

A black and white portrait of a woman with long, light-colored hair, wearing a white button-down shirt. She is looking directly at the camera with a slight smile. The image is partially obscured by a dark brown horizontal band containing the title text.

# Artificial Intelligence (AI) Strategy for Senior Managers

*Artificial Intelligence*

# Artificial Intelligence (AI) Strategy for Senior Managers

Develop and lead a successful AI strategy to avoid risks and create opportunities in your organization

## Highlights

- Recognize how AI differs from machine learning
- Generate a framework for your AI strategy to support better thinking and decision making.
- Explore strategic approaches to AI to help remain competitive

## Key Competences

- AI and Digital Transformation
- AI and your people
- AI and ROI
- AI and Decision Making
- Developing an AI strategy
- Ethical uses of AI

## The Right Programme for You

You're a senior Manager who needs develop and implement strategies that include AI. You want to focus on ROI but in an ethical way.

Senior Managers



## Learn, Practice and Use

- **Recognize** the power of generative AI and the changes it will bring to your organization
- **Encourage** your people to better use AI in their roles.
- **Understand** the essentials of AI and digital transformation
- **Create** new products and models that can transform your business and respond to industry needs.
- **Evaluate** your AI strategy through an innovative lens
- **Learn** the major cost drivers and ROI for integrating AI in your organization
- **Evaluate** whether your business is staying on course or is open to disruption
- **Discuss** the ethical considerations of using AI
- **Work** through disruptive AI case studies in different industries
- **Combine** the technical and social considerations in your overall AI strategy and plan

## Practical Information

### Face-to-Face



**2 days**  
**€2,995**

### Live Online



**4 x 3-hour sessions**  
**€2,995**

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

[mce.eu/ai](https://mce.eu/ai) for dates, locations and full programme outline

# Programme Modules

1

## **The Paradigm Shift: AI and Machine Learning**

- Define AI and Why It Matters: Recognize the Impact It Will Have on Your Organization
- Understand AI and the Generative Change It Will Cause in Your Organization and Industry
- Recognize the Opportunity This Technology Presents to Remaining Competitive in the Future
- Acknowledge the Challenges AI Poses to an Organization
- Prepare To Manage the Resistance and Anxiousness Your Employees May Have About Leveraging AI

2

## **Understand the Essence of AI and Digital Transformation**

- Learn How Businesses Are Applying AI to Existing and New Business Model
- Increase Your Knowledge of Ways They Continue to Build, Scale and Refine What They Do
- Explore Tools for Accelerating Ones Digital Strategy to Improve Business Outcomes
- Create New Products and Models That Can Transform Your Business and Industry Dynamic

3

## **Explore Your Approach to an AI strategy for Your Organization**

- Consider the Range of Options From Which You Can Choose and Select the Most Appropriate AI for Your Organization
- Weigh the Appropriate Strategies for Your Organization Given Potential Benefits and Constraints
- Evaluate Your AI Strategy Through an Innovative Lens
- AI in Decision Making: Digital Twins, Human-in-the-Loop, Data-Analysis

4

## **Understand the Major Cost Drivers, and ROI for integrating AI in an Organization**

- Recognize and Work Through Financing Models and Costs
- Consider How to Frame Financial and Value Management
- Prioritize and Optimize Investments That Deliver the Highest Business Value

5

## **Anticipate AI Risks and Threats and How to Plan for and Overcome Them**

- Understand the Challenges That Can Come With Rapid Change
- Evaluate Whether Your Business is Staying on Course or Open to Disruption
- Look More Closely at Cyber Security and Evaluate Your Vulnerability
- Discuss the Ethical Considerations in Using AI

6

## **Work Through Disruptive AI Case Studies**

- Assess the impact of AI in such areas as:
  - Financial Services
  - Health Care
  - Media & Arts
  - Tech / Engineering Organizations

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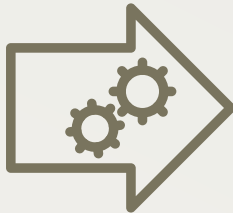
## **Create an Implementation Roadmap for AI Your Solution**

- Develop a Systematic Approach for the Responsible and Effective Implementation of AI Solutions in Your Organization
- Incorporate the Technical and Societal Considerations in Your Overall Strategy and Plan
- Apply Concrete Milestones to Your Plan and Hold Your Team Accountable for Executing on the Plan



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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