

AI-Driven Business Acumen and Strategic Decision-Making

Lyon (France)

10 - 14 August 2026

UK Training

PARTNER



AI-Driven Business Acumen and Strategic Decision-Making

Code: AI28 From: 10 - 14 August 2026 City: Lyon (France) Fees: 4900 Pound

Introduction

Artificial Intelligence AI is transforming how businesses operate, compete, and grow. This course  AI-Driven Business Acumen and Strategic Decision-Making  merges traditional business fundamentals with AI-powered analytical capabilities. Participants will not only understand how to interpret business data but also leverage AI to gain insights faster, deeper, and more accurately than ever before.

Course Objectives

By the end of this course, you will:

- Master Core Business Functions
 - Understand how finance, marketing, and operations work together to achieve organizational goals.
- Integrate AI into Business Strategy
 - Apply AI tools to analyze markets, predict trends, and evaluate competition.
- Enhance Financial Decision-Making
 - Use AI-driven forecasting models to make smarter investment and budgeting decisions.
- Improve Strategic Thinking & Risk Assessment
 - Leverage AI for opportunity evaluation and contingency planning.
- Strengthen Leadership & Communication
 - Deliver persuasive, data-backed presentations using AI visualization tools.
- Apply Learning Through Real-World Cases
 - Engage in simulations and hands-on exercises with popular AI business tools.

Course Outlines

Day 1 - Foundations of Business Acumen

- Understanding core business functions: Finance, Marketing, Operations.
- Linking business strategy with daily operations.
- Role of AI in business fundamentals.
- Identifying value drivers in different industries.
- Mapping business processes for strategic alignment.

Day 2 - AI Tools for Market & Competitor Analysis

- Using AI to analyze market trends.
- Customer behavior prediction with AI.
- Competitive intelligence through AI-powered data mining.



- Customer segmentation using AI clustering techniques.
- Hands-on practice with AI market research tools.

Day 3 - Financial Insights & Forecasting with AI

- AI-driven financial modeling.
- Scenario planning and simulations with AI.
- Reading and interpreting financial statements using AI.
- Budget forecasting with AI spreadsheet plugins.
- Identifying financial risks through AI analytics.

Day 4 - Strategic Decision-Making in the AI Era

- Building data-driven strategies for competitive advantage.
- AI-assisted risk assessment.
- Opportunity evaluation using AI scoring systems.
- Scenario-based decision simulations.
- Integrating AI insights into strategic planning.

Day 5 - Leadership, Communication & Practical Applications

- AI-powered storytelling and presentation design.
- Influencing stakeholders with data-backed insights.
- Building a culture of innovation and agility.
- Case studies of AI in business strategy.
- Hands-on practice with popular AI business tools.

Why Attend This Course: Wins & Losses!

- Ability to make faster, smarter business decisions.
- Skills to stay ahead of competitors through AI-powered insights.
- Confidence in leading teams through data-driven strategies.
- Exposure to real AI tools and industry cases.

Conclusion

In the future, leaders who combine business acumen with AI literacy will dominate their industries. This course is designed to transform you into that leader – capable of interpreting complex business challenges and responding with AI-enhanced strategies that drive results.



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)
(Sweden)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Stockholm



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



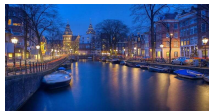
Rotterdam (Netherlands)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



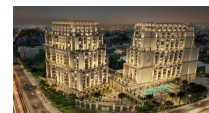
Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

