MERCURY

AI Specialist for Business Transformation and Innovation

13 – 17 December 2026
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Introduction

Artificial intelligence is reshaping how modern organizations plan, operate, compete, and grow. This AI Specialist for Business Transformation and Innovation course provides an understanding of how AI supports business transformation, operational innovation, and smarter decision-making across departments. Participants will explore how AI can improve productivity, enhance customer experience, strengthen agility, and support strategic change. The program explains how to identify practical AI opportunities that align with business goals and measurable outcomes. Learners will build a strong conceptual foundation in AI-enabled transformation without requiring advanced technical expertise. Participants will evaluate AI use cases, support innovation initiatives, and contribute to future-ready business strategies.

Targeted Groups

This AI Specialist for Business Transformation and Innovation training targets professionals seeking knowledge and skills:

- Business leaders driving digital change.
- Innovation and transformation managers.
- Strategy and planning professionals.
- Operations and process improvement teams.
- Project and change management specialists.
- Consultants advising on AI adoption.
- Professionals seeking AI business literacy.

Course Objectives

Participants will achieve the following objectives by completing the AI Specialist for Business Transformation and Innovation course:

- Understand AI’s role in modern business transformation.
- Identify high-value AI opportunities across functions.
- Explain how AI supports innovation and competitiveness.
- Evaluate business problems suited for AI solutions.
- Connect AI initiatives with strategy and performance goals.
- Recognize ethical, organizational, and leadership considerations.
- Assess implementation readiness and adoption factors.
- Strengthen decision-making for AI-enabled change.

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Targeted Competencies

Participants will gain the following competencies during the AI Specialist for Business Transformation and Innovation program:

- Strategic thinking for AI adoption.
- Business analysis for transformation needs.
- Opportunity mapping for AI use cases.
- Innovation planning and prioritization.
- Change readiness and stakeholder awareness.
- AI-informed decision support skills.
- Communication of AI value to business teams.
- Understanding of responsible AI practices.

Studying Scenarios

In this AI Specialist for Business Transformation and Innovation training, participants develop skills through the following scenarios:

- A company seeks AI to improve customer service.
- A team evaluates AI for process automation.
- Leaders assess AI impact on productivity.
- A department designs an AI innovation roadmap.
- Managers review risks before AI deployment.

Course Content

Unit 1: Foundations of AI in Business Transformation

- AI in business strategy.
- Core concepts and business value.
- AI as an innovation driver.
- Key transformation models.
- Digital change and competitive advantage.
- AI use cases across industries.
- Business language for AI discussions.

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Unit 2: Identifying AI Opportunities

- Finding problems worth solving.
- Matching AI to business needs.
- Evaluating process bottlenecks.
- Prioritizing high-impact use cases.
- Comparing manual and AI-supported work.
- Assessing data and operational readiness.
- Framing opportunities by business value.

Unit 3: AI for Innovation and Growth

- AI in product and service innovation.
- AI-enabled customer experience improvement.
- New business models powered by AI.
- Innovation planning with AI insights.
- Personalization and market responsiveness.
- AI support for faster experimentation.
- Building a culture of innovation.

Unit 4: Strategy, Leadership, and Change

- Aligning AI with business strategy.
- Leadership roles in AI transformation.
- Stakeholder engagement and adoption.
- Managing change in AI initiatives.
- Communicating benefits and expectations.
- Cross-functional collaboration for success.
- Measuring transformation progress clearly.

Unit 5: Responsible AI and Sustainable Value

- Ethics in business AI use.
- Governance and accountability basics.
- Risk awareness and responsible adoption.
- Trust, transparency, and fairness.
- Human-AI collaboration principles.
- Long-term value creation with AI.
- Preparing for continuous improvement.

Final Insights & Key Takeaways

This course equips participants with the mindset and language needed to connect AI with meaningful business transformation and innovation. It also strengthens the ability to evaluate opportunities, support change, and contribute to the responsible adoption of AI across the organization.