BLACKBIRD FOR TRAINING

AI for Decision-Making

19 – 23 July 2027
Lyon (France)



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Introduction

In today's rapidly changing business environment, decisions can no longer rely solely on human intuition or experience. AI for Decision-Making has emerged as a strategic tool that enables organizations to process massive amounts of data, uncover patterns, and generate actionable insights in real time. By integrating artificial intelligence into decision-making processes, institutions can improve accuracy, accelerate responses, and enhance overall organizational performance.

This program is designed for executives, team leaders, and specialists across government and private organizations in the Middle East and North Africa. It targets professionals at all levels—from early-career employees seeking to build their skills, to senior leaders aiming to strengthen strategic and leadership capabilities.

Through this training, participants will learn how to embed AI in decision-making frameworks and transform data into practical value that drives growth, innovation, and resilience.

Course Objectives

By the end of the course, participants will be able to:

- Understand the fundamentals of AI for Decision-Making.
- Apply predictive analytics to anticipate future trends and outcomes.
- Use algorithms to evaluate alternatives and make precise choices.
- Enhance strategic planning with advanced data analysis.
- Apply AI-driven decision-making in HR, marketing, finance, and operations.
- Address ethical challenges in automated decision-making.
- Assess the impact of AI-supported decisions on organizational performance.
- Develop actionable plans to implement AI-driven decision-making in their organizations.



Course Outlines

Day 1: Introduction to AI in Decision-Making

- Defining AI and its importance in business decisions.
- Comparing traditional decision-making with AI-supported decisions.
- Key tools and technologies for decision-making.
- Case studies from global and regional organizations.
- Common challenges in AI adoption.
- Initial assessment of organizational readiness for AI integration.

Day 2: Data and Predictive Analytics

- Role of data in strategic decision-making.
- Collecting and processing large datasets.
- Using predictive models to forecast outcomes.
- Identifying risks and opportunities with AI-powered analysis.
- Case study: Banking and financial services sector.
- Practical workshop: Analyzing corporate data.

Day 3: AI in Planning and Operational Decisions

- Using algorithms to optimize day-to-day operations.
- AI-supported decision-making in HR and talent management.
- Applications in marketing and customer service.
- AI for supply chain and logistics management.
- Strategies for embedding AI into operational processes.
- Group activity: Building an AI-powered operational decision model.

Day 4: Advanced Tools and Applications

- Machine learning-based decision-support systems.
- Interactive dashboards for decision monitoring.
- Integrating AI into performance management frameworks.
- AI applications in risk management.
- Case study: Oil and gas industry applications.
- Workshop: Designing a decision-support tool for a virtual company.



Day 5: Strategic and Ethical Dimensions

- Aligning AI-driven decisions with long-term organizational goals.
- Addressing algorithmic bias and ensuring transparency.
- Legal and ethical implications of automated decision-making.
- Evaluating financial and strategic ROI of AI-supported decisions.
- Group project: Developing a comprehensive AI-based decision-making strategy.
- Final wrap-up: Linking all concepts to practical implementation.

Why Attend This Course: Wins & Losses!

- Gain advanced knowledge of AI applications in decision-making.
- Improve accuracy and reduce reliance on intuition.
- Develop strategies based on data-driven insights.
- Increase operational efficiency and reduce costs.
- Strengthen the ability to anticipate risks and opportunities.
- Learn from real-world case studies across industries.
- Participate in workshops and hands-on exercises.
- Build leadership capabilities for AI-driven decision-making.

Conclusion

AI for Decision-Making represents a paradigm shift in how modern organizations operate. It enables leaders to leverage data for deeper insights, make better-informed decisions, and stay competitive in increasingly complex markets.

Through this program, participants will learn how to apply AI responsibly and effectively across different decision-making contexts while considering ethical and legal dimensions.

For organizations in the Middle East and North Africa, investing in AI for Decision-Making is no longer optional—it is a strategic necessity for growth, innovation, and long-term success.

