BLACKBIRD FOR TRAINING

Data Management and AI-Driven Innovation for Strategic Leadership

18 – 29 July 2027
Tunis (Tunisia)

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PARTNER



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Introduction

In today's rapidly evolving business landscape, the integration of data management solutions with artificial intelligence has become a critical driver of strategic planning, innovation, and sustainable business growth. Organizations are increasingly relying on AI-powered insights and robust data management strategies to make informed decisions, optimize operations, and remain competitive.

This comprehensive 2-week program offers an immersive and interactive experience, combining workshops, case studies, and practical exercises. Participants will gain hands-on expertise in data management processes, AI applications for business planning, project management, and ethical considerations surrounding AI innovations. By the end of the course, leaders will be equipped to develop data-driven strategies, implement AI-enabled solutions, and foster innovation within their organizations.

Course Objectives

By the end of this program, participants will be able to:

- Master Modern Knowledge: Understand the principles of advanced data management and AI integration for business planning and innovation.
- Develop Practical Skills: Design and implement data management plans and AI strategies to drive strategic decision-making.
- Enhance Strategic Thinking: Apply AI-driven insights to align business objectives with innovation goals.
- Address Ethical Considerations: Navigate the ethical and regulatory challenges of AI deployment in business.
- Foster Collaboration: Share best practices in data management and AI innovation with peers to enhance organizational performance.
- Lead Digital Transformation: Prepare for leadership roles that integrate AI project management, data management, and innovation strategy.



Course Outlines

Day 1: Introduction to AI and Data Management for Innovation

- Overview of AI innovations: definitions, applications, and recent advancements.
- Understanding the data management process, lifecycle, governance, and quality control.
- Case study: AI's impact on innovation and strategic planning.
- Interactive session: Identifying opportunities and challenges in AI and data integration.

Day 2: Advanced AI Techniques and Tools

- Machine learning algorithms: supervised, unsupervised, and reinforcement learning.
- Deep learning concepts: neural networks, CNNs, and RNNs.
- Workshop: Implementing AI models for predictive analytics and decision-making.
- Case study: AI applications in real-world business planning.

Day 3: Data Governance and Quality Management

- Data collection, cleaning, integration, and validation methods.
- Data storage solutions: databases, warehouses, and cloud platforms.
- Ensuring data security and regulatory compliance.
- Practical exercise: Designing a robust data management framework.

Day 4: Data-Driven Decision Making and Analytics

- Using AI and data analytics to drive informed decisions.
- Developing KPIs and performance metrics for strategic initiatives.
- Scenario analysis and forecasting for operational planning.
- Group discussion: Lessons learned from data-driven strategies.

Day 5: AI in Strategic Planning

- Leveraging AI for market analysis, trend forecasting, and operational optimization.
- Applying AI tools to enhance project planning and organizational efficiency.
- Workshop: Building an AI-powered project or business plan.

Day 6: Innovation and AI Project Management

- Integrating AI into workflows for improved efficiency and productivity.
- Automating operational processes and performance monitoring.
- Risk assessment and opportunity identification using data and AI tools.
- Practical session: Designing a comprehensive AI project plan.



Day 7: Ethical AI and Compliance

- Addressing AI bias, transparency, and accountability.
- Regulatory frameworks and organizational compliance for AI deployment.
- Workshop: Creating an ethical AI policy aligned with corporate standards.
- Case study: Real-world challenges in AI ethics and governance.

Day 8: Data Visualization and Advanced Dashboards

- Designing executive dashboards for performance monitoring.
- Best practices for data visualization and presentation.
- Interactive reporting and KPI tracking using AI tools.
- Hands-on exercise: Building an executive-ready data dashboard.

Day 9: Digital Transformation and Organizational Innovation

- Planning and executing digital transformation initiatives.
- Integrating AI, analytics, and knowledge systems across departments.
- Managing change and fostering an innovation culture.
- Workshop: Creating a roadmap for organizational digital transformation.

Day 10: Capstone Project and Strategic Implementation

- Comprehensive project: developing a modern data management and AI model for the organization.
- Integration of cataloguing, digital resources, AI tools, and knowledge management strategies.
- Presenting actionable solutions for operational efficiency and improved decision-making.
- Group presentations, instructor feedback, and actionable implementation plan.

Why Attend This Course: Wins & Losses!

- Master Modern Tools: Gain expertise in data management systems and AI innovations for strategic business planning.
- Practical Application: Learn to create dashboards, implement AI in projects, and develop actionable data strategies.
- Leadership Advantage: Prepare for leadership roles such as AI project manager, data manager, or innovation strategist.
- Ethical Responsibility: Navigate AI ethics, compliance, and regulatory frameworks to ensure trustworthy solutions.
- Career Advancement: Build skills for emerging sectors including AI-driven supply chain management, property management, and digital transformation leadership.
- Future-Ready Skills: Stay ahead of evolving trends in AI, data management, and innovation strategy.



Conclusion

This 2-week program equips participants with a complete toolkit to lead in an AI-powered business environment. By mastering data management processes, AI techniques, and innovation strategies, participants will enhance their ability to drive performance, foster organizational innovation, and make data-driven decisions.

Graduates of this course will leave ready to implement AI solutions responsibly, create measurable business value, and take on leadership roles that harness advanced analytics, strategic insights, and innovative thinking to shape the future of their organizations.

