AI Business Strategies & Applications: 1-Week Intensive

1 – 5 November 2027
Barcelona (Spain)



AI Business Strategies & Applications: 1-Week Intensive

Ref: 322619_206445 **Date:** 1 – 5 November 2027 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

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 1-week 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.



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.



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.



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.

