AI Strategy for Business Professionals

Course Venue: UK - London

Course Date: From 04/01/2027 To 08/01/2027

Course Fees: 4500 GBP

Format: In-person training with case studies, group discussions, and hands-on strategy workshops

Course Introduction

This intensive 5-day course equips senior leaders with the strategic knowledge to drive AI transformation across their organisations. Designed for C-suite executives, strategy heads, and digital innovators, the programme covers AI fundamentals, business integration, ethical governance, and future trends.

Participants will explore real-world case studies, engage in hands-on workshops, and develop a customised AI roadmap aligned with their business goals. With expert-led sessions and peer collaboration, attendees will leave with practical tools, strategic

insight, and a clear action plan for implementing AI responsibly and effectively. A Certificate of Completion will be awarded upon successful participation.

Course Objectives and Outcomes

By attending this course, participants will::

- Understand the fundamentals of AI technologies and their business applications.
- Identify opportunities for AI integration in their organization.
- Develop a strategic roadmap for AI adoption and transformation.
- Evaluate risks, ethics, and governance in AI deployment.
- Lead cross-functional teams through AI-related initiatives.

Target Audience

- C-suite executives and directors
- Business unit heads and strategy managers
- Digital transformation leaders
- Senior consultants and innovation leads

Contents

Day One

Unlocking AI’s Power – Transforming Business for the Future

- What is Artificial Intelligence? Overview of key technologies (ML, NLP, Computer Vision, Generative AI)
- History and evolution of AI in business
- Current AI trends and global landscape
- Real-world business use cases (retail, healthcare, finance, logistics, etc.)
- AI maturity model for organizations

Activities:

- Group discussion: AI in your industry
- Case study analysis: How Amazon uses AI to enhance customer experience

Day Two

Aligning AI with Business Strategy

- Linking AI initiatives to business goals
- Identifying business problems that AI can solve
- Data-Driven Strategies for Smarter Decision-Making
- Building AI into your digital transformation roadmap
- ROI and KPIs in AI projects

Activities:

- Workshop: Define a problem in your organization and map AI as a potential solution
- Executive panel: AI strategy success stories

Day Three

Building the AI-Ready Organization

- AI operating models and center of excellence (CoE)
- Talent and skills: in-house vs. outsourced capabilities
- Managing AI-Driven Projects Across Teams and Functions
- Change management and workforce readiness
- Governance, compliance, and risk frameworks

Activities:

- Organizational self-assessment: Are you AI-ready?
- Roadmap simulation: Build your company’s AI playbook

Day Four

Ethics, Risk, and Responsible AI

- Bias, transparency, and fairness in AI
- Regulatory overview (EU AI Act, UK laws, global standards)
- Privacy and cybersecurity considerations
- Ethics in data collection and usage
- Creating a responsible AI governance framework

Activities:

- Ethical dilemma discussion: When AI decisions go wrong
- Group task: Draft an ethical AI charter for your company

Day Five

Executing AI Strategy & Future Outlook

- Creating a scalable AI implementation plan
- Working with vendors, startups, and academia
- Funding AI initiatives and measuring progress
- Emerging trends: Generative AI, Autonomous systems, AGI
- The future of work in the age of AI

Activities:

- Capstone project: Present your company's AI strategic roadmap
- Feedback and certification ceremony

Course Features:

- Expert industry trainers with real-world AI strategy experience
- Practical frameworks and templates for immediate use
- Networking opportunities with fellow business professionals
- Certificate of Completion