# Reinventing Business Models with Artificial Intelligence Training Course



23 - 27 Nov 2026

Madrid

5900 € (Per Person)

Ref: #INN7912_113582

## Course Introduction / Overview:

In today's hyper-competitive landscape, artificial intelligence is no longer a futuristic concept but a fundamental driver of business model reinvention. This course provides a comprehensive framework for leaders and innovators to strategically integrate AI into their core business structures, moving beyond mere operational efficiency to create new, sustainable value propositions. We will explore how AI is fundamentally reshaping every component of the business model, from customer relationships to revenue streams. Drawing on foundational concepts like the Business Model Canvas, popularized by Alexander Osterwalder, we will deconstruct traditional models and rebuild them with AI at their center. This program, offered by BIG BEN Training Center, is designed to be a practical guide, referencing insights from seminal works like "Prediction Machines" to demystify AI's economic impact. Participants will learn not just the 'what' of AI technologies like machine learning and natural language processing, but the 'how' of applying them to achieve strategic business model transformation and secure a lasting competitive advantage in the digital era. This is an essential journey for any organization aiming to lead, not follow, in the age of intelligence.

## Target Audience / This training course is suitable for:

- Chief Executive Officers and Senior Executives.
- Business Strategists and Corporate Planners.
- Product Managers and Product Owners.
- Innovation and R&D Managers.
- Entrepreneurs and Startup Founders.
- Business Development Managers.
- IT and Technology Leaders.
- Management Consultants.
- Marketing and Sales Directors.
- Operations Managers.

## Target Sectors and Industries:

- Technology and Software Development.
- Banking, Financial Services, and Insurance.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Supply Chain.
- Telecommunications and Media.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Energy and Utilities.

## Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategy and Corporate Development.
- Research and Development (R&D).
- Product Management and Development.
- Information Technology (IT).
- Marketing and Sales.
- Operations and Logistics.
- Finance and a.
- Customer Service and Support.
- Human Resources.

## Course Offerings:

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

- Analyze existing business models to identify key areas for AI-driven disruption and enhancement.
- Develop innovative, AI-powered value propositions that meet evolving customer needs.
- Formulate a strategic roadmap for implementing AI initiatives across the organization.
- Evaluate the technical and organizational readiness for AI adoption.
- Design AI-enhanced customer experiences and operational processes.
- Understand the principles of data strategy as the foundation for successful AI.
- Assess the ethical implications and risks associated with AI in business models.
- Create a framework for measuring the return on investment (ROI) of AI projects.
- Lead change management efforts to foster an AI-ready organizational culture.
- Articulate a compelling business case for AI-driven business model transformation to stakeholders.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can translate theoretical knowledge into actionable strategies. This course moves beyond traditional lectures by incorporating a dynamic blend of learning techniques. A cornerstone of our approach is the extensive use of real-world case studies, examining how companies like Amazon, Netflix, and innovative startups have successfully reinvented their business models using AI. Participants will engage in hands-on workshops, utilizing a specially adapted AI Business Model Canvas to map out and stress-test their own strategic ideas in a collaborative environment. Team-based exercises and business simulations will challenge attendees to solve complex problems and make strategic decisions under realistic conditions. Facilitated group discussions and peer-to-peer feedback sessions encourage the sharing of diverse perspectives and experiences. Our expert instructors act as facilitators, guiding participants through the learning process, providing personalized feedback, and ensuring that the concepts are not just understood, but can be confidently applied within their own organizational context. The focus is on practical application, strategic thinking, and collaborative problem-solving to equip leaders for the challenges of AI-driven transformation.

## Course Agenda (Course Units):

### Unit One: Foundations of AI and Modern Business Strategy

- The Evolution of Business Models in the Digital Age.
- Introduction to Artificial Intelligence, Machine Learning, and Deep Learning.
- Deconstructing the Business Model Canvas Framework.
- Understanding AI's Strategic Importance Beyond Automation.
- Key AI Terminology for Business Leaders.
- Identifying the Three Main Types of AI Business Applications.
- Case Study Analysis of Early AI Adopters and Disruptors.

### Unit Two: Analyzing Business Models for AI Opportunities

- Mapping Your Current Business Model Canvas.
- Identifying Pain Points and Inefficiencies in Each Building Block.
- AI for Enhancing Value Propositions and Customer Segments.
- Optimizing Channels and Customer Relationships with AI.
- Reimagining Key Activities, Resources, and Partnerships.
- AI-Driven Cost Structure Reduction and Efficiency Gains.
- Workshop on Pinpointing High-Impact AI Integration Points.

### Unit Three: Designing AI-Powered Value and Operations

- Crafting New AI-Enabled Products and Services.
- Using Predictive Analytics to Anticipate Customer Needs.
- Automating Core Business Processes with Intelligent Systems.
- Leveraging Natural Language Processing (NLP) for Enhanced Communication.
- Building Data-Driven Revenue Streams and Pricing Models.
- The Role of Generative AI in Content and Product Creation.
- Simulation of Designing an AI-First Business Model.

## Unit Four: Strategic Implementation and Organizational Readiness

- Developing a Phased AI Implementation Roadmap.
- Building a Robust Data Strategy and Infrastructure.
- Assessing and Cultivating an AI-Ready Culture.
- Leading Change Management for AI Transformation.
- Building and Managing Multidisciplinary AI Teams.
- Budgeting for AI Projects and Calculating Potential ROI.
- Navigating the Build vs. Buy vs. Partner Decision for AI Solutions.

## Unit Five: Governance, Ethics, and the Future of AI in Business

- Establishing an AI Governance and Ethics Framework.
- Addressing Data Privacy, Bias, and Transparency in AI Models.
- Strategies for Scaling AI Initiatives from Pilot to Enterprise-Wide Adoption.
- The Future of Work and Human-AI Collaboration.
- Monitoring AI Performance and Adapting the Business Model Over Time.
- Developing a Sustainable Competitive Advantage with AI.
- Final Project Presentation on Reinventing a Business Model with AI.

# 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 a commodity, will the primary source of competitive advantage shift from the technology itself to the unique, proprietary data used to train it, and the organizational culture that fosters its ethical application?

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

This course distinguishes itself by focusing on the strategic integration of artificial intelligence at the business model level, rather than offering a purely technical or functional overview. While many courses teach the mechanics of AI, our program teaches leaders how to think strategically about AI to drive fundamental business transformation. The core of our methodology is the consistent application of the Business Model Canvas, a globally recognized strategic tool, which we have adapted specifically for AI-driven innovation. This provides participants with a structured, repeatable framework to analyze, deconstruct, and reinvent their own business models. Furthermore, the curriculum places a significant emphasis on the practicalities of implementation, covering crucial topics like organizational readiness, change management, and developing a robust data strategy, which are often overlooked. We dedicate an entire unit to the critical issues of governance, ethics, and scaling, ensuring a holistic and responsible approach to AI adoption. The course is designed not to create data scientists, but to empower strategic thinkers who can architect the AI-powered, future-proof businesses of tomorrow.