



DIGITAL INNOVATION AND TRANSFORMATION

Scaling Innovation: AI and Digital Strategies for Business Transformation

Course code: DIT-012

SPARK TRAINING

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

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— Workshop Overview

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.

Why Attend

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.

Who Should Attend

Executives and senior managers
Chief Digital Officers
Innovation and transformation leaders
Business strategy professionals
IT and technology managers
Operations managers
Digital product managers

— Learning Objectives

- 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

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
- 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
- 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

— 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.