

AI for Business Leaders — Driving Strategic Value with Artificial Intelligence

DURATION	DELIVERY	LANGUAGE	DATES	LOCATION	INVESTMENT
5 Days (40 Hours)	hybrid - online - in person	english - arabic - bilingual	05 October 2026 - 09 October 2026	New York	EUR 6,500

COURSE OVERVIEW

AI for Business Leaders equips executives to understand where artificial intelligence can create strategic value and how to turn that potential into focused business action. The program connects AI capabilities with competitive strategy, use-case prioritization, operating models, investment choices, organizational readiness, and responsible adoption. Through executive cases and applied exercises, participants develop the judgment to evaluate AI opportunities, engage confidently with technical teams, and shape an AI agenda that delivers measurable business impact.

LEARNING OBJECTIVES

- Explain the business implications of predictive, generative, and emerging AI capabilities.
- Identify and prioritize AI opportunities based on strategic value, feasibility, and risk.
- Evaluate AI initiatives using business cases, measurable outcomes, and appropriate success metrics.
- Select operating-model, build-buy-partner, and governance approaches suited to organizational needs.
- Strengthen executive collaboration with data, technology, and AI teams.
- Develop a practical leadership agenda for responsible AI adoption and scale.

DETAILED COURSE OUTLINE

Day 1 — AI Fundamentals and Strategic Value

- Build a non-technical executive understanding of predictive, generative, and agentic AI.
- Separate realistic AI capabilities from hype and common misconceptions.
- Examine how AI changes value creation, competition, and industry economics.
- Map AI opportunities across customer, operational, product, and support functions.
- Identify strategic questions leaders should ask before committing to AI.

Day 2 — AI Use Cases, Value and Portfolio Prioritization

- Translate business problems into viable AI use cases.
- Assess value potential, data requirements, feasibility, and implementation risk.
- Compare efficiency, growth, customer-experience, and innovation opportunities.
- Build business cases and define measurable AI success metrics.
- Prioritize a balanced portfolio of pilots and strategic initiatives.

Day 3 — Building the AI-Ready Organization

- Examine centralized, federated, and embedded AI operating models.
- Clarify executive, business, technology, and data ownership responsibilities.
- Evaluate build, buy, and partner decisions for AI capabilities.
- Plan talent, data, infrastructure, and workflow requirements.

- Design effective human-AI collaboration and adoption practices.

Day 4 — Governance, Risk and Responsible Adoption

- Identify privacy, security, bias, reliability, legal, and reputational risks.
- Establish governance and decision gates appropriate to AI use cases.
- Define human oversight, accountability, and escalation mechanisms.
- Evaluate AI systems beyond accuracy using trust and business criteria.
- Integrate responsible-AI controls into implementation rather than adding them later.

Day 5 — From AI Strategy to Executive Action

- Sequence AI initiatives and define milestones, ownership, and dependencies.
- Plan stakeholder alignment and communication for AI transformation.
- Establish performance reviews and value-realization measures.
- Stress-test an AI roadmap against organizational constraints and risks.
- Produce an executive AI action agenda for implementation and scale.