



AI Strategy and Implementation

Integrate AI and analytics with your digital strategy for accelerated business impact

How can AI transform your business?

AI technologies have the power to supercharge your digital transformation, but how do you separate hype from reality? What skillset will ensure you can make confident, data-driven decisions that enable smarter business models, boost organizational performance and create new value for your customers? Failure rates currently run high. Finding the right AI strategy for your context comes with challenges as well as opportunities. To succeed, you must also master your key steps to effective implementation.

AI Strategy and Implementation equips you with a comprehensive framework that integrates AI and

analytics with your overarching strategy and vision. You will learn about the different types of AI to achieve your strategic objectives, drive innovation, and create value for your organization, while also addressing ethical considerations. You will learn about advanced analytics models and plan your data analytics strategy.

Over five days you will be guided by expert faculty, supported by latest case studies and guest speakers who will show you how to advance from principle to practice. You will be able to confidently navigate from strategy to implementation to deliver accelerated impact for your business.



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Organizations struggle to identify optimal AI strategies and how to implement them. Demystifying machine learning and understanding its uses and limitations is crucial to organizational success.



Amit Joshi
Program Co-Director
Professor of AI, Analytics, and Marketing Strategy

Key learnings

Build an integrated understanding of AI and analytics with your strategy

IMD's AI Strategy and Implementation framework shows you how to advance from strategy to successful implementation. You will learn to confidently leverage AI technologies to achieve your strategic goals, drive innovation, boost performance, and gain competitive advantage.

Understand different types of AI

Build a comprehensive understanding of the different types of AI as a catalyst for business innovation and new sources of value.

Boost your decision-making

Boost your decision-making skills with a deeper understanding of the latest analytic models and how they connect with your strategy.

Succeed at AI implementation

Gain insights into the challenges and opportunities of AI implementation through real business cases.

Navigate issues around ethics

Advance with confidence from principle to practice, integrating AI technologies with your strategy to boost business impact and long-term, sustainable success.

Accelerate business impact

Learn how a solid AI policy can help your organization navigate issues around ethics, privacy, and security.

Your learning journey

An experiential five-day journey on campus to integrate AI and analytics with your digital strategy

Day 1

- Program overview
- Introduction to digital and platform strategy: case study
- Platform strategy: case study

Day 2

- Deep dive into AI and ML
- Applications to your business
- Your digital strategy and risk: cybersecurity and data ethics

Day 3

- Advanced analytic models
- Deep dive into Generative AI
- Applied AI
- Applications back to your business

Day 4

- Data collaborations
- AI in practice
- Applying Generative AI
- Digital safari

Day 5

- Data analytics strategy
- Applications back to your business

Content is subject to change.

Learning toolkit



Case studies



Data visualization exercises



Stress test workshop



Peer-to-peer coaching

Meet your

Program Directors



Amit Joshi

Professor of AI, Analytics,
and Marketing Strategy

Amit Joshi specializes in helping organizations use Artificial Intelligence and develop their big data, analytics, and AI capabilities. An award-winning professor and researcher, he has extensive experience of AI and analytics-driven transformations in various industries such as banking or retail.

[Read full biography](#) ↗

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Companies that manage their data through superior data strategies will gain advantage over their peers and competitors.



Misiek Piskorski

Professor of Digital Strategy,
Analytics, and Innovation

Misiek Piskorski is an expert on digital strategy, platform strategy, and the process of digital business transformation. He works with companies in various industries across the globe to demystify digital transformation and supports them throughout their transformation journey.

[Read full biography](#) ↗

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Machine learning offers you an infinite choice of analyses, but you need to know which ones are truly strategic and fundamental to your business.

You are

A business leader or manager looking to dive deeper into the topics of AI, analytics, and digital transformation

and understand how these connect to drive innovation, boost performance, and build competitive advantage.

With a foundational understanding of the topic

and are responsible for developing and implementing a digital strategy, and/or making complex decisions related to digital transformation and leveraging AI/analytics.

Ready to supercharge your skillset

to effectively navigate the AI-driven business landscape and leverage AI solutions in an ethical and responsible way.



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What an inspiring week. I learned from amazing faculty and about 50 other global professionals in different industries. We are all on the same path to transition from legacy mode to a digital journey for our businesses and clients. Very exciting!

Tania Mueller
Head Client Service Center of Excellence
UBS, Switzerland

Connect with
a diverse group
of global peers

18

years of
experience

81%

senior & C-level

43

average age

16

nationalities

Real impact

Over **97%** of our 2023 digital transformation program participants stated:



I gained fresh knowledge and insights.



I took practical steps that enhance the performance of my team/organization.



I reflected on my assumptions and practices.



I felt more confident about myself after attending the program.



“ IMD digital transformation programs deliver high value. Attending these programs transformed me with new skills and a fresh mindset. You give back high value to your company because you become an incubator for new knowledge and direction.

Olaf Komitsch
Chief Procurement Officer
EnBW Energie Baden-Württemberg, Germany

What our participants say



Marcel Härtlein
Group Head Digital & Member
of the Executive Board
Lali Group, Switzerland

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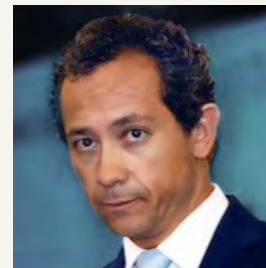
Awesome attendees, faculty, and exciting conversations on overcoming the (significant) challenges in digital transformation. It's a fantastic learning experience, delivering valuable insights, practical action items and world-class tools.



Nadege Desa
Chief Financial Officer
Remington Seeds International,
Switzerland

“

I discovered and experimented with fundamental and exciting new marketing concepts which I can now take back and apply to my own context.



Paulo Martins
Chief Executive Officer
Machrent, Portugal

“

Cutting-edge digital insights built on pertinent real cases and delivered by top professors who create a highly interactive and effective learning experience. Now I know how to make our company's value proposition even more meaningful and attractive!



Earn the IMD Executive Certificate in Digital Business Excellence

Take digital learning at IMD one step further. To earn your executive certificate, choose between two learning pathways:

- Pathway 1: 3 x on-campus programs
Pathway 2: 2 x on-campus programs + 2 x online programs

Whether you are already leading transformation or exploring work opportunities with more digital responsibilities, the executive certificate will quickly equip you with confidence, inspiration, and extensive new digital skills.



Pathways



Final
assessment



IMD Executive Certificate
in Digital Business
Excellence*

*The certificate is an accredited Certificate of Advanced Studies (CAS).

Find out
more



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It's immense value to enhance skills across the different domains of digital transformation. It has prepared me for future opportunities in digital leadership.



Tomaz Lanisek
Head of Office for Development and Smart City
City of Kranj, Slovenia

“

It's an amazing opportunity to learn and innovate. I understand how to leverage data for business innovation and drive more effective data-driven transformation.



Lenka Pincot
Chief of Staff to the CEO – Project Management
Institute, France



Challenging what is and inspiring what could be

About IMD

The International Institute for Management Development (IMD) has been a pioneering force in developing leaders who transform organizations and contribute to society since it was founded more than 75 years ago. Led by an expert and diverse faculty, with campuses in Lausanne and Singapore as well as a Management Development Hub in Shenzhen, IMD strives to be the trusted learning partner of choice for ambitious individuals and organizations worldwide. Our executive education and degree programs are consistently ranked among the world's best by the Financial Times, Bloomberg, Forbes, and others. Our leading position in the field is grounded in our unique approach to creating *real learning, real impact*. Through our research, programs, and advisory work we enable business leaders to find new and better solutions: *challenging what is and inspiring what could be*.

Learn more



28,000⁺

executives come to IMD
each year from 120+ countries
and virtually every industry.



Most published institution
in Harvard Business
Review and MIT Sloan
Management Review.*

91%

of participants report significant
personal impact from attending
an IMD program.**

*After HBS and MIT authors, 2019-2023.

1,700⁺

organizations trust IMD
to develop their leadership
talent each year.

130,000⁺

alumni in over 180 countries
form a powerful network
of global connections
and opportunities.

98%

of participants would
recommend IMD to a friend
or a colleague.**

**Survey of 2023 participants.



Start
your journey

Fee

CHF 10,900

[Apply now](#)

Contact

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[Schedule a call](#)

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