Winning with Artificial Intelligence (AI):
An Immersive Experience

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Build confidence in AI decision-making through an immersive simulation and learn how to evaluate risks, rewards and ethical implications of AI adoption.

Highlights

- Get hands-on experience using popular AI tools such as generative prompts and bots
- Explore cross-functional stakeholders' needs and demands as a result of AI's dynamic technology shift

Key Competences

- AI Business Acumen
- Strategic Decision Making
- AI Adoption Readiness
- Stakeholder Alignment
- Data-Informed Judgment
- Ethical AI Awareness

The Right Programme for You

You are a business professional who wants to explore and practice putting AI into action in a supportive, risk-free simulation. You have a basic understanding of AI concepts and technology and want to strengthen your ability to apply them in real business situations.

Senior Managers

Managers

Business Professionals

Learn, Practice and Use

- **Define** key AI concepts and terms
- **Understand** the business imperative and impact of AI
- **Reflect** on their organization's readiness to adopt AI
- **Build** skill through a simulated challenge faced by a CEO and their company
- **Conduct** research to evaluate AI as a solution to the company's challenges
- **Consider** stakeholder reactions that can impact AI adoption
- **Evaluate** and present key findings to determine the viability of integrating of AI
- **Drive** recognition of pros and cons to influence their organizations' AI plans

Practical Information

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 **Overview of AI**
- Understand AI terms and definitions
- Identify familiar AI solutions all around us
- Gain an overview of the current AI landscape
- Learn about the key features of algorithms

2 **Connect Business Needs with AI Techniques and Social Realities**
- Recognize business situations where one should look to AI for assistance
- Determine the AI capabilities of an organization to advocate for or against AI solutions to business Iissues
- Identify assets you need to include in an AI solution in order to actually solve your problem
- Learn the typical AI adoption paths for individual contributors, leaders, teams, and organizations
- Understand the common risks and rewards along each path

3 **Understand a CEO's Challenge and Mandate**
- Evaluate a scenario for potential AI implementation
- Consider the CEO's mandate and pros and cons of implementing an AI solution
- Discuss key organizational components needed to make a decision including stakeholders, budget and operations

4 **Access and Analyze Data to Understand Current Processes that Affect Costs and Efficiencies**
- Identify key factors in determining AI viability
- Utilize data sets, personas, and AI tools to clarify challenges and brainstorm solutions
- Debrief the uses and considerations of AI tools within research and analysis functions

5 **Ethics of AI Implementation**
- Discuss the ethics of AI implementation, with specific focus on bias, limitations, suppression, and downstream effects

6 **Identify Stakeholders' Mindsets and Working Realities About Using AI**
- Consider various use cases for AI solutions within different job functions and departments, and for various tasks and needs
- Discuss variance between global messaging and stakeholder-specific messaging
- Assess how stakeholder mindsets and resistance can impact successful AI implementation

7 **Construct a Business Case for or Against AI Adoption**
- Construct a presentation using the simulation materials, arguing for or against AI adoption
- Leverage AI tools to ensure data, research, and prompts are sufficiently organized for effective presentation
- Identify key takeaways and practice presenting on AI solutions

8 **Present Your Business Case to the CEO: Make a Compelling Argument**
- Deliver presentations, provide feedback, and debrief the simulation experience

9 **AI in the Workplace: Considerations for Implementation**
- Debrief presentation results and capture your most important takeaways
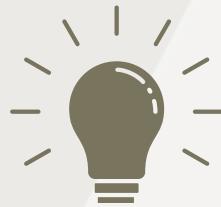
Learn

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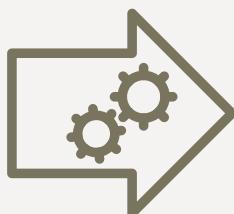
Practice

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