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COURSE BROCHURE

AI and Data-Driven Strategy for Business Leaders Course

11 – 15 January 2027
Casablanca

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AI and Data-Driven Strategy for Business Leaders Course

Ref: 73_1832 **Date:** 11 – 15 January 2027 **Location:** Casablanca **Fees:** 4900 GBP

AI and Data-Driven Strategy for Business Leaders is a 1-week training course for business leaders, general managers, strategy and business unit heads, and each participant leaves with a Data-Driven Strategy Roadmap for their business unit. Competitors now use analytics and AI to read markets faster, so strategies built on annual instinct and static spreadsheets lose ground. The course is delivered by Jupiter Prime Training.

Why AI and Data-Driven Strategy Matters Now

Three forces shape this subject. Customer, operational and market signals are now captured continuously, giving leaders evidence that used to take months to gather. AI forecasting and scenario tools let strategy teams test choices before committing capital. Boards and investors increasingly ask how strategic bets are supported by evidence rather than conviction. Leaders who build a data-driven decision culture spot shifts in demand and margin early and reallocate resources with confidence; those who do not rely on lagging reports and miss inflection points. The course refers to the NIST AI Risk Management Framework AI RMF and ISO/IEC 42001 when AI models inform strategic choices.

Who Gains Most from AI and Data-Driven Strategy

- Leaders who set direction and targets for a business unit or region
- General managers who balance growth, margin and risk across product lines
- Strategy professionals who prepare plans, reviews and board papers
- Business unit heads who allocate budgets and headcount between priorities
- Commercial leaders who interpret market and customer intelligence

A leadership team preparing its next strategic cycle gains most when the general manager and functional heads attend together and agree one evidence base.

AI and Data-Driven Strategy Capabilities

Participants practise turning market signals, internal metrics and AI forecasts into strategic choices a leadership team can defend.

- Assess the organisation's data maturity and the gaps that limit strategic insight — executive committee
- Apply competitive and customer analytics to identify where to play and how to win — strategy teams
- Build scenario models that test strategic options against plausible futures — boards and investors
- Design a KPI tree linking strategic goals to measurable drivers — business unit heads
- Weigh AI-enabled business model options against capability and risk — general managers
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Communicate an evidence-based strategy with clear investment priorities — sponsors and staff

Key AI and Data-Driven Strategy Terms

- Data maturity — how well an organisation collects, trusts and uses data to make decisions, assessed in stages.
- Scenario modelling — building several plausible futures and testing how each strategic option performs in them.
- KPI tree — a diagram that breaks a strategic goal into the measurable drivers that move it.
- Leading indicator — a metric that signals future performance before results appear in financial reports.
- AI-enabled business model — a way of creating and capturing value that depends on AI, such as predictive services or dynamic pricing.
- Decision culture — the shared habits that determine whether evidence or hierarchy settles disagreements in leadership meetings.

AI and Data-Driven Strategy Day by Day

Day 1: Strategy in a Data-Rich Market

- Data Maturity Assessment — Where the Organisation Stands Today
- Signals Versus Noise — Choosing Data That Informs Strategy
- Retail and Telecoms Case Comparison — Data Advantages in Practice
- Strategic Questions Inventory — What Leaders Need Evidence For
- Data-Driven Decision Culture Diagnostic — Habits in Leadership Meetings

Day 2: Competitive and Customer Insight

- Market Sensing With Analytics — Tracking Demand, Price and Share
- Customer Segmentation Using Machine Learning — Finding Profitable Niches
- Competitor Intelligence Dashboards — Monitoring Moves and Responses
- Where-to-Play Matrix With Evidence Scores — Ranking Growth Options
- Insight Synthesis Methods — Turning Findings Into Strategic Choices

Day 3: Modelling the Future

- AI Forecasting for Demand and Margin — Strengths and Limits
- Scenario Modelling and Stress Testing — Robust Options Under Uncertainty
- Sensitivity Analysis of Key Assumptions — What Moves the Answer
- AI-Enabled Business Model Patterns — Prediction, Personalisation and Pricing
- NIST AI RMF Questions for Strategic Models — Trusting Model Outputs

Day 4: Measuring and Funding Strategy

- KPI Tree Construction — Linking Goals to Measurable Drivers
- Leading and Lagging Indicators — Early Warning for Strategy Execution
- Investment Prioritisation Scoring — Data, AI and Capability Bets
- Data Capability Gaps — Skills, Platforms and Ownership Needed
- Strategy Review Cadence — Quarterly Evidence Checks and Course Corrections

Day 5: Practising the Data-Driven Strategy Roadmap

- Business Unit Evidence Pack — Applying Market and Customer Insight
- Scenario War-Game — Testing Options Against Rival Responses
- KPI Tree and Dashboard Draft — Applying Measurement Design
- Executive Challenge Session — Defending Priorities With Evidence
- Data-Driven Strategy Roadmap — Final Version for Leadership Approval

Applying AI and Data-Driven Strategy After the Course

- Run a data maturity assessment with functional heads and list the three gaps that most limit strategic insight.
- Build a KPI tree for one strategic goal and introduce a quarterly evidence review in the leadership meeting.

AI and Data-Driven Strategy Questions FAQ

What is AI and data-driven strategy for business leaders and why does it matter now?

AI and data-driven strategy is setting direction using analytics, AI forecasts and scenario models rather than instinct alone. It matters now because market signals are captured continuously and competitors already use them to move faster.

Which roles gain most from AI and data-driven strategy training?

Business leaders, general managers, strategy professionals and business unit heads gain most. Commercial leaders who interpret market intelligence also benefit, especially when a leadership team attends together.

How does AI and data-driven strategy differ from an AI implementation course?

It uses data and AI to decide where to compete and what to fund, not to deploy specific AI systems. An AI implementation course covers projects and tools; this AI and data-driven strategy course focuses on evidence, scenarios and strategic priorities.

What do you bring back from AI and data-driven strategy training?

You bring back a strategy roadmap for your business unit. It includes an evidence pack, scenario results, a KPI tree, investment priorities and a review cadence ready for leadership approval.

AI and Data-Driven Strategy: The Way Forward

The Data-Driven Strategy Roadmap first informs which growth option the business unit funds in the next planning cycle. General managers, strategy teams and functional heads use it to align targets, budgets and measures. After the first quarterly review, the scenario assumptions and leading indicators deserve another look, since actual market movement shows which signals predicted performance.