The Strategic Imperative of AI
The Road to Digital Leadership

Why Attend

The Impact of AI on Organizations

In today's fast-evolving business landscape, understanding and applying Artificial Intelligence is not optional—it is essential. This 5-day AI in Business course gives executives, managers, and analysts the structured knowledge they need to leverage AI across strategy, tactics, and operations. You will gain firsthand insights into real-world applications: from AI-powered strategic forecasting to process automation and customer engagement.

Companies that have scaled AI across the business and achieved meaningful value from their investments—typically dedicate 10% of their AI investment to algorithms, 20% to technologies, and 70% to embedding'. (©2023 BCG)

Competing in the Digital Economy

To compete in today's digital economy, organizations must master strategy management across the external landscape, strategy, tactical, and operational layers—AI enablement is the catalyst for this mastery. AI's unique value lies in its capacity to analyze vast datasets, extract actionable insights, and turn ambiguous complexity into executable clarity at every management level.

Organizations that overlook AI fuel siloed decision-making, miss market inflections, and bog teams in manual, reactive processes. Companies tethered to non-AI strategy models endure inefficiency, waste, and decisive setbacks when confronted with volatility

Digital Leadership and The Value of Successful AI Usage

In today's market, digital leadership is not defined by adopting AI, but by how deeply it is integrated into the strategic fabric of the organization. Piecemeal AI projects—an operational chatbot here, a marketing analytics tool there—yield isolated efficiencies but fail to create a true competitive advantage.

A disjointed approach leaves organizations vulnerable, making them efficient at executing yesterday's strategy while remaining blind to tomorrow's threats. The imperative is to move beyond siloed experiments to an integrated, four-layer intelligence framework

Skills for Leadership

For management consultants, business analysts, and senior leaders: embedding AI-enabled strategy management is not an optional upgrade—it is an organizational imperative for digital leadership, resilience, and growth.

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<u>Learning Objectives</u>

Expected Learning Outcomes (what you will learn):

- Explain the diverse types of AI today and how they fit with your organization

- Understand the techniques used for the diverse types of AI capability

- Explain the key technologies available for AI

- Define a roadmap to reach effective use of AI

- Interpret how AI can enable strategy, tactics and operational analysis

- Select appropriate AI techniques for the various levels of management

- Understand the limits of AI

- Suggest operational opportunities for AI

This course uses Excel, WIZSM for business analysis, AI Trilogy for neural net examples and ChatGPT, Gemini fand Perplexity for GenAI examples. Delegates will also have the opportunity to try several AI platforms.

In this course you will:

- Contrast ChatGPT, Gemini and Perplexity capabilities

- Formulate strategy analysis using an AI workflow

- Use neural nets for process and influence analysis

- Apply muti-criteria decision analysis to strategy

- Develop An AI Roadmap Framework

Contact Knowledge Consultants, Inc. at 847-543-1225, Or email requests to kci-info@knowledgebiz.com.

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Day One

Outperform your peers. Learn how to lead with AI. AI capability is available today across the board in organizations. From Landscape to operations there are AI capabilities to improve the management of the organization. AI efforts on process actions are maturing and returning value. Additionally, AI contributes to enabling management productivity by improving the daily management journey through better decision making with AI solutions. Setting direction strategically for AI enablement is key.

Theme – Enabling Organization Value with AI

Section 1: AI Top to Bottom Framework for Strategy Management

- Situation Analysis (what are the external trends?)
- Strategic Management and AI (What do we do?)
- Tactical Applications of AI (How do we get there?)
- Operational AI – (Executing Efficiently and Effectively)
- AI and adaptive strategy

   Exercise – The Strategic Value of AI

Section2: The AI as the Digital Backbone

- What is the AI business value proposition?
- AI support of foresight and direction
- Leveraging Business Models with AI
- Strategic Fit - The Connective Tissue for Performance
- AI and skills augmentation

   Video Discussion – AI Today

Section 3: The Key is AI Business Analysis

- Critical thinking for AI
- An AI business analysis framework
- AI Analytics
    - GenAI, Neural Nets, Subjective Decision Analysis, and others
- AI Maturity - The convergence AI capabilities
    - Agents, Workflows, Platforms, Analytics and Skills
- AI creep – moving into the professional and expert domain.
- Example – AI and Subjective Analysis

   Case Exercise – Manufacturing Landscape AI Analysis

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Day Two

AI empowers strategy management by synthesizing vast internal and external data into actionable insights. This allows executives to create adaptive, data-driven strategies with confidence. Gen AI aids in drafting strategic documents, while AI workflows ensure alignment across functions. Companies leveraging AI in strategy management experience stronger competitive positioning, sharper decision-making, and improved resource allocation—making AI mastery essential for resilient and forward-thinking leadership.

Theme – It Starts with Strategy

Section 4: Strategy and Strategic Management

- AI as a digital driver of strategy
- Unstructured data and analytics
- Using Gen AI for PESTLE and SWOT Analysis
- Avoiding strategic drift

  Exercise and Discussion – GenAI and PESTLE AI Analysis

Section 5: Strategic Uses of AI

- Initiative-taking market positioning
- Organization risk analysis
- Competitive intelligence
- Fraud detection and analysis
- Technology Forecasting

Interactive Exercise – What AI use would you focus on?

Section 6: The AI Strategy Portfolio

- Portfolio method
- What goes into the portfolio?
- Strategy, Ai Initiatives and AI capability Portfolios
- Analyzing the portfolio with an AI workflow
- Interpreting the results

  Case Exercise – Banking Strategy AI Analysis

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Day Three

Tactical management thrives with AI enablement, where complex plans transform into executable actions through intelligent automation. Gen AI supports process redesign and documentation, enabling adaptive tactics. AI empowers managers to make precise decisions about restructuring the organization, identifying accountability, and applying improvement across related sets of processes. By integrating AI at this level, organizations achieve improved efficiency, reduced risk, and seamless adaptability—turning strategies into effective results with consistency and measurable impact.

Theme – The Tactical Framework

Section 7: AI. Business Models and Organization Change

- Key Business models and tactics
- The AI Value Framework
- AI and Value Streams
- AI and Balanced Scorecard
- Key Performance Indicators

Exercise and Discussion – Buyer behavior: 'Cross Selling'

Section 8: Tactical uses of AI

- Tactical AI business analysis
- AI and tactical multi criteria decision making
- Tactical AI capability management
- Dealing with integration complexity
- Path to point and Knowledge Graph analysis

Exercise and Discussion – Finding Hidden Relationships

Section 9 - AI Analytics for Tactics

- The promise of content generation
- Issues with scaling up the generative apps
  - *Costs, size, complexity, scope, impact, skills, risk*
- Custom GenAI
- The Analytic Neural Nets -Accessing organization data
- Using path to point and knowledge graphs

Case Exercise – Retail Tactical AI Analysis

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Day Four

At the operational layer, AI revolutionizes execution by automating repetitive tasks, optimizing workflows, and providing predictive insights. AI agents guide staff, Gen AI generates reports and training material, and AI analytics detect anomalies in real-time. This ensures higher productivity, better quality, and improved customer experiences. Operational AI also reduces costs while enhancing agility, empowering frontline managers to make smarter decisions daily. Organizations that embrace AI here gain scalable, reliable execution, directly improving both profitability and customer trust.

Theme – The Operational Engine

Section 10: Looking for Opportunities

- Sources of operational data
- Cleaning and preparing data
- Collecting and labeling
- Statistical Analytical Techniques
- Point focused decision opportunities

   Video and Discussion – Hyper Automation Opportunities

Section 11: Process Automation

- Intelligent AI workflows
- Embedding AI Analytics
- Robotics Process Automation (RPA)
- The use of chatbots
- Example of ow not to do it – Tesla Fremont Plant

   Exercise – Using AI Predictive Analytics for Process Analysis

Section 12: AI and Decision Making

- Real Time decision and agents
- Multi Criteria Decision making
- Operational Risk evaluation
- AI and Fraud detection
- Ai and the Internet of things

   Case Exercise – Retail Operational AI Assessment

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Day Five

AI-enabled strategy alignment ensures that insights from the external landscape cascade seamlessly into strategy, tactics, and operations. By linking foresight with planning, execution, and daily management, AI creates a dynamic thread of intelligence that keeps every layer coordinated. Digital leadership supports the ability to pivot quickly while preserving cohesion, preventing misaligned initiatives and wasted resources. This alignment not only strengthens competitive advantage but also drives organizational resilience, clarity of direction, and measurable long-term success.

Theme – The Alignment Opportunity

Section 13: Key Alignment Questions

- What external factors are most relevant?
- What is our competitive position
- Which strategic options are best
- Which initiatives should we pursue
- Identifying misalignment risks
- Evaluating strategic fit

Video Discussion – AI and Decisions

Section 14: AI Powered Digital Leadership

- AI success stories
- AI misfires and why
- Balancing conflicting objectives
- Cultural issues with AI
- Facilitating stakeholder consensus

Exercise – Defining the Drivers of AI Enablement

Section 15: The Path to AI digital Leadership

- Key AI leadership takeaways
- The emergence of the AI business analyst
- Emerging focus on semi-structured data and AI
- The AI roadmap.
- Building lasting digital leadership

Case Exercise – Healthcare Operational AI Assessment

Course Wrap – Summary and Q&A