MERCURY

Transformational AI & Business Strategy

26 – 30 April 2027
Vienna (Austria)



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Ref: 16326_1083993 **Date:** 26 – 30 April 2027 **Location:** Vienna (Austria) **Fees:** 5900 Euro

Introduction:

The "Transformational AI and Business Strategy" training course bridges the gap between advanced artificial intelligence applications and effective strategic management within organizations. As businesses face digital disruption, the integration of AI into corporate strategy has become a critical success factor.

This Transformational AI and Business Strategy course examines how organizations can harness AI technologies to align with their long-term objectives, fostering innovation, resilience, and a competitive edge. Participants will gain insights into how AI reshapes decision-making, business models, and customer engagement.

The Transformational AI and Business Strategy program highlights the ethical and governance dimensions of deploying AI at scale. Learners will analyze real-world case studies and frameworks that drive AI transformation. Participants will have the tools to craft strategies that strike a balance between technological progress and sustainable growth.

Targeted Groups:

This Transformational AI and Business Strategy training targets professionals seeking specialized knowledge and skills:

- Senior executives leading digital transformation initiatives.
- Business strategists are aiming to integrate AI into growth models.
- Innovation managers designing AI-driven projects.
- Consultants advising firms on AI adoption.
- IT leaders are bridging the gap between business and technology strategy.
- Entrepreneurs building AI-enabled business ventures.
- Policy advisors shaping AI governance and regulations.
- Academics and researchers focusing on business and AI strategy.

Targeted Competencies:

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

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- Strategic thinking in AI business integration.
- Analytical skills for evaluating AI applications.
- Decision-making using AI-driven frameworks.
- Risk assessment in AI adoption.
- Leadership in AI transformation projects.
- Knowledge of AI governance and ethics.
- Competence in designing AI-aligned business models.
- Communication of AI strategies to stakeholders.
- Practical insight into digital transformation initiatives.
- Ability to create sustainable AI-driven roadmaps.

Course Objectives:

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

- Understand the role of AI in shaping modern business ecosystems.
- Identify key frameworks for integrating AI into strategic planning and decision-making.
- Analyze the impact of AI on value creation and customer experience.
- Evaluate the risks, challenges, and opportunities of AI-driven strategies.
- Apply strategic tools to align AI with corporate vision and goals.
- Differentiate between operational AI solutions and transformational applications.
- Assess the ethical, regulatory, and governance considerations associated with the adoption of AI.
- Formulate business strategies that leverage AI for long-term competitiveness.
- Develop structured approaches for evaluating and prioritizing AI projects.
- Synthesize case study findings into actionable business insights.
- Design strategic roadmaps for AI-enabled organizational transformation.
- Demonstrate critical thinking in addressing real-world AI strategy dilemmas.
- Enhance decision-making by applying AI-based strategic models.
- Communicate AI-driven strategy concepts effectively to stakeholders.
- Build readiness for leading organizational change through the adoption of AI.

Studying Scenarios:

In this Transformational AI and Business Strategy training, participants will develop their skills through the analysis of the following scenarios:

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- Evaluating an AI-driven market entry strategy.
- Assessing AI for optimizing supply chain operations.
- Designing a customer experience enhanced by AI.
- Identifying risks in AI adoption for financial services.
- Integrating AI with business innovation processes.
- Analyzing AI governance frameworks for compliance.
- Developing a strategy for AI in healthcare management.
- Reviewing AI-driven competitive positioning in retail.
- Examining AI applications in sustainable business models.
- Mapping AI's role in global digital transformation.

Course Content:

Unit 1: Foundations of AI and Business Strategy:

- Define artificial intelligence in the business context.
- Trace the evolution of AI technologies and their impact on society.
- Understand AI as a driver of digital transformation.
- Explore the intersection of AI and corporate strategy.
- Identify opportunities for AI in strategic planning.
- Review global trends in AI adoption across industries.
- Assess the role of AI in creating new business models.
- Recognize ethical issues linked with AI deployment.

Unit 2: AI-Driven Strategic Decision-Making:

- Explore frameworks for AI-supported business strategy.
- Apply data-driven decision-making models in practice.
- Understand predictive analytics for strategy formulation.
- Identify how AI enhances scenario planning.
- Evaluate AI's role in competitive intelligence.
- Apply machine learning insights to market analysis.
- Understand AI's contribution to real-time decision-making.
- Explore case studies of AI-enabled business strategies.

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Unit 3: AI in Innovation and Value Creation:

- Assess AI's role in driving product innovation.
- Explore AI-powered customer engagement strategies.
- Identify how AI personalizes customer journeys.
- Analyze AI-driven approaches to new value chains.
- Integrate AI into service design and delivery.
- Study AI's influence on brand positioning and loyalty.
- Understand AI's role in digital platforms and ecosystems.
- Apply innovation frameworks to AI-based business solutions.
- Examine industry examples of AI in creating competitive advantage.

Unit 4: Risk, Governance, and Ethical Implications:

- Understand risks associated with large-scale AI adoption.
- Examine regulatory frameworks guiding AI use.
- Explore governance structures for AI in organizations.
- Study ethical dilemmas in AI-driven decisions.
- Assess cybersecurity challenges in AI implementation.
- Identify frameworks for responsible AI practices.
- Explore societal implications of AI adoption.
- Apply ethical analysis to real-world AI cases.
- Examine leadership roles in AI governance.

Unit 5: Strategic Roadmaps for AI Transformation:

- Learn to develop AI transformation roadmaps.
- Align AI strategy with organizational vision and mission.
- Structure key milestones for AI adoption.
- Evaluate success factors in AI business transformation.
- Build cross-functional teams to execute the AI strategy.
- Create mechanisms for continuous learning in AI.
- Explore funding and investment models for AI projects.
- Assess case studies of successful AI transformations.
- Draft a sample AI-driven strategic plan.

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Final Insights & Key Takeaways:

The Transformational AI and Business Strategy course equips participants with the expertise to align AI technologies with sustainable business growth and development. It highlights how organizations can utilize AI not only for efficiency but also as a catalyst for strategic innovation. Learners gain a structured approach to integrating AI into business models while addressing risks and ethical considerations. Participants will lead AI-enabled transformations with confidence.