

AI Business Strategies & Applications: 5-Day Intensive

19 – 23 October 2026
Amsterdam (Netherlands)

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A photograph of chess pieces on a checkered board. In the foreground, a large gold king piece stands prominently on a dark square. To its left, a silver pawn piece sits on a light square. Further back, another silver pawn is visible on a light square. The background features a series of concentric, light gray circles that create a sense of depth and focus on the king piece.

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Why This Course

Artificial Intelligence is changing how organizations compete, operate, serve customers, manage risks, and create value. For business leaders, understanding AI is no longer optional. It is now a strategic capability that supports innovation, efficiency, smarter decision-making, and long-term competitive advantage.

Yet successful AI adoption is not simply about introducing new technology. It requires clear business alignment, strong data foundations, ethical decision-making, organizational readiness, and the ability to manage change across people, processes, and systems.

This intensive 5-day course equips business leaders with the knowledge and practical tools needed to harness AI for organizational success. Through case studies, strategic frameworks, hands-on exercises, and action planning, participants will learn how to develop AI strategies, identify high-impact use cases, overcome implementation challenges, and prepare their organizations for the future of AI-driven business.

What You'll Learn and Practice

By joining this program, you will:

- Understand AI fundamentals and their practical business implications.
- Explore machine learning concepts, AI capabilities, and current limitations.
- Recognize the AI ecosystem and key players shaping business transformation.
- Develop AI strategies aligned with organizational goals.
- Assess organizational readiness for AI adoption.
- Identify and evaluate AI applications across key business functions.
- Understand data, infrastructure, talent, and governance requirements for AI success.
- Navigate ethical considerations and responsible AI practices.
- Manage implementation challenges and change during AI adoption.
- Analyze AI's impact on industry trends, disruption, and future business models.
- Create a practical AI integration action plan for your organization.

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

The Program Flow

Day 1: Foundations of AI in Business

- Introduction to Artificial Intelligence and machine learning.
- Understanding AI's current capabilities, limitations, and business relevance.
- Key AI technologies and how they support business performance.
- The AI ecosystem: platforms, vendors, talent, data, and partnerships.
- Business value proposition of AI: growth, efficiency, innovation, and decision-making.
- Common misconceptions and risks in AI adoption.
- Practical exercise: Identifying areas where AI could create business value.

Day 2: AI Strategy Development

- Aligning AI initiatives with business objectives and strategic priorities.
- Conducting an AI readiness assessment.
- Identifying capability gaps in data, technology, talent, governance, and culture.
- Building an AI-driven organization.
- Change management for AI adoption.
- Creating leadership alignment and stakeholder buy-in.
- Workshop: Developing the foundations of a customized AI strategy.

Day 3: AI Applications Across Business Functions

- AI in marketing, sales, and customer experience.
- Personalization, customer insights, recommendation systems, and service automation.
- AI for operations and supply chain optimization.
- Forecasting, process automation, logistics, and productivity improvement.
- AI in finance, risk management, fraud detection, and reporting.
- AI-powered HR, recruitment, workforce planning, and talent management.
- Practical exercise: Identifying 3-5 high-impact AI use cases for your business.

Day 4: Implementing AI Solutions

- Data requirements, data quality, and infrastructure for AI.
- AI project management best practices.
- Moving from pilot projects to scalable implementation.
- Ethical considerations and responsible AI principles.
- Building a framework for ethical AI decision-making.
- Overcoming common implementation challenges.
- Workshop: Creating an AI implementation roadmap with milestones.

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several smaller silver and gold pawns are positioned on the board. The background features a series of concentric, light gray circles, suggesting a signal or a field of influence.

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Day 5: Future of AI and Strategic Planning

- Emerging AI technologies and trends.
- AI's impact on industry disruption and future business models.
- Preparing organizations for continuous AI evolution.
- Developing an AI roadmap for your organization.
- Defining priorities, owners, milestones, risks, and success measures.
- Action planning and next steps.
- Final activity: Presenting an AI strategy, use case portfolio, and implementation roadmap.

Individual Impact

- Strengthen your understanding of AI from a business leadership perspective.
- Improve confidence in discussing AI opportunities, risks, and implementation priorities.
- Build practical skills in AI strategy development and use case evaluation.
- Gain tools for ethical AI decision-making and responsible leadership.
- Enhance your ability to lead AI adoption and organizational change.
- Develop a clear action plan for applying AI within your organization.

Work Impact

- Improve alignment between AI initiatives and business goals.
- Identify high-impact AI opportunities across departments and functions.
- Strengthen innovation, operational efficiency, and customer experience.
- Reduce AI implementation risks through better readiness, governance, and planning.
- Support ethical, responsible, and trustworthy AI adoption.
- Prepare the organization for future disruption and AI-enabled business models.

Training Methodology

This program combines business-focused AI knowledge with practical application, helping leaders move from awareness to action. Learning methods include:

- Interactive discussions and guided facilitation.
- AI business case studies from different industries.
- AI readiness assessment exercises.
- Use case identification and prioritization workshops.
- AI strategy and roadmap development activities.
- Ethical AI decision-making scenarios.
- Implementation planning and change management exercises.
- Group work, peer feedback, and practical action planning tools.

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Beyond the Course

Upon completion, participants will be ready to lead AI adoption with greater clarity, confidence, and strategic focus. They will return prepared to:

- Develop a customized AI strategy for their organization.
- Create an AI implementation roadmap with specific milestones.
- Identify 3-5 high-impact AI use cases for their business.
- Build a framework for ethical AI decision-making.
- Manage organizational change during AI implementation.
- Use AI as a driver of innovation, efficiency, and sustainable competitive advantage.

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