



AI for Business Strategy and Workplace Productivity Skills

7 – 11 June 2027
Madrid (Spain)



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Introduction

The AI for Business Strategy and Workplace Productivity Skills course helps professionals understand how artificial intelligence reshapes planning, decision-making, and daily work performance. It explains how AI supports smarter business strategy, faster execution, and more efficient workplace operations. It shows how modern teams can use AI productivity tools to save time, improve output quality, and strengthen collaboration. Participants will explore how AI contributes to strategic thinking, workflow optimization, and data-informed decisions across departments. The program builds practical awareness of AI adoption in business while keeping the focus on real workplace value. Learners will be able to connect AI capabilities with business goals, productivity habits, and competitive advantage.

Targeted Groups

This AI for Business Strategy and Workplace Productivity Skills training targets professionals seeking knowledge and skills:

- Business leaders build an AI-ready strategy.
- Managers improve team productivity.
- Entrepreneurs seeking smarter growth.
- Operations staff streamlining daily workflows.
- HR professionals supporting digital adoption.
- Analysts use data for decisions.
- Project coordinators manage complex tasks.
- Administrative teams improve efficiency.
- Trainers developing modern workplace skills.
- Professionals exploring AI for business growth.

Course Objectives

Participants will achieve the following objectives by completing the AI for Business Strategy and Workplace Productivity Skills course:

- Understand the role of AI in business strategy and workplace productivity.
- Identify practical AI use cases across planning, communication, and operations.
- Explain how AI supports faster, more accurate decision-making.
- Apply AI productivity tools to common workplace tasks and routines.
- Recognize opportunities for workflow automation and performance improvement.
- Evaluate AI-driven approaches for business growth and service quality.
- Connect digital transformation goals with modern productivity practices.
- Strengthen confidence in using AI for strategic and operational work.
- Build a clearer view of how AI creates measurable business value.

Targeted Competencies

Participants will gain the following competencies during the AI for Business Strategy and Workplace Productivity Skills program:

- AI literacy for business contexts.
- Strategic thinking with AI support.
- Workplace productivity improvement.
- Workflow analysis and optimization.
- Digital communication efficiency.
- AI-assisted task management.
- Data-informed decision support.
- Smart use of generative AI tools.
- Professional judgment in AI adoption.

Studying Scenarios

In this AI for Business Strategy and Workplace Productivity Skills training, participants develop skills through the following scenarios:

- Building an AI-supported business plan for a growing department.
- Improving daily productivity using AI tools and smart workflows.
- Using AI to summarize reports, emails, and meeting notes.
- Identifying automation opportunities in repetitive office tasks.
- Supporting strategic decisions with AI-based insight and analysis.

Course Content

Unit 1: Foundations of AI in Business Strategy

- Define AI in business terms linked to strategy, growth, and productivity.
- Differentiate automation, augmentation, and decision support in workplace contexts.
- Understand AI's role in planning, forecasting, and opportunity discovery.
- Analyze how AI strengthens competitive positioning and business models.
- Identify key AI tools used in modern organizations.
- Recognize business functions where AI delivers measurable efficiency.
- Connect AI adoption with strategic vision and operational readiness.
- Treat AI as a core business capability, not just a technical tool.

Unit 2: AI for Strategic Decision-Making and Planning

- Apply AI for market analysis and trend identification.
- Use AI to support goal setting and strategic alignment.
- Improve leadership decisions through AI-driven insights.
- Structure business questions to generate useful AI outputs.
- Use AI in planning for growth and process redesign.
- Evaluate the importance of data quality and context.
- Align AI insights with short-term and long-term goals.
- Strengthen confidence in AI-based strategic thinking.

Unit 3: Workplace Productivity Skills with AI Tools

- Use AI tools for writing, editing, and summarizing tasks.
- Reduce time spent on repetitive administrative work.
- Organize tasks, priorities, and schedules more effectively.
- Apply AI for meeting notes and documentation tasks.
- Improve focus through structured digital workflows.
- Enhance team communication and coordination.
- Balance speed, quality, and professionalism in outputs.
- Build consistent AI-driven productivity routines.

Unit 4: AI for Workflow Optimization and Operational Efficiency

- Identify repetitive tasks suitable for AI improvement.
- Map workflows to detect inefficiencies and delays.
- Improve task routing through AI-enabled systems.
- Support service delivery and internal operations with AI.
- Reduce turnaround time through optimized processes.
- Strengthen standardization and knowledge sharing.
- Improve accuracy and reduce operational errors.
- Link efficiency improvements to customer satisfaction.

Unit 5: AI Adoption, Governance, and Future Workplace Readiness

- Understand the conditions required for successful AI adoption.
- Apply ethical and responsible AI usage principles.
- Maintain clarity in policies, roles, and governance.
- Support teams during digital transformation initiatives.
- Develop adaptability and digital fluency skills.
- Connect AI capability to organizational resilience.
- Measure AI impact on performance and productivity.
- Prepare for AI-enabled modern workplaces.

Final Insights & Key Takeaways

AI for Business Strategy and Workplace Productivity Skills gives professionals a clear path to use AI with purpose, discipline, and business value. It strengthens strategic thinking and daily performance while preparing learners for a smarter, more efficient workplace.