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Executive AI Strategy and Business Automation Course: Use-Case Portfolio to Scaled Automation

7 – 11 March 2027
Dammam - Eastern Province five-star

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Ref: 2180_31120 **Date:** 7 – 11 March 2027 **Location:** Dammam - Eastern Province five-star **Fees:** 19500 SAR

Introduction:

Executive AI strategy and business automation, from use-case portfolio to scaled automation, is a 1-week course for senior executives, transformation and digital heads and business unit leaders, ending with an AI and Automation Strategy and Portfolio Roadmap. Many organisations fund scattered AI pilots and automation projects that never reach production, because no one links them to business goals, ranks them by value or builds the operating model to scale them. Nominees own strategy, budgets or transformation agendas, and teaching is by case study on investment decisions, portfolios and operating models. CoreConcept Training Center delivers this executive AI strategy course.

Course Objectives:

- Align an AI and automation strategy with business goals, value levers and the organisation's AI maturity
- Prioritise an AI use-case portfolio by value, feasibility, data readiness and risk
- Evaluate business process automation options, from process mining and workflow to RPA combined with AI
- Decide build, buy or partner routes and design an AI operating model with a centre of excellence
- Set executive AI governance using ISO/IEC 42001 and the NIST AI Risk Management Framework
- Create an AI and Automation Strategy and Portfolio Roadmap with stage gates, value targets and workforce actions

Target Audience:

- Senior executives accountable for enterprise strategy and investment decisions
- Transformation and digital leaders responsible for AI and automation agendas
- Business unit leaders responsible for process performance and adoption
- Finance and investment sponsors responsible for business cases and value tracking
- Risk and governance executives responsible for oversight of AI use

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Course Outline:

Day 1: AI Strategy Foundations and Organisational Readiness

- AI Value Levers Across Revenue, Cost and Risk
- AI Maturity Assessment of the Current Organisation
- Business Goal to AI Strategy Alignment Map
- Intelligent Automation Landscape From RPA to Agents
- Executive Readiness Review of Data and Talent

Day 2: Portfolio, Operating Model and Governance Frameworks

- Use-Case Portfolio Scoring by Value and Feasibility
- AI Operating Model and Centre of Excellence Design
- Build, Buy or Partner Decision Framework for AI
- ISO/IEC 42001 AI Management System for Executives
- NIST AI Risk Management Framework Govern and Map Functions

Day 3: Business Automation and Value Delivery

- Process Mining for Automation Opportunity Discovery
- RPA Combined With AI for End-to-End Processes
- AI Business Case and Total Cost of Ownership
- Pilot to Production Stage-Gate Criteria
- Value Tracking Dashboard for AI and Automation Benefits

Day 4: Scaling Risks, Workforce Impact and Problem Cases

- Pilot Purgatory Causes and Scaling Remedies
- Vendor Lock-In and Data Dependency Risk Assessment
- Workforce Impact Analysis and Reskilling Plan Design
- Change Adoption Barriers in Automated Processes
- AI Incident Escalation and Executive Accountability Rules

Day 5: Case Study Work and the Strategy Roadmap

- Financial Services Case Study on Use-Case Prioritisation
- Public Service Case Study on Process Automation at Scale
- Industrial Case Study on Centre of Excellence Set-Up
- Roadmap Peer Challenge and Investment Committee Review
- AI and Automation Strategy and Portfolio Roadmap Completion

Skills You Will Gain:

- AI Strategy Formulation
- Use-Case Portfolio Management
- Automation Opportunity Assessment
- AI Operating Model Design
- Build-Buy-Partner Analysis
- AI Governance Oversight
- Benefits Realisation Tracking
- Workforce Transition Planning

Why Attend This Course:

- Deliver an AI and Automation Strategy and Portfolio Roadmap to the executive committee and the investment board
- Decide which AI and automation initiatives to fund, scale, pause or stop based on value and readiness
- Avoid stalled pilots, duplicated tools and vendor lock-in that waste budget and delay results
- Brief business unit heads and the centre of excellence on the scoring model, stage gates and value dashboard

Conclusion:

Back at work, the participant presents the AI and Automation Strategy and Portfolio Roadmap to the executive committee, the investment board and the heads of the units that will adopt it. They use it to approve the funded portfolio, set up or adjust the centre of excellence and agree stage-gate criteria for each initiative. After the first funding cycle, the organisation should compare realised value against the targets in the roadmap, retire initiatives that missed their gates and update the workforce plan.

Frequently Asked Questions FAQ:

What should participants prepare before an executive AI strategy and business automation course?

Participants should bring their organisation's strategic objectives, a list of current AI pilots or automation projects and any existing technology or governance policies. Executive responsibility for strategy, budgets or transformation is expected, so the case work can be applied to real investment choices.

How does an executive AI strategy and business automation course differ from an RPA practitioner course?

This course is for executives who decide which AI and automation initiatives to fund and how to scale them. RPA practitioner courses teach analysts and developers to design and build bots, which this course does not cover.

Why do AI and business automation pilots often fail to scale?

Pilots stall when they lack a clear business owner, measurable value targets, production-ready data and an operating model to support them. A prioritised portfolio with stage gates and a centre of excellence gives each initiative a route from pilot to production.

What do participants take back from the executive AI strategy and business automation course?

Participants take back an AI and Automation Strategy and Portfolio Roadmap with strategic alignment, a scored use-case portfolio, an operating model and governance choices, stage gates, value targets and workforce actions, ready for the executive committee.