



Using AI to Enhance Strategic Decision-Making & Build the Smart Institutional Future

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Barcelona (Spain)



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Introduction

As the business world rapidly transforms, artificial intelligence has become one of the most important strategic drivers helping organizations improve decision quality and achieve sustainable competitive advantage. This advanced training program focuses on leveraging artificial intelligence technologies to support strategic thinking, turn data into actionable insights, improve future anticipation, and select the most efficient and effective alternatives. It also highlights the ethical and governance dimensions to ensure the responsible use of intelligent technologies in modern work environments.

Targeted Groups

- Executive and senior leaders.
- Department managers and heads of sections.
- Strategic planning officers.
- Organizational development and digital transformation experts.
- Business and data analysts.
- Managers of strategic projects and programs.
- Risk management and governance specialists.
- Professionals interested in artificial intelligence applications in decision-making.

Training Objectives

By the end of this program, participants will be able to:

- Understand the role of artificial intelligence in developing strategic thinking.
- Enhance the ability to analyze data and extract indicators that influence decision-making.
- Utilize predictive models to support future planning.
- Develop methods to evaluate and prioritize strategic alternatives.
- Improve the efficiency of decision implementation and measure its outcomes.
- Apply governance principles and ethics when using artificial intelligence.
- Diagnose the organizational reality using artificial intelligence tools.
- Identify strategic problems and formulate them in an analyzable manner.
- Analyze big data and transform it into strategic information.
- Build future scenarios that support decision-making.
- Compare strategic alternatives according to precise scientific criteria.
- Design performance indicators to measure the impact of decisions made.
- Apply governance controls when using intelligent systems.

Targeted Competencies

- Advanced strategic thinking.
- Artificial intelligence-supported strategic analysis.
- Data management and decision-making.
- Future foresight and scenario building.
- Alternative evaluation and risk management.
- Strategic performance measurement.
- Digital governance and institutional ethics.

Course Content

Unit 1: Diagnosing the Current Situation Using Artificial Intelligence

- The concept and importance of intelligent strategic diagnosis.
- Analyzing organizational performance using intelligent models.
- Evaluating resources and operational capabilities.
- Automatically identifying strengths and weaknesses.
- Analyzing the internal and external environment.
- Building strategic dashboards that support decision-making.
- Identifying organizational gaps and improvement opportunities.

Unit 2: Identifying Problems and Formulating Strategic Decisions

- Methodologies for identifying strategic problems.
- Linking operational challenges with strategic objectives.
- Identifying high-impact decisions.
- Analyzing the root causes of problems using artificial intelligence.
- Classifying problems according to priority and importance.
- Transforming problems into strategic opportunities.
- Preparing intelligent decision-support models.

Unit 3: Data Analysis and Strategic Forecasting

- Fundamentals of data analysis in modern environments.
- Transforming big data into strategic insights.
- Detecting hidden patterns and trends.
- Using predictive analytics to support decision-making.
- Building future scenarios and intelligent simulations.
- Analyzing potential risks and opportunities.
- Anticipating future variables that affect the organization.

Unit 4: Evaluating Alternatives and Enhancing Decision Quality

- Designing possible strategic alternatives.
- Criteria for comparing different options.
- Analyzing the expected impact of each alternative.
- Evaluating strategic cost and return.
- Measuring levels of risk and uncertainty.
- Using intelligent models to rank alternatives.
- Selecting the optimal decision based on objective indicators.

Unit 5: Implementation, Measurement, and Intelligent Governance

- Translating strategic decisions into executive plans.
- Designing and monitoring key performance indicators.
- Monitoring implementation using intelligent systems.
- Measuring the impact of decisions and analyzing results.
- Principles of governance in artificial intelligence applications.
- Managing biases and ethical risks.
- Reviewing and approving sensitive decisions.
- Building an institutional framework for the responsible use of artificial intelligence.