AI-Powered Innovation: From Idea to Implementation Training Course



16 - 20 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #INN5815_56648

Course Introduction / Overview:

This training course is an essential program for leaders and professionals who want to understand how artificial intelligence (AI) a powerful driver of innovation can be. It goes beyond technical jargon to focus on the strategic application of AI, from generating novel ideas to developing new business models. Participants will learn how to use AI tools as a creative partner, not just as a technology. The curriculum covers a range of topics, including natural language processing (NLP), machine learning, and data analytics, all framed from a strategic, innovation-focused perspective. The program is informed by the insights of leading thinkers in the field, such as Andrew McAfee and Erik Brynjolfsson, whose book The Second Machine Age explores how technology, particularly AI, is transforming the economy and creating new opportunities for innovation. This course at BIG BEN Training Center emphasizes a blend of strategic foresight and practical application. By the end, professionals will have a clear understanding of how to lead their teams in an AI-powered world, using this powerful technology to find new solutions and create a sustainable competitive advantage.

Target Audience / This training course is suitable for:

- Chief Innovation Officers (CIOs) and R&D managers.
- Strategic planners and business development leaders.
- Product managers and solution architects.
- Senior executives and corporate leaders.
- Data scientists and business intelligence analysts.
- Entrepreneurs and startup founders.
- Anyone interested in the future of work and innovation.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Fintech.
- Healthcare and Biotechnology.
- Retail and E-commerce.
- Manufacturing and Industrial.
- Media and Entertainment.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Innovation and R&D.
- Corporate Strategy.
- Product Management.
- Data and Analytics.
- IT and Digital Transformation.
- Business Development.
- Executive Leadership.

Course Offerings:

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

- Formulate an AI-driven innovation strategy.
- Use AI tools to generate and evaluate new business ideas.
- Design and test new business models based on AI capabilities.
- Lead a team through an AI-powered project lifecycle.
- Translate AI-driven insights into a clear, actionable plan.
- Overcome ethical and organizational challenges of using AI.
- Measure the return on investment of AI innovation projects.

Course Methodology:

This training course uses a highly interactive and project-based methodology. The program is built around a series of hands-on workshops where participants will use and experiment with real-world AI tools. Each unit includes a practical challenge, such as using an AI to generate a list of new product ideas or to analyze a large dataset for customer insights. The curriculum is designed to be highly collaborative, with small group work and peer-to-peer feedback that allows participants to share their findings and learn from each other. Instructors at BIG BEN Training Center will act as expert guides, helping participants navigate the ethical and strategic complexities of using AI. This pragmatic approach ensures that participants leave with a clear understanding of how to apply AI in their own organizational context. This program is for professionals who want to move beyond simply talking about AI to actually using it as a powerful tool for strategic innovation.

Course Agenda (Course Units):

Unit One: The Foundations of AI and Innovation

- Understanding the difference between AI, machine learning, and data science.
- How AI can be a tool for creativity and innovation.
- The strategic benefits and risks of AI-powered innovation.
- Case study on a company that uses AI to disrupt its industry.
- Overcoming a fear of AI and building a positive mindset.
- The role of a human leader in an AI-driven world.
- Building a business case for an AI innovation project.

Unit Two: AI for Idea Generation and Discovery

- Using AI to analyze large datasets for new opportunities.
- Applying natural language processing (NLP) for market research.
- Using a generative AI to brainstorm new product ideas.
- Finding patterns in customer feedback with machine learning.
- The role of humans in refining AI-generated ideas.
- Workshop on using an AI tool for ideation.
- Translating AI insights into a clear opportunity statement.
- Three: Developing New Business Models
- Using AI to design a new business model.
- Exploring the impact of AI on customer value propositions.
- Identifying new revenue streams and cost structures.
- Building a prototype of an AI-powered product or service.
- The role of AI in improving operational efficiency.
- Case study on a company with an AI-driven business model.
- Workshop on designing an AI-powered business model.

Unit Four: Implementation and Management

- Building a team with the right skills for an AI project.
- Managing a project that uses new and evolving technology.
- Communicating the value of AI to stakeholders.
- Overcoming ethical and legal challenges of using AI.
- The importance of continuous learning and iteration.
- Using a stage-gate process for an AI-powered project.
- Workshop on a project implementation plan.

Unit Five: The Future of AI and Innovation

- Exploring the latest trends in AI and machine learning.
- The long-term impact of AI on different industries.
- Developing a personal roadmap for continued learning.
- The role of a leader in building a future-ready organization.
- Final project presentation on an AI-powered innovation plan.
- Review and feedback session.
- Discussion on the future of work and 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 artificial intelligence becomes increasingly capable of generating novel ideas, how will human leaders need to redefine their role in the innovation process, moving from creators of ideas to curators and ethical stewards of AI-driven creativity?

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

This training course is unique because it focuses on the strategic application of AI as a tool for innovation, rather than simply on the technology itself. It is designed for leaders and managers, not just for data scientists. The curriculum provides a clear, non-technical framework for how to integrate AI into a company's innovation process, from generating ideas to implementing new business models. It addresses the real-world challenges of using AI in an organization, including ethical considerations, cultural resistance, and the need for new leadership skills. The course is highly practical, with hands-on exercises that allow participants to use and experiment with AI tools. This program gives professionals a valuable skill set that combines strategic thinking with a forward-looking understanding of technology, preparing them to lead their organizations in an AI-powered world. It is about using AI to augment human creativity, not to replace it.