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PLANNING AND STRATEGY MANAGEMENT | PSM-006

# Certified AI-Driven Business Strategy Manager (CAIBSM)

**UK**
+44 33 000 111 90
info@informatech.co.uk
https://informatech.uk
63-66 Hatton Garden Hatton Garden
EC1N 8LE , London

**NL**
+31 85 74 444 46
info@infomatech.nl
https://infomatech.nl
Waarderweg 50 - 2031PB
Haarlem - Netherlands



# Course content

## Why Attend

### Course Overview

Digital transformation and artificial intelligence (AI) have become critical enablers of competitiveness, innovation, and resilience in every sector. Organizations that integrate AI, automation, big data, and digital platforms are reshaping industries, reinventing customer experiences, and redefining business models. A Strategy Training for AI-Driven Organizations provides leaders with the foresight and tools to align these technologies with long-term strategic objectives.

The Certified AI-Driven Business Strategy Manager (CAIBSM) training course equips participants with a structured framework to evaluate digital maturity, identify opportunities, and design strategies that balance innovation with governance. By combining strategic analysis with practical case studies, participants gain the ability to manage risks, apply ethical principles, and drive value through digital initiatives. Through workshops, discussions, and simulations, this course ensures leaders leave with actionable strategies that enable sustainable growth, operational excellence, and organizational resilience in the AI era.

## Course Objectives

The Certified AI-Driven Business Strategy Manager (CAIBSM) training course is designed to strengthen strategic thinking while addressing the challenges and opportunities of digital disruption.

Participants will develop the knowledge to lead AI-driven transformations while ensuring ethical, resilient, and sustainable outcomes.

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

- Understand the strategic role of AI and digital transformation
- Assess digital maturity and readiness within their organizations
- Formulate strategies that integrate AI, big data, and emerging technologies
- Align digital and AI initiatives with corporate goals and values
- Manage risks, ethics, and governance issues related to AI adoption



# Course content

## Course Objectives

• Drive innovation, customer-centricity, and operational excellence

• Build adaptable and resilient strategies in AI-driven environments

### Designed for

This training course is designed for leaders and professionals responsible for shaping the future of their organizations through technology-enabled strategies. It is particularly valuable for those navigating digital disruption and innovation.

### This course is ideal for:

• Executives and Senior Leaders responsible for strategy and transformation

• Digital Transformation and AI Project Leaders guiding organizational change

• IT, Data, and Technology Professionals moving into strategic roles

• Business Development and Operations Managers focused on innovation

• Government Leaders and Policy Makers implementing digital strategies

• Professionals seeking to apply AI and digital tools to business strategy

### Learning Methods

The Certified AI-Driven Business Strategy Manager (CAIBSM) training course uses a blend of proven adult learning methods designed to ensure retention and practical application.

Facilitated by an experienced instructor, the course integrates interactive discussions, multimedia presentations, and simulation scenarios.

Participants engage with real-world case studies that highlight how leading organizations harness digital and AI strategies to drive competitive advantage.



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## Course Objectives

Workshops and group exercises provide opportunities to apply strategic frameworks in practice, ensuring participants gain hands-on experience. Comprehensive materials support post-course application, enabling attendees to translate knowledge into actionable initiatives. This approach ensures participants are well prepared to guide their organizations through digital transformation while embedding ethical, customer-focused, and sustainable practices.

## Course outline

### Day One: The Digital and AI-Driven Landscape

- Understanding digital disruption and AI's transformative role
- Digital economy trends: automation, IoT, cloud, blockchain, and data-driven models
- Assessing digital maturity and readiness in organizations
- Case study: Lessons from digital-first and AI-driven organizations
- Workshop: Mapping the digital ecosystem of your sector

### Day Two: Building a Digital Strategy Framework

- Linking digital transformation to corporate strategy
- Identifying opportunities for value creation through technology
- Designing customer-centric and data-driven strategies
- Tools for analyzing digital competitiveness and positioning
- Practical exercise: Building a digital strategy canvas

### Day Three: Artificial Intelligence in Strategy

- Strategic applications of AI in operations, marketing, HR, and supply chains
- AI-powered decision-making and predictive analytics



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- Ethics, trust, and responsible AI governance
- Case examples: AI in healthcare, finance, energy, and government
- Workshop: Developing an AI adoption roadmap

### Day Four: Implementation and Risk Management

- Managing risks of digital disruption and AI adoption
- Cybersecurity, privacy, and regulatory considerations
- Aligning digital initiatives with sustainability and ESG goals
- Leadership skills for digital transformation execution
- Exercise: Stress-testing AI and digital strategies against disruption

### Day Five: Leading the Future of Digital and AI Strategy

- Building digital culture and workforce readiness
- Embedding continuous innovation and agility into strategy
- The role of partnerships, ecosystems, and platforms
- Group project: Designing a digital and AI-driven organizational strategy
- Action planning for immediate organizational application



# Seminar dates

## Available seminar dates

Live dates and pricing for Certified AI-Driven Business Strategy Manager (CAIBSM) generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 9 - 13 November 2026 | Barcelona - Spain | Classroom | **€3,400.-** |
| 16 - 20 November 2026 | Kuala lumpur - Malaysia | Classroom | **€2,280.-** |
| 7 - 11 December 2026 | Istanbul - Turkey | Classroom | **€3,080.-** |
| 14 - 18 December 2026 | Barcelona - Spain | Classroom | **€3,400.-** |
| 21 - 25 December 2026 | Vienna - Austria | Classroom | **€3,360.-** |
| 18 - 22 January 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 15 - 19 February 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 15 - 19 March 2027 | Cape Town - South Africa | Classroom | **€2,272.-** |
| 19 - 23 April 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 17 - 21 May 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 21 - 25 June 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 19 - 23 July 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 16 - 20 August 2027 | London - U.K | Classroom | **€3,360.-** |
| 20 - 24 September 2027 | Paris - France | Classroom | **€3,600.-** |
| 18 - 22 October 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 15 - 19 November 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 20 - 24 December 2027 | London - U.K | Classroom | **€3,360.-** |



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| Date | Location | Format | Fee |
|---|---|---|---|
| 9 - 13 November 2026 | Barcelona - Spain | Classroom | **€3,080.-** |
| 14 - 18 December 2026 | Dubai - UAE | Classroom | **€3,400.-** |
| 11 - 15 January 2027 | Cape Town - South Africa | Classroom | **€3,600.-** |
| 8 - 12 February 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |
| 8 - 12 March 2027 | London - U.K | Classroom | **€3,360.-** |
| 12 - 16 April 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 10 - 14 May 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 14 - 18 June 2027 | Paris - France | Classroom | **€3,600.-** |
| 12 - 16 July 2027 | Frankfurt - Germany | Classroom | **€2,600.-** |
| 9 - 13 August 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 13 - 17 September 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 11 - 15 October 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 8 - 12 November 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 13 - 17 December 2027 | Madrid - Spain | Classroom | **€3,400.-** |

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