



NEW

Demystifying AI: Boosting Organisational Performance

Artificial intelligence training is no longer optional: it is now a necessity for every leader. Transform your leadership and productivity with our intensive 10-day artificial intelligence (AI) training. Designed specifically for executives, this course will immerse you in AI tools and applications, combining theory and practice for a dynamic and engaging learning experience.

You will learn the fundamentals of generative artificial intelligence (AI), including its evolution and how it differs from discriminative AI. You will also explore the key features of generative AI and gain hands-on experience using language models to generate content, action plans, and complex analyses, manage strategic initiatives, and refine your decisions.

Our approach focuses on hands-on workshops that will enable you to implement AI tools in real-world situations from day one. This will strengthen your managerial skills and your role as a digitally minded leader.

PRACTICAL OBJECTIVES

- ✓ **Dive** into the key concepts of AI, including its tools and practical applications in various industries, to develop a deep understanding of AI.
- ✓ **Learn** how to use AI tools to maximise your productivity and implement these skills immediately in real-life situations, to build essential skills in AI.
- ✓ **Use** AI to transform your data into actionable insights by analysing and interpreting information, to improve decision-making.
- ✓ **Integrate** AI into your managerial arsenal to strengthen your capacity, develop a strategic vision, and adopt a digital mindset, to become a visionary leader in a digital environment.

TARGET AUDIENCE:

- Executives and Senior Managers
- Process Optimisation Managers
- Human Resources Directors
- Project or Programme Managers
- Business Analysts

DURATION: 2 weeks

SEMINAR TOPICS

- **Fundamentals:** Introduction. Fundamentals of generative AI. Exploration of the relevance and transformative potential of AI.
- **Applications of Generative AI:** Exploration of generative AI applications in various sectors and industries. Hands-on experience with tools like ChatGPT, DeepSeek and Microsoft Copilot to solidify your understanding of these features.
- **Prompt Engineering:** The process by which you provide generic text input to an AI generator. The AI then uses it to generate a unique output (text, image, audio, video, or other media).
- **Strengthening Management Capabilities through AI:** Access AI solutions tailored to daily management needs. Strengthen managerial capabilities by using AI tools to optimise individual and organisational productivity through practical case analyses and simulations.
- **Mastering the Task Lifecycle for Better Productivity:** Improve efficiency in managing high-value tasks. Engage in an interactive simulation using AI tools for the creation of projects or programmes and their detailed planning. Define specifications. Generate a call for tenders.
- **SMART Goal Setting and Action Plans:** Generate SMART goals. Design detailed action plans with KPIs.
- **Text and Data Analysis:** Extract and synthesise relevant information from long documents or reports. Synthesise and analyse data to support decision-making.
- **Planning and Organising Management Meetings:** Define objectives. Plan effectively. Develop an agenda.
- **Preparing Impactful Presentations for Executives**