



AI AND DIGITAL TOOLS FOR MAXIMIZING PRODUCTIVITY TRAINING COURSE

19 - 23 OCT 2026

MADRID

5900 € (PER PERSON)

REF: #PRO2940_7632 1



COURSE INTRODUCTION / OVERVIEW:

In today's rapidly evolving business environment, the strategic integration of Artificial Intelligence and digital tools is no longer an option but a necessity for survival and growth. This course provides a comprehensive roadmap for professionals seeking to harness the power of technology to drive operational efficiency, foster innovation, and maximize output. We will move beyond a superficial overview of software and delve into the core principles of digital transformation. As discussed by author Thomas H. Davenport in his influential works on analytics and AI, the true value lies not in the technology itself, but in how it is embedded into business processes to inform better decision-making. This program, offered by BIG BEN Training Center, is meticulously designed to equip participants with a strategic mindset, enabling them to identify automation opportunities, leverage AI-powered analytics, and enhance team collaboration through cutting-edge digital platforms. Participants will learn to build and implement a technology adoption strategy that aligns with organizational goals, ensuring a seamless transition and a measurable return on investment. This journey will transform your approach to work, empowering you to lead change and build a more agile, productive, and future-ready organization.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Team Leaders and Supervisors.
- Project Managers and Program Coordinators.
- Operations Managers and Business Analysts.
- Marketing and Sales Professionals.
- Human Resources Specialists.
- IT Professionals involved in digital transformation.
- Entrepreneurs and Small Business Owners.
- Any professional seeking to enhance their productivity and efficiency.



TARGET SECTORS AND INDUSTRIES:

- Technology and Information Services.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Telecommunications.
- Government Agencies and Public Sector Organizations.

TARGET ORGANIZATIONS DEPARTMENTS:

- Operations and Logistics.
- Marketing and Communications.
- Sales and Business Development.
- Human Resources and Training.
- Information Technology (IT).
- Customer Service and Support.
- Strategy and Corporate Planning.
- Finance and Accounting.
- Research and Development (R&D).



COURSE OFFERINGS:

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

- Develop a strategic framework for integrating AI and digital tools into business operations.
- Identify and automate repetitive tasks to improve workflow efficiency and reduce manual error.
- Utilize AI-powered analytics to extract meaningful insights from data for better decision-making.
- Select and implement the most appropriate digital collaboration tools for their teams.
- Enhance team communication and project management in a remote or hybrid work environment.
- Create a change management plan to foster user adoption of new technologies.
- Measure the impact and return on investment (ROI) of digital transformation initiatives.
- Apply principles of generative AI for content creation and problem-solving.
- Understand the ethical considerations and security best practices associated with AI and digital tools.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We believe in an experiential learning approach that moves beyond traditional lectures. The course incorporates a dynamic blend of expert-led presentations, in-depth case study analyses of successful digital transformations, and interactive group discussions to foster collaborative problem-solving. A significant portion of the training is dedicated to hands-on workshops and practical exercises where participants will work with representative digital tools and AI models to automate tasks and analyze data sets. This practical application solidifies understanding and builds confidence. Participants will engage in team-based projects to develop a mock digital implementation strategy, receiving constructive feedback from both the instructor and their peers. Our approach emphasizes a continuous feedback loop, ensuring that individual learning needs are addressed throughout the five-day program. This immersive and supportive environment empowers participants to master new skills and develop the strategic thinking required to lead technological change within their organizations.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF THE MODERN DIGITAL WORKPLACE

- The evolution of work and the rise of digital transformation.
- Core concepts of Artificial Intelligence, Machine Learning, and Generative AI.
- An overview of key categories of digital productivity and collaboration tools.
- Conducting a workflow audit to identify inefficiencies and automation opportunities.
- Cultivating a digital-first mindset for personal and organizational growth.
- Essential cybersecurity principles for adopting new cloud-based tools.
- Setting clear objectives and key performance indicators (KPIs) for technology adoption.

UNIT TWO: WORKFLOW AUTOMATION AND PROCESS OPTIMIZATION

- Principles of Business Process Automation (BPA).
- Identifying high-impact, low-effort tasks suitable for automation.
- Introduction to no-code and low-code automation platforms.
- Creating automated workflows to connect disparate applications (e.g., email, spreadsheets, CRM).
- Utilizing AI for process mining to uncover hidden bottlenecks.
- Building automated reporting dashboards for real-time performance tracking.
- Case studies of successful automation implementation in various departments.

UNIT THREE: LEVERAGING AI FOR DATA-DRIVEN INSIGHTS

- Introduction to AI-powered business intelligence and analytics.
- Using AI tools for predictive analysis and sales forecasting.
- Applying Natural Language Processing (NLP) to analyze customer feedback and reports.
- Best practices for data visualization to communicate complex information effectively.
- Translating data insights into actionable business strategies.
- Ethical considerations and bias mitigation in AI-driven data analysis.
- Practical exercises in querying and interpreting data with AI assistance.



UNIT FOUR: ENHANCING TEAM COLLABORATION AND COMMUNICATION

- Selecting the right digital toolkit for project management and team communication.
- Best practices for managing virtual and hybrid teams effectively.
- Using AI assistants for automated meeting transcription, summaries, and action items.
- Facilitating digital brainstorming and innovation sessions.
- Strategies for effective knowledge management and documentation in a shared digital space.
- Managing digital communication overload and fostering a healthy work-life balance.
- Security protocols and access management for collaborative platforms.

UNIT FIVE: STRATEGIC IMPLEMENTATION AND FUTURE-PROOFING

- Developing a phased roadmap for AI and digital tool adoption.
- Leading change and overcoming resistance to new technologies within an organization.
- Frameworks for measuring the Return on Investment (ROI) of digital initiatives.
- Exploring the impact of Generative AI on content creation, marketing, and design.
- Anticipating future trends in AI and the workplace.
- Building a culture of continuous learning and digital upskilling.
- Final project: Creating a comprehensive digital transformation proposal for a case study.

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 automates more cognitive tasks, what uniquely human skills will become most valuable in the workplace, and how can we strategically cultivate them alongside technological adoption?



WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by adopting a holistic and strategic perspective on productivity, moving far beyond a simple tutorial on specific software applications. While many programs focus on the "how-to" of individual tools, our curriculum is built around the "why" and "what's next," emphasizing the integration of technology into a broader business strategy. We focus on cultivating a digital transformation mindset, equipping participants with the critical thinking skills needed to assess their unique organizational needs, select the right technologies, and manage the human side of change. The curriculum uniquely blends technical knowledge of automation and AI-powered analytics with essential leadership skills in change management, strategic planning, and ethical governance. Rather than just demonstrating features, we use real-world case studies and hands-on projects to teach participants how to build a business case, measure ROI, and foster a culture of continuous improvement. This approach ensures that graduates are not just proficient tool users, but are prepared to be strategic leaders who can drive meaningful and sustainable productivity gains within their organizations, future-proofing their skills and their teams.