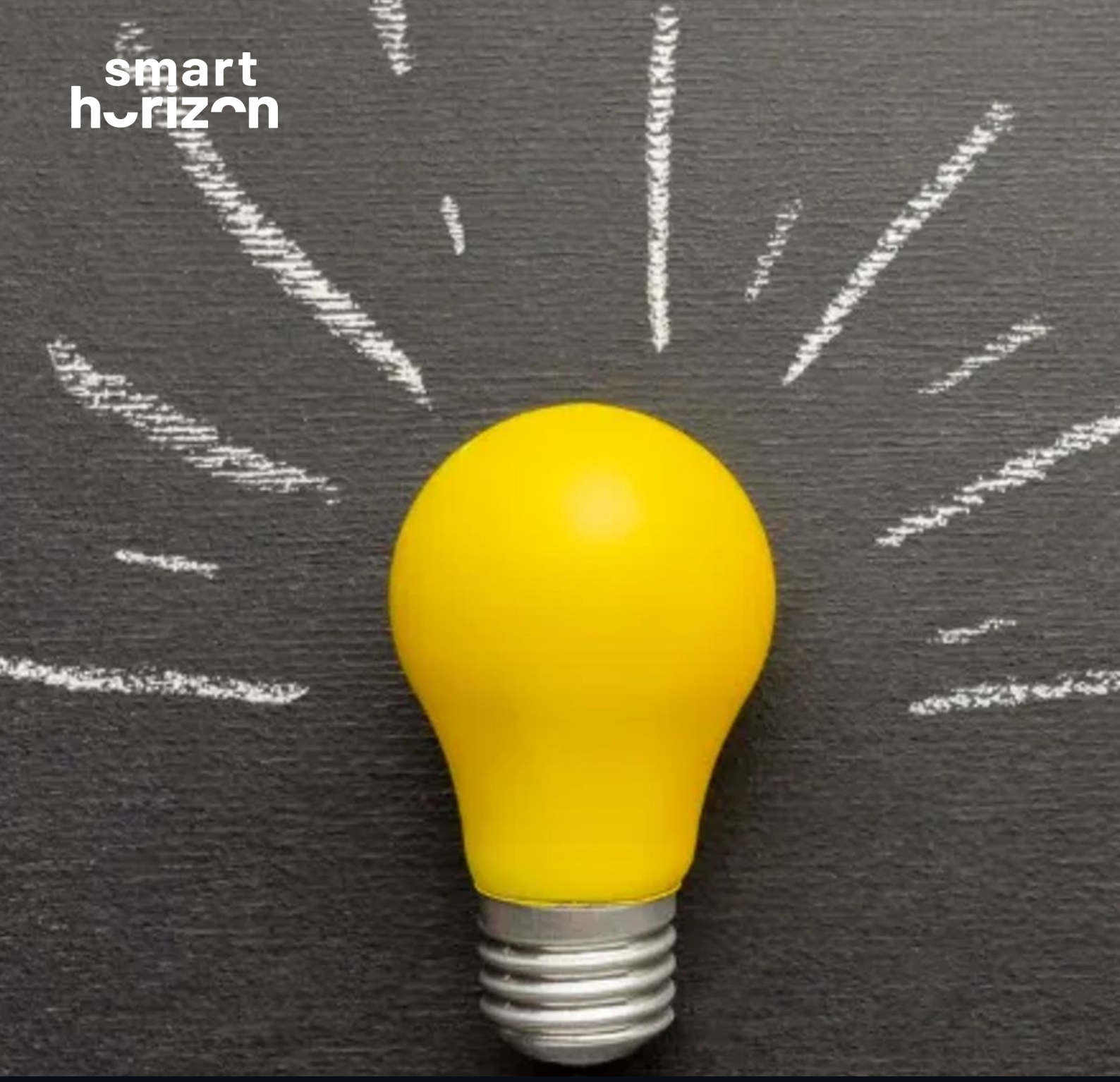


LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Scaling Innovation: AI and Digital Strategies for Business Transformation

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

This course focuses on leveraging AI and digital strategies to drive innovation and transformation within businesses. Participants will explore practical frameworks, tools, and methodologies to effectively scale innovation initiatives, ensuring sustainable growth and competitive advantage in their organisations.

Organisations face the challenge of integrating AI and digital technologies to remain competitive in a rapidly evolving market landscape. Many struggle with identifying the right strategies for innovation and transformation, leading to stalled initiatives and lost opportunities. This course addresses these critical issues by equipping participants with the knowledge to effectively implement AI-driven solutions and digital strategies. Participants will learn to assess their organisation's current capabilities, identify gaps, and develop actionable plans that foster a culture of innovation, ultimately enhancing their ability to drive business transformation and achieve strategic objectives. Additionally, they will explore how to align innovation efforts with overall business goals, ensuring that their initiatives deliver measurable value.
Participants will engage in hands-on exercises that simulate real-world scenarios, allowing them to practice decision-making and problem-solving skills crucial for their roles. They will work collaboratively to design digital strategies, evaluate AI tools, and create implementation roadmaps tailored to their organisations. By the end of the course, they will have developed comprehensive action plans for scaling innovation, integrating AI solutions, and fostering an innovative culture. This practical approach ensures that participants leave with the skills and confidence needed to lead transformative initiatives and effectively navigate the complexities of digital transformation, making them valuable assets in their organisations.

Professional Problems This Course Is Designed to Solve

- Innovation pilots that do not progress into scalable operations.
- AI investments disconnected from strategic priorities.
- Difficulty coordinating adoption, governance and value measurement.

Course methodology

The course employs a blend of case studies, interactive workshops, and simulations to facilitate learning. Participants will analyse real-world examples of successful AI and digital strategy implementations, engage in group discussions to brainstorm innovative solutions, and complete practical exercises that reinforce their understanding. Specific exercises include developing digital strategies, creating AI implementation roadmaps, and conducting cultural assessments. Outputs will include strategic innovation plans and AI implementation roadmaps, providing tangible evidence of their learning. This hands-on approach ensures that participants not only grasp theoretical concepts but also apply them in a practical context, enhancing their readiness to implement what they have learned.



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Course objectives

By the end of this course, participants will be able to:
• Analyse current AI technologies and their potential impact on business processes.
• Design a digital strategy that aligns with organisational goals and innovation objectives.
• Evaluate the effectiveness of existing innovation initiatives and identify areas for improvement.
• Construct a roadmap for implementing AI solutions within a business context.
• Prioritise key innovation projects based on strategic value and feasibility.
• Justify the selection of specific digital tools and methodologies for scaling innovation.
• Assess the organisational culture and its readiness for digital transformation.
• Develop a comprehensive action plan for driving innovation at scale.

Target audience

This course is suitable for:
• Innovation Managers responsible for driving change within their organisations.
• Business Analysts focused on identifying opportunities for AI integration.
• Digital Transformation Leaders tasked with implementing strategic initiatives.
• Product Managers aiming to enhance product offerings through AI and digital strategies.

Target competencies

Participants will develop competencies in:
• Ability to evaluate and select appropriate AI technologies for business needs.
• Skill in designing and implementing effective digital strategies.
• Proficiency in assessing and improving innovation processes.
• Capability to develop actionable plans for AI integration.
• Expertise in prioritising projects based on strategic alignment.
• Competence in fostering a culture of innovation within teams.

Course outline

Day 1: Understanding AI and Digital Transformation

Applied activity: Participants will analyse a fictional company's current AI capabilities and digital initiatives. They will identify gaps and opportunities for improvement, using a structured framework to guide their assessment and propose actionable recommendations.
Output: A comprehensive analysis report highlighting strengths, weaknesses, and opportunities for AI and digital transformation.



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09:00–09:54	Introduction to AI technologies and their applications in various business contexts, including operational efficiency and customer engagement.
09:54–10:48	Overview of digital transformation frameworks and methodologies that guide successful implementation.
10:48–11:00	Identifying key drivers of innovation in the digital landscape, such as market trends and consumer behaviour.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key drivers of innovation in the digital landscape, such as market trends and consumer behaviour. (continued)
12:12–13:06	Assessing the current state of AI adoption and readiness in organisations through diagnostic tools and frameworks.
13:06–14:00	Understanding the role of leadership in facilitating digital change and promoting an innovation mindset.

Day 2: Developing a Digital Strategy for Innovation

Applied activity: Working in teams, participants will create a digital strategy for a fictional organisation, ensuring alignment with its goals and stakeholder needs. They will present their strategy to the group for feedback and refinement, focusing on practical implementation.
Output: A detailed digital strategy document outlining objectives, stakeholders, and implementation steps.

09:00–09:54	Defining organisational goals and aligning them with digital strategies for innovation to ensure coherence and focus.
09:54–10:48	Frameworks for designing effective digital transformation strategies tailored to specific business needs and contexts.
10:48–11:00	Identifying key stakeholders and their roles in the strategy development process to ensure buy-in and collaboration.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key stakeholders and their roles in the strategy development process to ensure buy-in and collaboration. (continued)
12:12–13:06	Techniques for fostering collaboration across departments to enhance innovation and streamline processes.
13:06–14:00	Setting measurable objectives and KPIs for innovation initiatives to track progress and success.



Course content

Day 3: Implementing AI Solutions

Applied activity: Participants will develop an implementation roadmap for an AI solution in a fictional scenario, considering data management, integration challenges, and stakeholder engagement. They will present their roadmap to peers for critique and discussion.
Output: An AI implementation roadmap detailing phases, resources, and success metrics.

09:00–09:54	Evaluating AI tools and technologies suitable for specific business applications, considering factors such as scalability and integration.
09:54–10:48	Creating a detailed roadmap for AI implementation and scaling within the organisation, including timelines and resource allocation.
10:48–11:00	Understanding data requirements and management for successful AI projects, including data governance and ethics.
11:00–11:30	**Coffee break**
11:30–12:12	Understanding data requirements and management for successful AI projects, including data governance and ethics. (continued)
12:12–13:06	Best practices for integrating AI into existing workflows and processes to minimise disruption and maximise efficiency.
13:06–14:00	Measuring success and impact of AI initiatives through defined metrics and continuous feedback loops.

Day 4: Driving Innovation Culture

Applied activity: Participants will conduct a cultural assessment of a fictional organisation, identifying barriers to innovation and proposing strategies to enhance the culture. They will share their findings with the group and develop a plan for cultural change.
Output: A cultural assessment report with actionable recommendations for fostering innovation.

09:00–09:54	Assessing organisational culture and its impact on fostering innovation, using tools like cultural assessments and surveys.
09:54–10:48	Strategies for cultivating a culture of innovation and experimentation across teams, including training and incentives.
10:48–11:00	Engaging employees in the innovation process to drive participation and creativity, ensuring diverse input and perspectives.
11:00–11:30	**Coffee break**



Course content

11:30–12:12	Engaging employees in the innovation process to drive participation and creativity, ensuring diverse input and perspectives. (continued)
12:12–13:06	Techniques for overcoming resistance to change and promoting adaptability, including communication strategies and leadership support.
13:06–14:00	Measuring and sustaining an innovation culture within the organisation through regular assessments and feedback mechanisms.

Day 5: Integrating Strategies for Scalable Innovation

Applied activity: In groups, participants will synthesise their learnings to create a comprehensive innovation action plan for a fictional organisation, integrating AI and digital strategies. They will present their plans to the class, focusing on implementation and expected outcomes.
Output: A comprehensive innovation action plan that outlines strategic initiatives, metrics, and implementation steps.

09:00–09:54	Bringing together AI and digital strategies for holistic innovation across the organisation, ensuring alignment and synergy.
09:54–10:48	Developing a comprehensive action plan for scaling innovation initiatives effectively, including timelines and responsibilities.
10:48–11:00	Identifying metrics for success and continuous improvement in innovation processes, ensuring adaptability and responsiveness.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying metrics for success and continuous improvement in innovation processes, ensuring adaptability and responsiveness. (continued)
12:12–13:06	Creating a feedback loop for innovation initiatives to ensure adaptability and responsiveness to market changes.
13:06–14:00	Case studies of successful integrated innovation strategies in various industries, highlighting lessons learned and best practices.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,940.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Barcelona Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,840.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online