BLACKBIRD FOR TRAINING

Applied Generative AI for Business Transformation

6 – 10 June 2027
Amman (Jordan)

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Ref: 3255286_337120 **Date:** 6 – 10 June 2027 **Location:** Amman (Jordan) **Fees:** 4900 GBP

Introduction

The world is witnessing an unprecedented digital revolution led by intelligent technologies — foremost among them, generative artificial intelligence. This innovative form of AI is no longer a theoretical concept or experimental tool; it has become a central driver of creativity, efficiency, and competitive advantage in modern organizations.

This course focuses on how generative AI can be practically applied to achieve real and measurable business transformation. Participants will explore strategies for using AI to enhance decision-making, automate complex processes, improve customer experiences, and drive innovation across all levels of the enterprise. The course bridges the gap between strategy and implementation, empowering professionals to design and deploy intelligent solutions that accelerate digital transformation.

Course Objectives

- Understand the fundamentals of generative AI and its role in digital transformation.
- Learn to design and implement customized AI-driven business solutions.
- Apply AI tools for data analysis and insight generation.
- Use intelligent automation to increase operational efficiency and reduce costs.
- Enhance customer experience through generative AI-powered personalization.
- Foster innovative thinking in digital strategy development.
- Develop a roadmap for integrating AI into enterprise operations.
- Analyze real-world case studies of successful generative AI adoption.

Course Outlines

Day 1: Introduction to Generative AI and Business Transformation

- Overview of generative AI and how it differs from traditional AI.
- The evolution of AI as a driver of enterprise innovation.
- The role of AI in shaping digital transformation strategies.
- Key domains of application: marketing, operations, and analytics.
- Global success stories of generative AI in business.
- Challenges in adopting intelligent technologies at scale.



Day 2: Designing Intelligent Business Solutions

- Identifying organizational needs and mapping AI opportunities.
- Frameworks for developing generative AI systems.
- Integrating AI into existing enterprise infrastructure.
- Applying design thinking to create user-centered intelligent solutions.
- Managing AI projects from concept to deployment.
- Practical exercise: building a prototype of an AI-powered business solution.

Day 3: Data Intelligence and Decision Support

- Leveraging AI for advanced data analytics and pattern recognition.
- Creating predictive and prescriptive AI models for business decisions.
- Applications of generative analytics in marketing, HR, and finance.
- Ensuring data quality, integrity, and governance.
- Case study: data-driven decision-making using AI tools.
- Workshop: developing a generative data analysis model.

Day 4: Intelligent Automation and Customer Experience

- The concept of intelligent automation and its business impact.
- Building AI-powered customer service systems and chat interfaces.
- Enhancing customer engagement through personalization and prediction.
- Streamlining operational workflows with AI-assisted automation.
- Measuring the performance and ROI of AI automation initiatives.
- Group exercise: designing an AI-based intelligent service model.

Day 5: AI Strategy and Enterprise Transformation

- Developing an AI-driven business transformation strategy.
- Aligning digital initiatives with organizational goals.
- Managing change and building a culture of innovation.
- Establishing governance and ethical frameworks for AI deployment.
- Measuring success and ensuring sustainable AI adoption.
- Final project: creating a comprehensive enterprise AI transformation plan.



Why Attend this Course: Wins & Losses!

- Gain a complete understanding of generative AI technologies and business applications.
- Learn how to leverage AI to drive innovation and enhance performance.
- Build hands-on skills for developing intelligent business solutions.
- Improve operational efficiency through automation and analytics.
- Strengthen customer engagement with smart, personalized experiences.
- Learn from practical case studies and best practices.
- Enhance leadership and strategic decision-making in digital projects.
- Position your organization for sustainable, AI-powered growth.

Conclusion

Generative AI has emerged as a cornerstone of modern business transformation, combining analytical intelligence with creative potential to redefine how organizations operate and innovate.

This course provides a practical framework for applying AI in real business contexts — enabling participants to bridge the gap between theory and execution.

By mastering the principles and applications of generative AI, professionals will be able to lead transformative initiatives, improve productivity, and shape future-ready organizations built on intelligent innovation and continuous improvement.

