MERCURY

AI Strategy and Implementation

3 – 7 October 2027
Sharm El-Sheikh (Egypt)



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Introduction:

In today's fast-evolving digital landscape, artificial intelligence AI has become a cornerstone for driving innovation, efficiency, and competitive advantage. Organizations across industries are leveraging AI to transform operations, enhance decision-making, and create new business models. This AI Strategy and Implementation course equips professionals with the essential skills to design, deploy, and manage AI-driven solutions aligned with strategic objectives.

Participants will explore practical frameworks for assessing AI readiness, building scalable AI models, and integrating them into organizational processes. The AI Strategy and Implementation program addresses both technical and managerial perspectives, ensuring participants can bridge the gap between AI potential and real-world execution.

Real case studies, interactive exercises, and expert-led sessions will provide actionable insights for overcoming common AI adoption challenges. By the end of the AI Strategy and Implementation training course, participants will possess the knowledge and tools to lead AI initiatives effectively and responsibly.

Targeted Groups:

This AI Strategy and Implementation training course targets professionals seeking specialized knowledge and skills:

- Business executives are aiming to integrate AI into corporate strategy.
- Project managers oversee AI-related initiatives.
- IT leaders are managing AI infrastructure and deployment.
- Data scientists are transitioning into strategic AI roles.
- Innovation managers are responsible for digital transformation.
- Policy and compliance officers addressing AI governance.
- Consultants advising clients on AI adoption.
- Entrepreneurs are exploring AI-driven business models.

Targeted Competencies:

Participants will gain the following competencies during the AI Strategy and Implementation program:

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- Strategic thinking for AI-driven transformation.
- AI project planning and execution skills.
- Data-driven decision-making capabilities.
- Understanding of AI governance frameworks.
- Ability to integrate AI into operational processes.
- Stakeholder communication and alignment skills.
- Risk identification and mitigation in AI projects.
- Ethical and responsible AI leadership.
- Analytical skills for AI performance evaluation.
- Innovation and adaptability in AI contexts.

Course Objectives:

Participants will achieve the following objectives by completing the AI Strategy and Implementation course:

- Identify key opportunities for AI adoption in diverse business contexts.
- Analyze organizational readiness for AI-driven transformation.
- Develop comprehensive AI strategies aligned with long-term goals.
- Apply effective frameworks for AI project planning and execution.
- Evaluate ethical, regulatory, and compliance implications of AI.
- Design scalable AI implementation roadmaps.
- Measure AI performance using relevant KPIs and metrics.
- Integrate AI solutions into existing workflows seamlessly.
- Manage risks associated with AI deployment.
- Foster cross-functional collaboration in AI initiatives.
- Communicate the AI strategy effectively to stakeholders.
- Optimize AI systems for continuous improvement.
- Lead organizational change driven by AI adoption.
- Leverage AI for creating new revenue streams.
- Ensure responsible and transparent AI practices.

Course Content:

Unit 1: Foundations of AI Strategy:

- Understand the fundamentals of AI and its business impact.
- Explore the evolution of AI technologies and applications.
- Identify AI opportunities in various industries.
- Assess the current state of AI adoption globally.
- Understand the link between AI capabilities and business value.
- Learn the difference between AI strategy and AI implementation.
- Explore AI maturity models for organizational assessment.
- Recognize the role of leadership in AI adoption.
- Understand the strategic drivers for AI investment.

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Unit 2: Designing an AI Strategy:

- Define AI vision and mission statements for organizations.
- Align AI goals with corporate strategy.
- Conduct an AI readiness assessment.
- Prioritize AI use cases based on value and feasibility.
- Develop AI governance and accountability structures.
- Identify required data assets for AI initiatives.
- Plan AI talent acquisition and development.
- Consider ethical and compliance requirements from the start.
- Create a strategic AI roadmap with milestones.

Unit 3: Implementing AI Solutions:

- Select appropriate AI models for specific business problems.
- Integrate AI with existing IT infrastructure.
- Build scalable AI systems for long-term use.
- Manage AI data pipelines efficiently.
- Ensure quality assurance in AI model development.
- Collaborate effectively between technical and business teams.
- Address change management challenges in AI adoption.
- Implement pilot projects before full-scale deployment.
- Monitor AI implementation progress against KPIs.

Unit 4: AI Governance, Ethics, and Compliance:

- Understand AI governance frameworks and best practices.
- Address fairness, bias, and transparency in AI models.
- Implement data privacy and security measures.
- Comply with international AI regulations and standards.
- Establish internal AI ethics committees.
- Monitor AI systems for unintended consequences.
- Develop clear AI accountability policies.
- Manage stakeholder trust in AI adoption.
- Create a feedback loop for improving ethical AI.

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Unit 5: Measuring Impact and Continuous Improvement:

- Track AI performance using quantitative and qualitative metrics.
- Analyze ROI from AI investments.
- Benchmark AI solutions against industry standards.
- Identify improvement opportunities in AI systems.
- Implement ongoing AI optimization processes.
- Adapt AI models to changing business needs.
- Scale AI solutions across different departments.
- Share AI success stories internally and externally.
- Build a culture of continuous AI innovation.

Final Insights & Key Takeaways:

The AI Strategy and Implementation course bridges the gap between AI potential and business impact. Participants will leave with a comprehensive toolkit for designing, executing, and scaling AI initiatives. The program blends strategic insight with practical implementation skills. Graduates will be ready to lead AI adoption with confidence, responsibility, and measurable success.