# Business Innovation with AI Training

Duration: **2 Day**

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Although many organisations have started experimenting with **artificial intelligence (AI)** tools, relatively few have successfully converted these initiatives into **new revenue opportunities, cost savings or improved customer experiences**. **Business Innovation with AI Training** aims to bridge this gap by helping organisations turn AI opportunities into measurable business value.

The programme equips managers and business teams with a practical approach to **identifying AI opportunities, evaluating investment potential and moving successful pilots into production**.

The training focuses on **financial services and telecommunications**, two sectors experiencing rapid AI adoption. Throughout the programme, participants examine business scenarios from **banking, insurance, payment services and telecom operators**. By the end of the training, attendees will have developed a **prioritised portfolio of AI use cases** and a **90-day action plan** tailored to their organisation.

### Key Benefits

- Communicate confidently about **AI** with technology teams, solution providers and senior leadership.
- Identify and rank **AI opportunities** through a consistent assessment of business value and feasibility.
- Gain insights from successful **AI applications in financial services and telecommunications**.
- Develop a convincing **business case** that addresses the expectations of finance, risk and compliance stakeholders.
- Minimise unsuccessful pilot projects by considering **data, governance and user adoption** from the beginning.
- Create an actionable **AI implementation roadmap** rather than leaving with ideas alone.

## Prerequisites

- No previous **technical knowledge or programming experience** is necessary.
- Participants should have a solid understanding of their business domain, internal processes and customer needs.
- Attendees are encouraged to bring **one or two actual business challenges** to explore during the practical workshops.

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## Who Should Attend

- **Business unit managers, product owners and department heads**
- **Innovation, strategy and digital transformation professionals**
- Leaders responsible for **customer experience, marketing, operations and sales**
- **IT and data managers** seeking to align AI projects with business objectives
- **Risk, compliance and audit professionals** involved in evaluating and approving AI initiatives

## What You Will Learn

- The business applications and limitations of **machine learning, generative AI and AI agents**.
- How to analyse a **value chain** and identify business processes with the greatest potential for AI-driven improvement.
- Which **AI use cases in banking, insurance and telecommunications** are currently producing meaningful outcomes.
- How to redesign **products, services and operating models** to incorporate AI capabilities.
- How to calculate **costs, benefits and return on investment (ROI)** for AI initiatives and establish success measures.
- How to address **regulatory, ethical and reputational risks**, including requirements associated with the **EU AI Act**.

## Training Outline

### Day 1: Understanding AI and Identifying Opportunities

### Module 1: The AI Landscape for Business Leaders

#### Understanding AI in Simple Terms

- **Machine learning, generative AI and AI agents:** Their functions and practical applications
- Areas where AI delivers strong results and where limitations remain
- Common AI misconceptions that can result in ineffective investment decisions

#### Current Market Landscape

- How leading organisations are structuring their AI capabilities

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- **Build, buy or partner:** Selecting the right sourcing strategy

## Module 2: Identifying AI Opportunities Across the Value Chain

### Opportunity Mapping

- Analysing the **value chain** through decisions, documents and interactions
- Four key value creation patterns: **Predict, generate, personalise and automate**

### Prioritisation

- Evaluating ideas based on **business value, feasibility and risk**
- Comparing **quick wins** with longer-term strategic investments
- **Exercise:** Mapping AI opportunities within participants' own departments

## Module 3: AI Use Cases in Financial Services

### Customer and Revenue Management

- **Digital customer onboarding** and identity verification
- **Personalised offers** and next-best-action recommendations
- **Virtual assistants** and AI-powered contact centre copilots

### Risk and Operations Management

- **Credit decision-making** and early-warning indicators
- **Fraud detection** and anti-money-laundering (AML) monitoring
- **Document processing, reconciliation** and regulatory reporting

## Module 4: AI Use Cases in Telecommunications

### Customer and Revenue Management

- **Customer churn prediction** and retention initiatives
- **Dynamic pricing, service bundling** and next-best-offer recommendations
- **Customer service automation** across voice and digital channels

### Network and Operations Management

- **Network optimisation** and predictive maintenance
- **Revenue assurance** and fraud management
- **Field workforce planning** and intelligent dispatch

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**Case Discussion:** Groups compare one AI use case from financial services with another from telecommunications, examining the factors that contributed to successful implementation or prevented progress.

## Day 2: Turning Ideas into Business Impact

## Module 5: Designing an AI-Enabled Business Model

### Creating New Value

- **AI-enhanced products** and additional revenue opportunities
- Using **data as a strategic asset** to build competitive advantage

### Operating Model

- **Roles, capabilities and working practices** within AI-enabled teams
- **Change management** and employee adoption of new technologies

## Module 6: Developing the Business Case

### Financial Evaluation

- **Cost components:** Data, technology, people and ongoing operational expenses
- Estimating expected benefits and **return on investment (ROI)**
- Establishing **success metrics** and decision checkpoints

### From Pilot to Production

- Designing a **pilot project** that demonstrates measurable business value
- Understanding why pilots fail to progress and how to**scale successful initiatives**

## Module 7: Risk, Governance and Responsible AI

### Regulatory Considerations

- **EU AI Act:** Risk classifications and AI literacy requirements
- **Data protection and confidentiality** when working with AI tools

### Governance in Practice

- **Algorithmic bias, explainability and human oversight**
- **Vendor and third-party risks**
- Establishing organisational **AI policies** and approval procedures

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## Module 8: Innovation Workshop — From Idea to Roadmap

**Practical Workshop**

- Teams select a real **business challenge** to address
- Completing an **AI use-case canvas** covering the problem, data, solution, value and risk
- Presenting the proposed use case and receiving **feedback** from fellow participants and the trainer
- Developing a **90-day action plan**

**Customisation:** Use cases and workshop activities can be adapted to the organisation's **industry, products and current level of AI maturity**.