opportunities.
- Leveraging AI for innovation and competitive differentiation.
- Monitoring performance through business intelligence tools.
- Scaling successful AI solutions across the enterprise.
- Building continuous improvement and optimization frameworks.
- Supporting long-term digital transformation strategies.
- Creating sustainable value through AI-enabled business growth.

Final Insights & Key Takeaways

Successful AI consulting requires balancing business strategy, technological capabilities, governance requirements, and organizational change to create measurable value. Organizations that align AI initiatives with strategic objectives and transformation priorities are better positioned to achieve sustainable growth, innovation, and long-term competitive advantage.