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Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-061

AI Use Case Discovery and Business Case Development

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Course content

Why Attend

Almost every organisation now wants to use artificial intelligence, but many struggle to answer the most important questions: where should we start, which ideas are worth funding, and how do we prove the value?

Successful AI programmes begin with disciplined use case discovery. They connect AI opportunities to strategic goals, test feasibility early, quantify benefits honestly and build a portfolio that balances quick wins with long-term transformation.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in AI Use Case Discovery and Business Case Development.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Business unit leaders and department heads

• Strategy and transformation managers

• Business analysts and process owners

• Finance business partners



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Course outline

Detailed course outline

Day-by-day outline for AI Use Case Discovery and Business Case Development.

Day 1 - Understanding Where AI Creates Value

- 09:00-09:34 | AI Value Levers: Revenue growth, cost reduction, risk reduction, quality and experience
- 09:34-10:08 | AI Capabilities Map: Prediction, classification, generation, optimisation and automation
- 10:08-10:42 | Function-by-Function Opportunities: Finance, HR, operations, customer service, sales and procurement
- 10:42-11:00 | Industry Use Cases: Banking, energy, healthcare, government, retail and logistics
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Industry Use Cases: Banking, energy, healthcare, government, retail and logistics (continued)
- 11:46-12:20 | Lessons from Failed AI Initiatives: Common causes and early warning signs
- 12:20-12:53 | Linking AI to Strategy: Ensuring use cases support organisational objectives
- 12:53-14:00 | Exercise: Map strategic goals to potential AI capabilities

Day 2 - Generating and Framing Use Cases

- 09:00-09:34 | Discovery Workshops: Planning and facilitating ideation sessions with business teams
- 09:34-10:08 | Pain Point Analysis: Finding problems worth solving in processes and customer journeys
- 10:08-10:42 | Process Walkthroughs: Identifying decisions, documents and repetitive tasks
- 10:42-11:00 | Framing the Problem: Writing clear use case statements and success criteria
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Framing the Problem: Writing clear use case statements and success criteria (continued)
- 11:46-12:20 | Generative AI Opportunities: Copilots, document processing and knowledge assistants
- 12:20-12:53 | Use Case Canvas: Capturing users, data, value, risks and dependencies
- 12:53-14:00 | Workshop: Generate and frame use cases for participants' organisations



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Day 3 - Assessing Feasibility and Risk

• 09:00-09:30 | Data Readiness: Availability, quality, access and labelling requirements

• 09:30-10:00 | Technical Feasibility: Model complexity, integration needs and available solutions

• 10:00-10:30 | Organisational Readiness: Skills, sponsorship, process ownership and adoption

• 10:30-11:00 | Risk Assessment: Ethical, legal, privacy, security and reputational risks

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Regulatory Classification: Identifying high-risk AI use cases early

• 12:00-13:00 | Build, Buy or Partner: Choosing the delivery approach

• 13:00-14:00 | Exercise: Assess the feasibility and risk of shortlisted use cases

Day 4 - Prioritisation and Financial Justification

• 09:00-09:34 | Scoring Models: Weighted criteria for value, feasibility and risk

• 09:34-10:08 | Portfolio Balance: Quick wins, strategic bets and foundational investments

• 10:08-10:42 | Estimating Benefits: Time savings, revenue uplift, error reduction and avoided costs

• 10:42-11:00 | Estimating Costs: Data, technology, talent, change management and running costs

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Estimating Costs: Data, technology, talent, change management and running costs (continued)

• 11:46-12:20 | Financial Measures: ROI, NPV, payback period and sensitivity analysis

• 12:20-12:53 | Handling Uncertainty: Conservative estimates, ranges and stage-gated funding

• 12:53-14:00 | Lab: Build a financial model for a priority use case



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Day 5 - Writing the Business Case and Planning the Pilot

- 09:00-09:34 | Business Case Structure: Problem, solution, value, cost, risk and plan
- 09:34-10:08 | Storytelling for Executives: Presenting AI investments clearly and credibly
- 10:08-11:00 | Pilot Design: Scope, timeline, team and success measures
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Pilot Design: Scope, timeline, team and success measures (continued)
- 11:45-12:19 | From Pilot to Scale: Criteria for scaling, pausing or stopping
- 12:19-12:53 | Benefits Tracking: Measuring and reporting realised value
- 12:53-13:27 | Governance and Funding Models: AI investment committees and portfolio reviews
- 13:27-14:00 | Capstone: Participants present their AI business case for feedback



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Seminar dates

Available seminar dates

Live dates and pricing for AI Use Case Discovery and Business Case Development generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Dubai	Classroom	**€2,745**
11 - 15 January 2027	Amsterdam	Classroom	**€2,415**
18 - 22 January 2027	Dubai	Classroom	**€2,745**
25 - 29 January 2027	London	Classroom	**€2,815**
1 - 5 February 2027	Cape Town	Classroom	**€1,895**
8 - 12 February 2027	Berlin	Classroom	**€3,400**
15 - 19 February 2027	Stockholm	Classroom	**€3,400**
22 - 26 February 2027	Barcelona	Classroom	**€2,175**
1 - 5 March 2027	Cape Town	Classroom	**€1,895**
8 - 12 March 2027	Frankfurt	Classroom	**€2,215**



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15 - 19 March 2027	Dubai	Classroom	**€2,745**
22 - 26 March 2027	Kuala lumpur	Classroom	**€2,425**
5 - 9 April 2027	Malmo	Classroom	**€3,400**
12 - 16 April 2027	Istanbul	Classroom	**€2,250**
19 - 23 April 2027	Dubai	Classroom	**€2,745**
26 - 30 April 2027	Cape Town	Classroom	**€1,895**
3 - 7 May 2027	Paris	Classroom	**€2,210**
10 - 14 May 2027	Dubai	Classroom	**€2,745**
17 - 21 May 2027	Amsterdam	Classroom	**€2,415**
24 - 28 May 2027	Dubai	Classroom	**€2,745**



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7 - 11 June 2027	Copenhagen	Classroom	**€3,400**
14 - 18 June 2027	Cape Town	Classroom	**€1,895**
21 - 25 June 2027	Istanbul	Classroom	**€2,250**
5 - 9 July 2027	Dubai	Classroom	**€2,745**
12 - 16 July 2027	Barcelona	Classroom	**€2,175**
19 - 23 July 2027	Cape Town	Classroom	**€1,895**
26 - 30 July 2027	Oslo	Classroom	**€4,200**
2 - 6 August 2027	Dubai	Classroom	**€2,745**
9 - 13 August 2027	Kuala lumpur	Classroom	**€2,425**
16 - 20 August 2027	London	Classroom	**€2,815**



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Date	Location	Format	Fee
23 - 27 August 2027	Dublin	Classroom	**€3,360**
6 - 10 September 2027	Dubai	Classroom	**€2,745**
13 - 17 September 2027	Cape Town	Classroom	**€1,895**
20 - 24 September 2027	Paris	Classroom	**€2,210**
4 - 8 October 2027	Dubai	Classroom	**€2,745**
11 - 15 October 2027	Amsterdam	Classroom	**€2,415**
18 - 22 October 2027	Dubai	Classroom	**€2,745**
25 - 29 October 2027	Manchester	Classroom	**€3,360**
1 - 5 November 2027	Cape Town	Classroom	**€1,895**
8 - 12 November 2027	Istanbul	Classroom	**€2,250**



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15 - 19 November 2027	Dubai	Classroom	**€2,745**
22 - 26 November 2027	Liverpool	Classroom	**€3,360**
6 - 10 December 2027	Cape Town	Classroom	**€1,895**
13 - 17 December 2027	Frankfurt	Classroom	**€2,215**
20 - 24 December 2027	Dubai	Classroom	**€2,745**
27 - 31 December 2027	Kuala lumpur	Classroom	**€2,425**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 April 2027	Online / Live	Online / Live	**€1,515**
26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 July 2027	Online / Live	Online / Live	**€1,515**
26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
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25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
6 - 10 December 2027	Online / Live	Online / Live	**€1,515**
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