Strategic AI Integration for Business Transformation Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #DT5378_273145

Course Introduction / Overview:

This course provides a comprehensive roadmap for integrating Artificial Intelligence into business operations to drive growth and innovation. In an era where AI is reshaping industries, moving beyond theoretical knowledge to practical application is paramount for sustainable success. This program is meticulously designed to equip leaders and professionals with the strategic frameworks and practical skills needed to identify, evaluate, and implement AI solutions that deliver tangible business value. As discussed by Thomas H. Davenport in his influential book, "The AI Advantage", the key to success is not just adopting technology but fundamentally rethinking business processes and strategies around AI capabilities. Participants will explore the entire AI lifecycle, from developing a robust AI strategy aligned with corporate objectives to managing implementation projects and fostering an AI-ready organizational culture. BIG BEN Training Center has developed this course to bridge the gap between technical AI concepts and strategic business management, ensuring that attendees can lead their organizations through a successful AI-driven transformation and secure a lasting competitive edge. This journey covers critical aspects such as data governance, ethical considerations, and measuring the return on investment for AI initiatives, making it an essential program for forward-thinking organizations.

Target Audience / This training course is suitable for:

- Business Leaders and C-Suite Executives.
- IT Managers and Directors.
- Project and Program Managers.
- Business Analysts and Strategists.
- Heads of Innovation and Digital Transformation.
- Marketing, Finance, and Operations Managers.
- Entrepreneurs and Business Owners.
- Consultants advising on technology and strategy.

Target Sectors and Industries:

- Finance and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Supply Chain.
- Telecommunications and Technology.
- Energy and Utilities.
- Government and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Management and Corporate Strategy.
- Information Technology and Data Science.
- Operations and Logistics.
- Marketing and Sales.
- Finance and Accounting.
- Human Resources.
- Research and Development (R&D).
- Customer Service and Experience.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive AI strategy that aligns with core business objectives.
- Identify and prioritize high-impact AI use cases within their organization.
- Construct a compelling business case and calculate the ROI for AI projects.
- Understand the fundamentals of data strategy required for successful AI implementation.
- Manage the lifecycle of an AI project using agile and best-practice methodologies.
- Lead organizational change to foster an AI-ready and data-driven culture.
- Establish robust AI governance and ethical frameworks to ensure responsible AI use.
- Evaluate and select appropriate AI technologies and vendor solutions.
- Navigate the challenges of scaling AI initiatives from pilot to enterprise-wide deployment.
- Anticipate future trends in AI and position their organization for long-term success.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can translate theoretical knowledge into actionable business strategies. This course moves beyond traditional lectures to create an immersive learning environment. We utilize a blend of expert-led presentations, in-depth case study analyses of real-world AI implementations, and collaborative group workshops where participants can tackle business problems. Interactive sessions, facilitated discussions, and brainstorming activities encourage the sharing of diverse perspectives and experiences. A significant portion of the course is dedicated to hands-on exercises, such as developing an AI opportunity matrix and drafting a preliminary AI governance charter. Participants will receive continuous feedback from the instructor and peers, fostering a dynamic and supportive learning atmosphere. Our approach emphasizes strategic thinking and problem-solving, equipping attendees not just with knowledge of what AI is, but with a deep understanding of how to leverage it effectively to achieve specific organizational goals and drive meaningful transformation.

Course Agenda (Course Units):

Unit One: Foundations of AI for Business Strategy

- Introduction to Artificial Intelligence, Machine Learning, and Deep Learning.
- The strategic importance of AI in the modern business landscape.
- Differentiating between tactical AI adoption and strategic transformation.
- Aligning AI initiatives with overarching corporate goals and vision.
- Analyzing industry-specific AI trends and competitive landscapes.
- Understanding the core components of a successful AI ecosystem.
- Case studies of AI-driven disruption and competitive advantage.

Unit Two: Identifying and Prioritizing AI Opportunities

- Frameworks for identifying high-value AI use cases.
- Conducting AI readiness and maturity assessments.
- Building a robust business case for AI investment.
- Techniques for estimating the ROI and value of AI projects.
- Developing an AI opportunity portfolio and prioritization matrix.
- Data discovery and assessing data availability for potential projects.
- Stakeholder analysis and securing executive buy-in for AI initiatives.

Unit Three: AI Project Implementation and Management

- The lifecycle of an AI and Machine Learning project.
- Data strategy, acquisition, governance, and quality management.
- Overview of key AI technologies, platforms, and tools.
- Agile methodologies for managing AI development and deployment.
- Building and structuring effective data science and AI teams.
- Vendor evaluation and building strategic technology partnerships.
- Key performance indicators (KPIs) for tracking AI project success.

Unit Four: Scaling AI and Driving Organizational Change

- Moving from AI pilots and proofs-of-concept to enterprise-scale solutions.
- Introduction to MLOps for managing production AI models.
- Developing an AI-ready culture and fostering data literacy.
- Strategies for managing change and overcoming resistance to AI adoption.
- Upskilling and reskilling the workforce for an AI-powered future.
- Communicating the value of AI across the organization.
- Establishing an AI Center of Excellence (CoE) to drive innovation.

Unit Five: AI Governance, Ethics, and Future Trends

- Developing a responsible and ethical AI framework.
- Addressing issues of bias, fairness, and transparency in AI models.
- Navigating the legal and regulatory landscape of AI.
- Implementing robust AI governance and risk management policies.
- Exploring the impact of Generative AI on business models.
- The future of human-AI collaboration in the workplace.
- Creating a long-term roadmap for continuous AI innovation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI becomes more autonomous, how should organizations balance the efficiency of AI-driven decisions with the necessity for human oversight and ethical accountability?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the strategic business application of AI, rather than delving into deeply technical coding or complex algorithms. While many courses teach the "how" of building AI models, our program is designed for leaders and managers, teaching the "why," "where," and "when" of deploying AI to achieve tangible business outcomes. The curriculum provides a holistic, end-to-end perspective, guiding participants through the entire journey from initial strategy formulation and opportunity identification to full-scale implementation, change management, and ethical governance. We emphasize the development of a strategic mindset, enabling participants to build a compelling business case, measure ROI, and align AI initiatives with corporate objectives. The content is enriched with practical frameworks, real-world case studies, and interactive workshops that address the organizational and cultural challenges of AI adoption, which are often greater barriers to success than the technology itself. This comprehensive, business-first approach ensures that participants leave not just with knowledge about AI, but with a practical roadmap to lead their organization's AI-driven transformation effectively and responsibly.