



AI Skills Development for Digital Transformation Excellence

27 September – 1 October 2027
Madrid (Spain)



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Introduction

The AI Skills Development for Digital Transformation Excellence course helps professionals understand how artificial intelligence reshapes modern work, services, and decision-making. It builds a practical foundation in AI literacy, digital fluency, automation, and responsible use, reflecting current guidance that most workers need digital and data skills, not only advanced coding skills. It explains how AI supports productivity, service quality, workflow improvement, and smarter business operations. Participants explore how digital transformation succeeds when technology, people, process, and governance move together. The program develops the mindset needed to assess opportunities, manage change, and communicate the value of AI across the organization. Learners will connect AI concepts to real workplace challenges and support transformation efforts with greater confidence.

Targeted Groups

This AI Skills Development for Digital Transformation Excellence training targets professionals seeking knowledge and skills:

- Senior managers leading digital change initiatives.
- Team leaders guiding AI adoption in practice.
- HR and L&D specialists building capability.
- Operations staff improve workflows and output.
- Data and business analysts use insights.
- Public and private sector professionals.
- Professionals seeking stronger AI fluency.

Course Objectives

Participants will achieve the following objectives by completing the AI Skills Development for Digital Transformation Excellence course:

- Explain core AI concepts, digital skills, and workplace value in clear business language.
- Distinguish automation, analytics, machine learning, and generative AI in everyday operations.
- Identify transformation opportunities across processes, services, and communication channels.
- Apply responsible AI, privacy, governance, and risk-awareness principles in practice.
- Evaluate digital tools for productivity, quality, and service improvement.
- Interpret data insights for informed, timely, and smarter decisions.
- Support adoption plans through collaboration, communication, and user engagement.
- Align AI use with strategic goals, performance targets, and measurable outcomes.
- Recognize barriers to change and assess readiness for new ways of working.

- Design simple action steps that sustain AI-enabled improvement and learning.

Targeted Competencies

Participants will gain the following competencies during the AI Skills Development for Digital Transformation Excellence program:

- AI literacy for business environments.
- Digital fluency across workplace systems.
- Analytical thinking for smarter decisions.
- Automation awareness and process improvement.
- Responsible use of AI tools.
- Change communication and stakeholder support.
- Problem-solving in digital transformation contexts.
- Service improvement through data insight.
- Continuous learning and adaptation.

Studying Scenarios

In this AI Skills Development for Digital Transformation Excellence training, participants develop skills through the following scenarios:

- Reviewing a workflow for AI-enabled improvement.
- Comparing manual and automated task handling.
- Evaluating a customer service digital upgrade.
- Interpreting data to support a decision.
- Assessing responsible AI use in practice.

Course Content

Unit 1: Foundations of AI and Digital Transformation

- Introduction to AI, machine learning, and generative AI.
- AI applications in business and digital transformation.
- Automation vs. augmentation vs. decision support.
- Overview of common AI tools and platforms.
- Building AI literacy and digital awareness.
- Identifying responsible AI opportunities.

Unit 2: AI for Productivity and Workflow Automation

- AI-driven productivity improvement.
- Workflow automation fundamentals.
- Smart assistants and content generation tools.
- AI for scheduling, reporting, and communication.
- Human oversight and quality assurance.
- Automation for operational efficiency.

Unit 3: Data, Insights, and Smart Decision-Making

- Data-driven decision-making principles.
- Data quality and analytical thinking.
- Pattern recognition and predictive insights.
- Dashboard and report interpretation.
- AI-supported performance improvement.
- Risk-informed business decisions.

Unit 4: Responsible AI, Governance, and Risk Awareness

- Ethical AI and responsible usage.
- Privacy, security, and transparency principles.
- AI governance frameworks.
- Identifying bias and misinformation risks.
- Evaluating AI-generated outputs.
- Building trust and compliance culture.

Unit 5: Leading AI Adoption and Transformation Excellence

- Leadership in AI-driven transformation.
- Change management and user adoption.
- Aligning AI with business strategy.
- Stakeholder collaboration and engagement.
- Measuring AI implementation success.
- Sustaining continuous improvement and innovation.

Final Insights & Key Takeaways

AI Skills Development for Digital Transformation Excellence prepares professionals to use technology with judgment, confidence, and purpose. It strengthens the human capabilities needed to make AI adoption practical, responsible, and valuable in modern organizations.