informatech

DIGITAL INNOVATION AND TRANSFORMATION | DIT-012

Scaling Innovation: AI and Digital Strategies for Business Transformation

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Course content

Why Attend

Artificial Intelligence and digital technologies are redefining how organizations innovate, compete, and create value. Business leaders must move beyond understanding AI to developing scalable transformation strategies that improve operations, accelerate innovation, enhance customer experiences, and support sustainable growth. This course provides practical frameworks for integrating AI into business strategy, leading digital transformation initiatives, and building future-ready organizations capable of thriving in an increasingly digital economy.

Course Methodology

The course combines interactive presentations, executive workshops, business case studies, AI demonstrations, group discussions, digital transformation simulations, practical strategy development exercises, and capstone projects based on real organizational challenges.

Course Objectives

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

- Understand Artificial Intelligence technologies and their role in digital transformation
- Develop AI-enabled innovation strategies aligned with business objectives
- Apply AI to improve operational efficiency and business performance
- Design customer-centric digital transformation initiatives
- Lead organizational change and foster a culture of digital innovation
- Address governance, ethics, cybersecurity, and regulatory considerations for AI adoption
- Develop an actionable AI-powered business transformation roadmap

Target Audience

- Executives and senior managers
- Chief Digital Officers

Course content

Target Audience

• Innovation and transformation leaders

• Business strategy professionals

• IT and technology managers

• Operations managers

• Digital product managers

• Professionals responsible for organizational innovation and digital initiatives

Target Competencies

• Artificial Intelligence strategy

• Digital transformation

• Business innovation

• Strategic leadership

• AI governance

• Customer experience transformation

• Change management

• Digital business strategy

Course outline

Day 1: Artificial Intelligence and the Future of Digital Business

• Understanding the evolution of Artificial Intelligence and digital transformation

• Exploring AI technologies including Machine Learning, Natural Language Processing, Computer Vision, and Generative AI

• Examining how AI is reshaping industries, business models, and competitive landscapes

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Course outline

• Identifying opportunities for AI-driven innovation across business functions

• Reviewing successful AI implementation case studies and organizational success factors

• Evaluating future trends and the strategic impact of AI on business transformation

Day 2: AI-Powered Business Strategy and Operational Excellence

• Designing business strategies that leverage AI for competitive advantage

• Transforming operating models through intelligent automation and process optimization

• Applying AI to support data-driven strategic and operational decision-making

• Optimizing supply chains, manufacturing, logistics, and enterprise operations using AI

• Identifying high-value AI opportunities and prioritizing implementation initiatives

• Practical workshop: Developing an AI-enabled business transformation strategy

Day 3: Customer-Centric Innovation with Artificial Intelligence

• Personalizing customer experiences using AI-driven insights and automation

• Applying AI in digital marketing, predictive analytics, recommendation engines, and conversational platforms

• Designing intelligent customer journeys that improve engagement and loyalty

• Leveraging customer data to enhance business performance and service delivery

• Reviewing cross-industry case studies demonstrating AI-enabled customer innovation

• Practical workshop: Designing an AI-powered customer experience transformation initiative

Day 4: Leading Enterprise-Wide Digital Transformation

• Developing leadership capabilities for AI-enabled organizational transformation

• Managing organizational change and fostering a culture of innovation

• Integrating AI into product development, service innovation, and business model evolution

• Aligning AI investments with corporate strategy, governance, and measurable business outcomes

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Course outline

• Managing implementation challenges, organizational readiness, and stakeholder engagement

• Practical workshop: Building an enterprise AI transformation roadmap

Day 5: Responsible AI, Governance, and Sustainable Innovation

• Applying ethical AI principles including fairness, transparency, accountability, and responsible innovation

• Addressing legal, regulatory, privacy, cybersecurity, and compliance considerations

• Understanding the future of work and workforce transformation in the age of AI

• Establishing governance frameworks for sustainable AI adoption and innovation management

• Measuring business value and return on investment from AI initiatives

• Final capstone project: Designing and presenting a scalable AI and digital transformation strategy with implementation roadmap, governance model, KPIs, and continuous improvement plan

Seminar dates

Available seminar dates

Live dates and pricing for Scaling Innovation: AI and Digital Strategies for Business Transformation generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.