Training Course:
AI Strategy & Business Applications

18 - 22 August 2025
Madrid (Spain)
Pestana CR7 Gran Vía

Training Course:
AI Strategy & Business Applications

Introduction

Artificial Intelligence AI is transforming industries by enhancing decision-making, automating operations, and improving business outcomes. Organizations that strategically adopt AI can gain competitive advantages, streamline processes, and optimize efficiency.

This 5-day training program is designed to equip business leaders and decision-makers with a strategic understanding of AI applications and its impact on business transformation. Participants will learn how to integrate AI into decision-making, automate business processes, and measure AI⬚s return on investment ROI to ensure sustainable growth and innovation.

Course Objectives

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

- Understand AI⬚s role in executive decision-making and strategic planning.
- Identify AI automation opportunities in business operations.
- Develop AI-driven business models for competitive advantage.
- Assess and measure AI impact, performance, and ROI.
- Overcome challenges in AI adoption, governance, and ethics.

Target Audience

This program is designed for business leaders, strategists, and decision-makers who want to harness AI for organizational growth, including:

- Executives and Business Leaders looking to integrate AI into strategic planning.
- Operations Managers aiming to automate processes using AI.
- IT and Digital Transformation Leaders driving AI adoption.
- Data Analysts and Business Intelligence Professionals leveraging AI for insights.
- Innovation and R&D Teams developing AI-driven solutions.

Training Program Outline

Day 1: AI in Executive Decision-Making & Strategy

- Understanding AI⬚s role in business strategy and competitive positioning.

- AI applications in forecasting, risk analysis, and strategic planning.
- Executive decision-making frameworks powered by AI.
- Case study: How leading companies use AI for strategic growth.
- Workshop: Developing an AI adoption strategy for your business.

Day 2: AI Automation in Business Operations

- Identifying automation opportunities in different business functions.
- AI in supply chain, customer service, marketing, and HR.
- AI-powered workflow automation and process optimization.
- Interactive session: Building a roadmap for AI-driven automation.

Day 3: AI-Driven Business Models & Innovation

- Exploring AI-driven business models AI-as-a-service, predictive analytics.
- AI and product development, personalization, and customer experience.
- Scaling AI adoption across departments and enterprises.
- Group exercise: Developing an AI-based business model.

Day 4: Measuring AI Impact & ROI

- Key performance indicators KPIs for AI investments.
- AI-driven cost reduction, revenue generation, and efficiency gains.
- Best practices for data-driven decision-making using AI insights.
- Case study: How organizations measure AI success and ROI.

Day 5: AI Ethics, Challenges & Future Trends

- Addressing AI governance, bias, and ethical considerations.
- Regulatory compliance and AI risk management.
- Emerging AI trends: Generative AI, AI-powered analytics, and automation.

Registration form on the Training Course:
AI Strategy & Business Applications

Training Course code: IT235750 **From:** 18 - 22 August 2025 **Venue:** Madrid (Spain) - Pestana CR7 Gran Vía
Training Course Fees: 6000 Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

Company Name: ....
Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

☐ Please invoice my company

Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |