

AI Strategy for Business Transformation

COURSE OVERVIEW

Artificial Intelligence is no longer a futuristic concept. It is a fundamental driver of competitive advantage. However, many organizations struggle to move beyond isolated pilot projects to achieve true, scalable transformation. This course provides business leaders with the strategic framework and practical tools to harness AI not just for incremental gains, but for a fundamental reinvention of their business models, operations, and customer experiences. Delegates will leave this course with a foundational, actionable AI Strategy Blueprint for their businesses, and a clear, compelling plan to lead their organizations through its AI-powered transformation and secure a lasting competitive edge.

WHO SHOULD ATTEND?

This course is tailored for executives, senior managers, entrepreneurs, and strategy officers who spearhead growth and innovation initiatives. It is perfect for professionals such as C-Suite Executives (CEO, COO, CTO, CDO), Business Unit Leaders, Strategy and Innovation Directors, Product Managers, and IT and Digital Transformation Leaders seeking to enhance their strategic impact and leadership in dynamic business environments.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Translate AI capabilities into clear business outcomes like higher revenue, lower costs, and better customer loyalty.
- Identify and prioritize key AI opportunities in your value chain.
- Create a phased AI implementation plan from initial proofs to full scaling.
- Understand essential enablers: data governance, technology, and talent.
- Manage ethical and organizational challenges including bias, privacy, and change management.
- Set KPIs to measure ROI and impact of AI projects.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The essential elements of a practical AI roadmap from pilot to scale for smooth implementation.
- How to spot and prioritize high-impact AI opportunities that align with core business goals.
- Why strong data strategy and governance are foundational for any effective and ethical AI program.
- The key technology and talent choices, including build-vs-buy and team structure, needed for sustainable AI capability.
- How to set up a solid AI governance framework to manage risks such as bias, ethics, and data privacy.
- The change-leadership principles required to build an “AI-ready” culture and guide organizational transformation.
- How to define and track the right KPIs to measure AI ROI and strategic impact.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded