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COURSE BROCHURE

Advanced Analytics and AI for Strategic Management Training Course

25 January – 5 February 2027
Amsterdam

Advanced Analytics and AI for Strategic Management Training Course

Ref: 9_245 **Date:** 25 January – 5 February 2027 **Location:** Amsterdam **Fees:** 11100 GBP

Advanced Analytics and AI for Strategic Management is a 2-week training course for strategy directors, corporate planners and senior managers, and it ends with an analytics-driven strategy plan each participant brings back to the leadership table. Markets now shift faster than annual planning cycles, so organisations that read signals early and test options with data choose better and adjust sooner. Jupiter Prime Training runs this course on analytics and AI for strategic management.

Why Analytics and AI for Strategic Management Matters Now

Three forces shape strategic management today: volatile markets where competitors, prices and regulation move within months; boards and investors who expect evidence behind every major bet; and AI tools that can scan news, filings and customer signals at a scale no planning department can match. A telecoms operator that models churn and network investment scenarios commits capital with confidence; a manufacturer that relies on intuition alone may overbuild capacity just as demand turns. The course rests on PESTLE analysis, Porter's Five Forces, scenario planning, the Balanced Scorecard, Objectives and Key Results OKRs and ISO/IEC 42001 for AI management systems.

Who Gains Most from Analytics and AI for Strategic Management

- Those who lead corporate strategy and frame the choices put to the board
- Those who run annual and long-range planning cycles across business units
- Those who assess acquisitions, divestments and portfolio moves
- Those who monitor competitors, markets and emerging risks
- Those who track strategy execution and report progress to executives

Strategy offices and executive teams gain most when a strategy lead, a finance planner and a business unit head attend together and test the same strategic options with shared evidence.

Analytics and AI for Strategic Management Capabilities

Strategy directors and planners leave able to replace opinion-led debates with tested scenarios and measurable strategic bets:

- Apply AI-assisted environmental scanning to PESTLE and Five Forces reviews — for horizon and threat assessments
- Build scenario models and Monte Carlo simulations for strategic options — for board investment choices
- Calculate predictive indicators for market share, demand and competitor moves — for portfolio priorities
- Assess acquisition and divestment targets with valuation and synergy analytics — for corporate development decisions
- Design strategy execution dashboards linking the Balanced Scorecard and OKRs — for quarterly performance reviews
- Weigh cognitive bias and AI model risk in strategic decisions — for audit and risk committees

Key Analytics and AI for Strategic Management Terms

- Scenario planning — building several plausible futures to test how strategic options perform under different conditions.
- Monte Carlo simulation — running thousands of random trials to estimate the range and probability of outcomes for a decision.
- Competitive intelligence — the systematic collection and analysis of information about rivals, markets and industry shifts.
- Balanced Scorecard — a framework that links strategy to financial, customer, process and learning measures.
- Objectives and Key Results — a goal-setting method pairing qualitative objectives with measurable results reviewed each quarter.
- Cognitive bias — a systematic thinking error, such as anchoring or overconfidence, that distorts strategic judgement.

Analytics and AI for Strategic Management Day by Day

Day 1: Strategy in a Data-Rich, Volatile World

- Strategic Management Process — From Analysis to Choice and Execution
- Volatility and Uncertainty Trends — Implications for Planning Cycles
- Analytics Maturity in Strategy Functions — Descriptive to Prescriptive Stages
- AI Capabilities for Strategists — Prediction, Generation and Simulation
- Strategy Office Diagnostic — Current Methods, Data and Skills

Day 2: AI-Assisted Environmental Scanning

- PESTLE Analysis With AI — Mining News, Policy and Economic Signals
- Porter's Five Forces Analytics — Quantifying Industry Attractiveness
- Weak Signal Detection — Spotting Emerging Trends Early
- Horizon Scanning Dashboards — Tracking Drivers of Change
- Generative AI Briefings — Summarising Markets for Executives

Day 3: Competitive Intelligence and Market Analytics

- Competitor Profiling Models — Capabilities, Moves and Intentions
- Market Share and Pricing Analytics — Reading Competitive Position
- Customer Sentiment Mining — Brand Strength Versus Rivals
- Patent and Talent Signals — Predicting Competitor Innovation
- War-Gaming Exercises — Anticipating Rival Responses

Day 4: Scenario Planning and Simulation

- Scenario Planning Method — Critical Uncertainties and Scenario Logics
- Monte Carlo Simulation — Ranges and Probabilities for Strategic Bets
- System Dynamics Models — Feedback Loops in Markets and Operations
- Stress Testing Strategic Options — Downside Cases and Triggers
- Real Options Thinking — Valuing Flexibility and Staged Commitments

Day 5: Predictive Analytics for Strategic Choices

- Demand and Growth Forecasting — Sizing New Markets and Segments
- Leading Indicator Models — Early Signals of Strategic Performance
- Customer Lifetime Value Analytics — Prioritising Profitable Segments
- Pricing and Elasticity Models — Strategic Pricing Decisions
- Forecast Uncertainty Communication — Presenting Confidence Ranges to Boards

Day 6: Portfolio and M&A Analytics

- Portfolio Matrices With Data — Growth, Share and Capability Fit
- Acquisition Target Screening — AI Search Across Company Data
- Valuation and Synergy Models — Testing Deal Assumptions
- Due Diligence Analytics — Red Flags in Financial and Operating Data
- Post-Merger Integration Tracking — Synergy Realisation Measures

Day 7: Decision Science and Cognitive Bias

- Decision Analysis Methods — Decision Trees and Expected Value
- Cognitive Bias Catalogue — Anchoring, Overconfidence and Groupthink
- Pre-Mortems and Red Teams — Challenging Strategic Assumptions
- Human and Machine Judgement — When to Trust Model Outputs
- Multi-Criteria Decision Analysis — Weighing Competing Objectives

Day 8: Strategy Execution Analytics

- Balanced Scorecard Design — Strategy Maps and Measures
- Objectives and Key Results — Cascading Goals Across Units
- Execution Dashboards — Real-Time Progress and Variance Alerts
- Initiative Portfolio Tracking — Resource Shifts Between Priorities
- Strategy Review Cadence — Quarterly Reallocation Decisions

Day 9: AI Risk and Ethics in Strategy

- ISO/IEC 42001 Principles — Controls for Strategic AI Use
- Model Risk in Strategic Analytics — Assumptions, Data Gaps and Drift
- Data Ethics and Privacy — Responsible Use of Market and Customer Data
- Explainability for Boards — Making Model Reasoning Transparent
- Strategic Risk Registers — Linking Scenarios to Risk Appetite

Day 10: Building the Analytics-Driven Strategy Plan

- Environmental Evidence Pack — Applying Day Two and Three Scans
- Option Testing — Applying Day Four Scenarios and Simulations
- Execution Framework — Applying Day Eight Scorecard and OKRs
- Board Narrative — Presenting Choices, Evidence and Risks
- Strategy Plan Assembly — Priorities, Bets, Measures and Review Triggers

Applying Analytics and AI for Strategic Management After the Course

- Run a scenario workshop with the executive team using two critical uncertainties and a Monte Carlo test of the top strategic option.
- Rebuild the quarterly strategy review around a Balanced Scorecard and OKR dashboard with leading indicators and variance alerts.

Analytics and AI for Strategic Management Questions FAQ

What is analytics and AI for strategic management, and why does it matter now?

Analytics and AI for strategic management is the use of data, prediction and simulation to scan markets, test strategic options and track execution. It matters now because markets change faster than annual plans, and evidence-based choices reduce costly strategic errors.

Which roles gain most from advanced analytics and AI for strategic management training?

Strategy directors, corporate planners, corporate development leads and senior managers who report on execution gain most from advanced analytics and AI for strategic management training. They frame the choices boards make and track whether strategy delivers.

How is an analytics and AI for strategic management course different from a general strategic planning course?

An analytics and AI for strategic management course adds scanning, simulation, predictive models and execution dashboards to strategy work. A general strategic planning course covers frameworks and planning steps without quantitative testing or AI methods.

What do participants bring back from analytics and AI for strategic management training?

Participants bring back an environmental evidence pack, tested scenarios, predictive indicators, a scorecard and OKR framework and a board narrative. You can use them straight away in the next planning cycle.

Analytics and AI for Strategic Management: The Way Forward

The analytics-driven strategy plan sets out priorities, strategic bets, measures and review triggers backed by scenario evidence. The first decision it informs is which option receives commitment in the next planning cycle. Strategy offices, finance planners and business unit heads use it together, and the scenario assumptions are worth revisiting once the first quarter's leading indicators arrive.