AI for Executives: Creating & Capturing Business Value

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Cairo (Egypt)

UK Traininig
PARTNER



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Why This Course

Artificial Intelligence is reshaping how organizations create value, compete, innovate, and operate. For executives, AI is no longer just a technology topic. It is a strategic business capability that can improve efficiency, enhance customer experience, unlock new revenue streams, strengthen decision-making, and transform business models.

However, successful AI adoption requires more than selecting tools or launching isolated projects. Leaders need to understand where AI can create measurable value, how to prioritize use cases, how to prepare data and talent, and how to manage the risks, ethics, governance, and cultural changes that come with AI transformation.

This intensive 1-week program equips executives with the knowledge, frameworks, and practical tools needed to harness AI for business value creation. Through strategic discussions, case studies, applied exercises, and action planning, participants will learn how to develop AI strategies, lead AI initiatives, and build responsible AI-driven innovation across their organizations.

What You'll Learn and Practice

By joining this program, you will:

- Understand AI's potential for business value creation and competitive advantage.
- Explore key AI technologies and their implications for industries and business models.
- Apply strategic frameworks for AI adoption and implementation.
- Assess organizational AI readiness and capability gaps.
- Identify and prioritize high-impact AI use cases.
- Use AI to improve operational efficiency, reduce costs, and enhance productivity.
- Explore AI-enabled product, service, and customer experience innovation.
- Develop an AI strategy aligned with business objectives.
- Build the required AI capabilities, talent, data infrastructure, and governance.
- Lead AI transformation and manage organizational change.
- Address AI ethics, risk management, and responsible use.
- Explore emerging AI trends and their future business impact.



The Program Flow

Day 1: AI Foundations for Business Leaders

- AI fundamentals and key technologies explained from a business perspective.
- Understanding machine learning, generative AI, automation, analytics, and intelligent decision support.
- AI's impact on business models, industries, and competitive advantage.
- Strategic frameworks for AI adoption.
- Identifying where AI can support growth, efficiency, innovation, and resilience.
- AI readiness assessment for organizations.
- Practical exercise: Evaluating your organization's AI maturity and readiness gaps.

Day 2: AI-Driven Value Creation

- Identifying high-impact AI use cases across business functions.
- Prioritizing AI opportunities based on business value, feasibility, risk, and readiness.
- AI for operational efficiency, automation, cost reduction, and productivity improvement.
- AI-enabled product and service innovation.
- Customer experience enhancement through personalization, prediction, and intelligent support.
- Linking AI initiatives to measurable business outcomes.
- Workshop: Creating a portfolio of high-potential AI use cases aligned with business objectives.

Day 3: AI Strategy and Implementation

- Developing an AI strategy aligned with business goals.
- Defining strategic priorities, investment areas, and implementation pathways.
- Building AI capabilities and talent.
- Data strategy, infrastructure, quality, and governance for AI success.
- AI project management, experimentation, and scaling.
- Buy, build, partner, or outsource decisions.
- Practical exercise: Designing a strategic AI adoption roadmap.

Day 4: Leading AI Transformation

- Change management for AI adoption.
- Fostering an AI-driven culture of innovation, learning, and experimentation.
- Managing workforce impact, adoption challenges, and stakeholder concerns.
- Ethical considerations and responsible AI principles.
- AI governance, accountability, risk management, and oversight.
- Building trust in AI-enabled decisions and processes.
- Workshop: Designing an AI governance framework for responsible and ethical AI use.



Day 5: Future of AI and Business Innovation

- Emerging AI trends and technologies.
- AI-driven business model innovation.
- Ecosystem strategies, partnerships, and external collaboration.
- Future opportunities and risks for AI-enabled organizations.
- Measuring AI value, performance, and transformation impact.
- Action planning for AI implementation.
- Final activity: Presenting an AI transformation action plan for your organization.

Individual Impact

- Strengthen your understanding of AI from an executive and strategic perspective.
- Improve your ability to identify where AI can create real business value.
- Build confidence in leading AI conversations, decisions, and initiatives.
- Gain practical tools for use case prioritization, strategy development, and governance.
- Enhance your ability to lead AI-related change and innovation.
- Develop a responsible leadership approach to AI adoption.

Work Impact

- Improve organizational readiness for AI adoption and transformation.
- Identify high-value AI opportunities aligned with business objectives.
- Strengthen innovation, efficiency, productivity, and customer experience.
- Reduce AI implementation risks through clearer strategy and governance.
- Build stronger alignment between technology, data, people, and business goals.
- Create a more responsible, future-ready, and AI-enabled organization.

Training Methodology

This program is designed for executive-level learning, combining strategic insight with practical application. Participants will explore real business scenarios and develop tools that can be used directly in their organizations. Learning methods include:

- Executive discussions and facilitated strategic conversations.
- AI business case studies from different industries.
- AI readiness and maturity assessment exercises.
- Use case identification and prioritization workshops.
- AI strategy and roadmap development activities.
- Governance, ethics, and risk management simulations.
- Group projects, peer exchange, and facilitator feedback.
- Practical templates, frameworks, and action planning tools.



Beyond the Course

Upon completion, participants will be ready to lead AI-driven transformation with greater clarity, confidence, and responsibility. They will return prepared to:

- Develop a strategic roadmap for AI adoption.
- Create a portfolio of high-potential AI use cases aligned with business objectives.
- Design an AI governance framework for responsible and ethical AI use.
- Lead AI initiatives and manage organizational change.
- Build partnerships, capabilities, and data foundations for AI success.
- Drive business value creation through practical, responsible, and scalable AI innovation.

