**Scandinavian Academy**

**for Training and Development AB**

# Course: Analytics and AI for Strategic Management

| Code | City | Hotel | Start | End | Price | Language - Hours |
|------|------|-------|-------|-----|-------|------------------|
| DAI-895 | Hamburg (Germany) | Hotel Meeting Room | 2026-01-19 | 2026-01-23 | 5950 € | En - 25 |

## Introduction:

In the age of digital disruption, data and artificial intelligence (AI) are becoming fundamental tools for strategic management. This program equips decision-makers with the skills to integrate analytics and AI into every phase of strategic planning — from market analysis and risk management to performance optimization and forecasting. Participants will explore the ethical, technical, and practical dimensions of using data and AI to drive strategic success.

## General Objective:

To enable leaders and managers to strategically apply data analytics and AI for informed decision-making, enhanced risk management, and measurable organizational growth.

## Detailed Objectives:

- Understand the core principles of data-driven strategic management.
- Use analytical tools to extract actionable insights and define KPIs.
- Apply AI technologies for competitive analysis, forecasting, and planning.
- Build risk models and make strategic decisions using data.
- Integrate analytics and AI into business strategy communication and execution.

# Target Audience :

- Strategic Planning Managers
- Business Intelligence Analysts
- Data Analysts and Scientists
- AI and Digital Transformation Leaders
- Chief Strategy Officers (CSOs)
- Risk and Performance Managers
- Innovation and Business Development Managers
- Project and Program Managers
- Operations Directors
- Senior Executives involved in strategy

# Course Outline

### Day 1: Introduction to Data-Driven Strategy

- Core principles of modern strategic management
- Case studies: how data transforms decision-making
- Demystifying data analytics and AI for business leaders
- Ethical and governance issues in data-driven strategy
- Opportunities and challenges of leveraging analytics in strategy

### Day 2: Mastering Data Analysis for Strategy

- Internal and external data collection techniques
- Best practices for data cleaning and preparation
- Visualization techniques to communicate insights effectively
- Aligning KPIs with strategic goals
- Using dashboards and reporting tools for monitoring

## Day 3: Leveraging AI in Strategic Management

- AI technologies relevant to strategic planning
- Market analysis with AI: segmentation and forecasting
- Competitive intelligence through AI tools
- Scenario planning using AI simulations
- Understanding AI's limitations and role of human judgment

## Day 4: Risk Assessment and Data-Driven Decisions

- Identifying strategic risks with data analytics
- Developing mitigation strategies for continuity
- Building decision models based on real-time data
- AI tools for risk and decision support
- Integrating decision-making frameworks into strategy

## Day 5: Implementing Analytics and AI for Strategic Success

- Communicating data insights to stakeholders
- Embedding analytics and AI into strategic planning cycles
- Tracking performance and adapting strategy based on analytics
- Measuring ROI of AI-driven strategies
- Capstone group activity: design a data-driven strategic initiative

The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

**Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

**The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.