



AI Professional Strategies for Business and Digital Growth

15 – 19 March 2027
Madrid (Spain)



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Introduction

Artificial intelligence is reshaping how organizations plan, operate, market, and scale in competitive digital environments. This AI Professional Strategies for Business and Digital Growth course provides an understanding of how AI can support business growth, improve decision-making, and strengthen performance across key functions. Participants will explore practical, strategic uses of AI across productivity, customer engagement, automation, content development, analytics, and digital transformation. The program explains how to align AI initiatives with business goals, operational priorities, and long-term value creation. Participants are responsible for adoption, organizational readiness, and the role of AI in building sustainable competitive advantage. They will have a clear framework for applying AI tools and strategies to support business innovation and digital growth.

Targeted Groups

This AI Professional Strategies for Business and Digital Growth training targets professionals seeking knowledge and skills:

- Business leaders.
- Digital transformation teams.
- Marketing professionals.
- Strategy and planning staff.
- Entrepreneurs and startup founders.
- Managers in growth-focused organizations.
- Innovation and technology teams.
- Professionals improving AI adoption.

Course Objectives

Participants will achieve the following objectives by completing the AI Professional Strategies for Business and Digital Growth course:

- Understand AI business applications.
- Identify growth opportunities through AI.
- Connect AI with strategic goals.
- Analyze digital transformation priorities.
- Improve decision-making with data.
- Explore automation for efficiency.
- Evaluate AI tools for business use.
- Strengthen customer and market engagement.
- Support innovation and performance growth.
- Build a practical AI adoption mindset.

Targeted Competencies

Participants will gain the following competencies during the AI Professional Strategies for Business and Digital Growth program:

- Strategic AI thinking.
- Digital growth analysis.
- Business process improvement.
- AI-powered planning skills.
- Data interpretation for decisions.
- AI tool selection awareness.
- Customer experience enhancement.
- Innovation and change readiness.
- Performance improvement mindset.
- Responsible AI application.

Studying Scenarios

In this AI Professional Strategies for Business and Digital Growth training, participants develop skills through the following scenarios:

- Choosing AI tools for business growth.
- Improving marketing with AI insights.
- Using automation to reduce workload.
- Supporting digital strategy with analytics.
- Enhancing customer service workflows.
- Identifying risks in AI adoption.

Course Content

Unit 1: Foundations of AI for Business Growth

- Define artificial intelligence in a business context.
- Review the main types of AI used in modern organizations.
- Explain how AI supports business growth and digital transformation.
- Distinguish between automation, analytics, and intelligent systems.
- Examine the strategic value of AI in competitive markets.
- Identify the core business functions affected by AI adoption.
- Discuss the role of leadership in AI-enabled change.
- Recognize common challenges in early AI implementation.

Unit 2: AI Strategy and Digital Transformation

- Connect AI initiatives to business vision and strategic priorities.
- Assess organizational readiness for digital transformation.
- Build an AI strategy that supports measurable growth.
- Align AI use cases with operational goals and customer needs.
- Compare short-term efficiency gains with long-term transformation value.
- Analyze how AI strengthens agility in changing markets.
- Evaluate internal capabilities needed for AI success.
- Identify governance needs for scalable and sustainable adoption.

Unit 3: AI for Marketing, Sales, and Customer Engagement

- Explore AI applications in digital marketing and campaign planning.
- Use AI to improve audience segmentation and personalization.
- Examine AI-driven content support for brand visibility and reach.
- Understand how AI helps optimize lead generation and conversion.
- Review AI tools that support customer service and engagement.
- Apply predictive insights to improve sales performance.
- Study the role of AI in enhancing the customer journey.
- Measure the business value of smarter engagement strategies.

Unit 4: AI for Productivity, Automation, and Decision-Making

- Identify repetitive tasks that can be automated.
- Analyze how AI increases efficiency across teams and processes.
- Use AI to support reporting, scheduling, and workflow management.
- Examine decision-support systems to make faster, better choices.
- Discuss the relationship between AI, data, and operational insight.
- Evaluate productivity gains from intelligent business tools.
- Study practical ways to reduce cost and time through AI.
- Review methods for balancing speed, quality, and control.

Unit 5: Implementing AI Responsibly for Sustainable Growth

- Plan AI adoption with clear priorities and realistic milestones.
- Recognize ethical considerations in AI-powered business environments.
- Discuss transparency, trust, and human oversight in the use of AI.
- Identify risks related to data quality, bias, and misuse.
- Build a framework for responsible and safe AI integration.
- Measure the impact of AI on performance and digital growth.
- Support a culture of continuous learning and adaptation.
- Prepare organizations for long-term AI maturity and scalability.

Final Insights & Key Takeaways

AI is no longer only a technology topic; it is a strategic capability that can shape business growth, improve efficiency, and strengthen digital competitiveness. Organizations that apply AI with clear goals, responsible governance, and a practical growth mindset are better positioned to adapt, innovate, and lead in a changing market.