MCE

Taking the Lead with Artificial Intelligence (AI)

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Understand how you can influence AI strategy in your organization, seize opportunities and avoid risks that can come with AI adoption.

Highlights

- Understand AI Terminology and Concepts
- Explore How Other Companies are Using AI in Their Operations
- Discuss AI Adoption Strategies That Support Competitive Advantage in Your Business

Key Competences

- AI adoption strategies
- AI risks and opportunities
- Getting ready for change
- AI cost and ROI
- Ethical uses of AI
- Competitive risk

The Right Programme for You

You are a manager or leader who is passionate about leveraging AI and need to understand the specific strategies and tools available to help them avoid risks and maximize benefits in their organizations.

Senior Managers

Managers

Learn, Practice and Use

- **Recognize** the power of generative AI and the benefits it can bring to your organization
- **Understand** the elements that go into creating an AI framework and implementation road map
- **Envision** how AI can help create new products and services
- **Learn** the major cost drivers and ROI for integrating AI in an organization
- **Evaluate** your current business position and if it's open to disruption due to AI
- **Recognize** the nature of change: employee resistance and how to de-escalate it
- **Discuss** the ethical considerations of using AI
- **Combine** the technical and social considerations into an 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**

Programme Modules

1 **Artificial Intelligence Today**
- Review and Clarify AI Terms and Definitions
- Recognize Some of the Ways That Artificial Intelligence is Leading to Exponential Change
- Identify Ways That Technology and Data Access Are Driving Business Strategies

2 **AI and The Strategic Landscape**
- Identify Ways That Technology and Data Access Are Driving Business Strategy and Competitive Risk
- Identify Opportunities
- Understanding Impacts on Competitive Strategy

3 **Understanding Cost Drivers and ROI of Adopting AI Solutions**
- Identify Typical Costs for AI Implementation Projects
- Understand Factors That Could Drive Costs/Reduce ROI

4 **Organizational Readiness and AI-Driven Change**
- Understand the Challenges That Can Come with AI Adoption
- Evaluate Readiness for Change
- Recognize the Response to Change and How to Manage It

5 **AI Risks and Opportunities**
- Understand Some of the Risks Associated with AI Solutions
- Assess Possible Vulnerabilities for Your Implementation and General Risks
- Identify Corrective Steps

6 **AI Ethics and Governance**
- Understand Potential Issues Related to Ethics, Transparency, and Bias
- Establish AI Governance Early to Ensure Guardrails and Safety
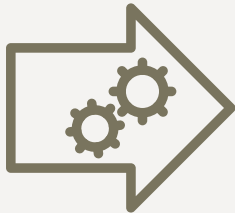- Develop Awareness of Legal and Government AI Policies

7 **Building Your AI Business Strategy and Plan**
- Identify the Key Components of Your AIU Adoption Strategy
- Decide How You Will Measure "Success"
- Create an AI Implementation Roadmap for Your Organization
- Communicate the Strategic Value of Your Proposed AI Implementation Approach

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