BLACKBIRD FOR TRAINING

Institutional Excellence Using Artificial Intelligence

15 – 19 February 2027
Barcelona (Spain)



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Introduction

Institutional excellence has become a strategic priority for organisations seeking to improve performance, enhance service quality, strengthen competitiveness, and achieve sustainable results. As institutions face increasing operational complexity, rapid technological change, growing stakeholder expectations, and pressure to make faster and more accurate decisions, artificial intelligence has emerged as a powerful enabler of organisational transformation and excellence.

The Institutional Excellence Using Artificial Intelligence course has been designed to provide participants with a comprehensive understanding of how artificial intelligence can support institutional performance, operational efficiency, innovation, strategic planning, service development, governance, and decision-making. The programme combines institutional excellence principles with practical artificial intelligence applications, data-driven management, process optimisation, performance measurement, digital transformation, and organisational capability development.

Throughout this intensive programme, participants will examine excellence frameworks, artificial intelligence technologies, data analytics, intelligent automation, predictive decision-making, service innovation, performance monitoring, governance, risk management, and organisational transformation. Practical discussions, case studies, and applied exercises will enable participants to identify suitable artificial intelligence opportunities and develop effective strategies for achieving sustainable institutional excellence.

Course Objectives

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



• Understand the principles and dimensions of institutional excellence.
• Explain the role of artificial intelligence in organisational transformation.
• Identify artificial intelligence opportunities across institutional functions.
• Apply data-driven approaches to strategic and operational decision-making.
• Use artificial intelligence to improve service quality and stakeholder experience.
• Enhance process efficiency through intelligent automation.
• Develop artificial intelligence-supported performance measurement systems.
• Apply governance, ethical, and risk management principles to artificial intelligence initiatives.
• Design practical roadmaps for artificial intelligence adoption.
• Support sustainable institutional excellence through innovation and digital transformation.

Course Outline

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Day 1: Institutional Excellence and Artificial Intelligence Fundamentals

• Concepts and principles of institutional excellence.
• Characteristics of high-performing institutions.
• Institutional excellence models and frameworks.
• Organisational maturity and performance gaps.
• Introduction to artificial intelligence and its applications.
• Machine learning, data analytics, and generative artificial intelligence.
• Institutional readiness for artificial intelligence adoption.
• Linking artificial intelligence with organisational strategy.

Day 2: Artificial Intelligence for Strategy and Decision-Making

• Artificial intelligence-supported environmental analysis.
• Strategic data interpretation.
• Trend and pattern identification.
• Scenario planning and forecasting.
• Predictive decision-making.
• Strategic risk analysis.
• Improving organisational agility.
• Identifying and prioritising artificial intelligence opportunities.



Day 3: Process Excellence, Automation, and Performance Management

• Mapping and analysing institutional processes.
• Identifying inefficiencies and performance gaps.
• Artificial intelligence in process improvement.
• Intelligent and robotic process automation.
• Workflow optimisation.
• Artificial intelligence-supported performance dashboards.
• Predictive performance analytics.
• Real-time monitoring and continuous improvement.

Day 4: Service Excellence, Innovation, and Organisational Capabilities

• Principles of service excellence.
• Understanding stakeholder needs through data.
• Artificial intelligence in customer and citizen services.
• Intelligent virtual assistants and personalised services.
• Sentiment and feedback analysis.
• Building an innovation-driven organisational culture.
• Knowledge management and organisational learning.
• Human-artificial intelligence collaboration and workforce development.

Day 5: Governance, Transformation Strategy, and Applied Workshop

• Artificial intelligence governance frameworks.
• Ethical and responsible use of artificial intelligence.
• Data privacy, transparency, and accountability.
• Cybersecurity and artificial intelligence risk assessment.
• Assessing institutional artificial intelligence maturity.
• Developing implementation roadmaps.
• Change management and capability planning.
• International case studies and success factors.
• Institutional excellence improvement plan.
• Integrated practical workshop and course review.



Why Attend This Course?

• Gain a comprehensive understanding of institutional excellence principles.
• Explore practical artificial intelligence applications across organisational functions.
• Improve strategic and operational decision-making.
• Strengthen process efficiency through intelligent automation.
• Enhance service quality and stakeholder experience.
• Develop effective performance monitoring and predictive analysis capabilities.
• Understand artificial intelligence governance, ethics, and risk requirements.
• Build practical artificial intelligence transformation roadmaps.
• Learn from international case studies and organisational best practices.
• Prepare to lead institutional excellence and digital transformation initiatives.

Conclusion

The Institutional Excellence Using Artificial Intelligence course provides participants with an integrated understanding of how artificial intelligence can support organisational performance, service quality, operational efficiency, innovation, and strategic decision-making. By combining institutional excellence frameworks with practical artificial intelligence applications, the programme enables participants to identify improvement opportunities, enhance institutional capabilities, and develop sustainable transformation strategies.

Upon completion of the programme, participants will possess the knowledge and practical skills required to apply artificial intelligence responsibly, improve organisational performance, strengthen service delivery, support evidence-based decision-making, and contribute to the achievement of sustainable institutional excellence.

