

SPARK

PLANNING AND STRATEGY MANAGEMENT

Certified AI-Driven Business Strategy Manager (CAIBSM)

Course code: PSM-006



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop 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.

Why Attend

This course uses instructor-led sessions, guided discussion, and practical exercises built around Day One: The Digital and AI-Driven Landscape, Day Two: Building a Digital Strategy Framework, Day Three: Artificial Intelligence in Strategy, and day four: implementation and risk management.

Who Should Attend

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.

— Learning Objectives

- 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
- Linking digital transformation to corporate strategy

Course Outline

**DAY
1****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
2****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
3****Day Three: Artificial Intelligence in Strategy**

- Strategic applications of AI in operations, marketing, HR, and supply chains
- AI-powered decision-making and predictive analytics
- Ethics, trust, and responsible AI governance
- Case examples: AI in healthcare, finance, energy, and government
- Workshop: Developing an AI adoption roadmap

**DAY
4****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
5****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

— Upcoming Classroom Dates

Schedule available on request. Contact SPARK Training for current dates, locations, and fees.

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.