

aractech

Global Learning for Operational Leaders



PLANNING AND STRATEGY MANAGEMENT | PSM-006

Certified AI-Driven Business Strategy Manager (CAIBSM)

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Course content

Why Attend

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 Methodology

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

Target Audience

- 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

Course outline

Detailed course outline

Day-by-day outline for Certified AI-Driven Business Strategy Manager (CAIBSM).

Day 1 - 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 - 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 - 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

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Day 4 - 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 - 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
18 - 22 May 2026	Amsterdam	Classroom	€2,940
1 - 5 June 2026	Istanbul	Classroom	€2,240
8 - 12 June 2026	Paris	Classroom	€3,080
15 - 19 June 2026	Barcelona	Classroom	€2,940
6 - 10 July 2026	Munich	Classroom	€2,975
20 - 24 July 2026	Kuala Lumpur	Classroom	€1,575
3 - 7 August 2026	Amsterdam	Classroom	€2,940

Live online option

Online delivery is available at €1,250.