

Strategic Analysis and Decision Making with AI

Duration: 5 Days

Course Summary

This 5-day programme builds proficiency in strategic analysis and the practical application of AI to business and product challenges. Rather than focusing on AI governance or policy, the course centres on how established strategic frameworks competitive analysis, scenario planning, business model design, and decision-making under uncertainty can be applied to AI-driven opportunities and disruptions. Delivered in a business-school style format, the programme combines case-based learning with applied exercises, culminating in a capstone strategic analysis and executive-style recommendation.

Target Audience

This programme is designed for:

- Product leaders and managers shaping AI-driven product strategy
- Business strategists evaluating AI opportunities and business model shifts
- Senior professionals responsible for strategic decision-making
- Teams seeking practical strategic frameworks rather than AI governance or policy training

Day 1: Strategic Thinking in the Age of AI

Module 1: Foundations of Strategic Analysis

- Strategic analysis fundamentals
- Industry and competitive analysis
- Porter's Five Forces
- SWOT and value chain analysis
- Where AI changes strategic dynamics

Lab Exercises:

1. Pick a real AI-disrupted industry and run Porter's Five Forces on it which force moved the most?
2. Build a SWOT for a bold AI feature bet then defend it in front of the room.

Module 2: AI as a Strategic Capability, Not Just a Tool

- AI as competitive advantage
- Capability vs feature thinking
- AI maturity in strategy
- When AI changes the business model
- Case studies of AI-driven strategic shifts

Lab Exercises:

3. Crack open 2 companies that used AI to flip their entire business model find the pattern.
4. Diagnose a company's AI maturity are they building real capability or just bolting on features?

Day 2: Applying Strategic Frameworks to AI Decisions

Module 3: Frameworks for AI Opportunity Assessment

- Value vs feasibility mapping
- Build-buy-partner decisions
- Strategic fit assessment
- Resource-based view applied to AI
- Prioritisation frameworks

Lab Exercises:

5. Rank 5 AI product bets by value and feasibility only 3 make the cut.
6. Solve 3 AI capability gaps with build, buy, or partner and defend your call.

Module 4: Scenario Planning and Strategic Foresight with AI

- Scenario planning fundamentals
- Forecasting under uncertainty
- AI-driven market disruption scenarios
- Strategic options thinking
- Stress-testing strategy

Lab Exercises:

7. Write 3 futures for your product category safe, shaken, and disrupted.
8. Stress-test your strategy against all 3 futures what survives?

Day 3: AI-Informed Decision Making for Product Strategy

Module 5: Data-Informed vs Data-Driven Decision Making

- Decision-making under uncertainty
- Data-informed vs data-driven thinking
- Cognitive biases in AI-assisted decisions
- Balancing intuition and analysis
- When not to trust the data

Lab Exercises:

9. Find the blind spot in a decision made entirely by AI-generated data.
10. Design a decision process that blends AI insight with human judgement.

Module 6: Using AI Tools to Support Strategic Analysis

- AI for market and competitor research
- AI-assisted scenario generation
- Synthesising AI outputs into strategic narratives

- Validating AI-generated insights
- Communicating AI-informed strategy to stakeholders

Lab Exercises:

11. Let AI map your competitive landscape — then catch what it got wrong.
12. Turn raw AI insight into a one-page story your CEO would actually read.

Day 4: AI Product Strategy and Business Model Innovation

Module 7: Designing AI-Powered Product Strategy

- AI product strategy formulation
- Differentiation through AI
- Defensibility and moats in AI products
- Strategic roadmapping
- Aligning AI initiatives to business outcomes

Lab Exercises:

13. Map an 18-month AI roadmap — every initiative tied to a real business win.
14. Pressure-test your AI feature's moat — what kills it in 2 years?

Module 8: Business Model Innovation with AI

- Business model canvas with AI
- New value propositions enabled by AI
- Pricing strategy for AI products
- Platform and ecosystem strategy
- Risks of business model disruption

Lab Exercises:

15. Rebuild a business model canvas around what AI now makes possible.
16. Pick a winner from 3 pricing strategies for your AI feature — and back it up.

Day 5: Leading Strategic Change and Applied Capstone

Module 9: Leading Strategic Change in AI Adoption

- Organisational readiness for AI strategy
- Stakeholder alignment
- Communicating strategic change
- Overcoming resistance to AI-driven shifts
- Measuring strategic impact

Lab Exercises:

17. Map the stakeholders who could make or break your AI strategy shift.
18. Define 5 metrics that prove your AI bet actually moved the business.

Module 10: Apply AI Strategic Analysis and Recommendation

- Real world case scoping
- Strategic framework application
- Scenario and risk analysis
- Strategic recommendation development
- Executive-style presentation

Lab Exercises:

19. Run a full strategic playbook on a company facing AI disruption your call, your frameworks.
20. Pitch your strategic recommendation like you're in the boardroom.