MERCURY

Leading the AI-Driven Organization

8 – 12 August 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Leading the AI-Driven Organization

Ref: 16320_1070319 **Date:** 8 – 12 August 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

In today's rapidly evolving business landscape, organizations are increasingly turning to artificial intelligence AI to drive innovation, enhance decision-making, and maintain competitive advantage. The Leading the AI-Driven Organization course equips leaders with the knowledge and skills necessary to navigate this transformative era.

Participants will delve into the strategic integration of AI, understanding its implications on organizational structures, culture, and operations. The Leading the AI-Driven Organization curriculum emphasizes the development of a comprehensive AI strategy, fostering a mindset that embraces technological advancements while addressing ethical considerations.

Through case studies and real-world scenarios, learners will explore the practical applications of AI across various industries. The Leading the AI-Driven Organization program emphasizes the importance of cultivating a culture that promotes continuous learning and adaptability in response to technological advancements. Participants will lead their organizations into an AI-enhanced future.

Targeted Groups:

The Leading the AI-Driven Organization training targets professionals seeking specialized knowledge and skills:

- Senior executives are aiming to integrate AI into strategic planning.
- Managers are responsible for overseeing the implementation of AI projects.
- IT leaders aligning AI technologies with business objectives.
- HR professionals are interested in understanding the impact of AI on workforce dynamics.
- Entrepreneurs looking to leverage AI for business innovation.
- Consultants advising clients on AI adoption strategies.
- Policy makers are involved in regulating AI technologies.
- Educators and trainers are developing curricula related to AI.

Course Objectives:

Participants will achieve the following objectives by completing the Leading the AI-Driven Organization course:

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

- Understand the foundational concepts and evolution of AI technologies.
- Analyze the strategic implications of AI on business models and operations.
- Develop frameworks for integrating AI into organizational strategies and operations to enhance efficiency and effectiveness.
- Assess the ethical considerations and governance structures related to AI.
- Cultivate leadership skills to manage AI-driven transformations effectively.
- Foster a culture of innovation and continuous learning within the organization.
- Evaluate the impact of AI on organizational performance and competitiveness.
- Communicate AI strategies and outcomes effectively to stakeholders.

Targeted Competencies:

Participants will gain the following competencies during the Leading the AI-Driven Organization program:

- Strategic thinking in the context of AI integration.
- Ability to assess and mitigate ethical risks associated with AI.
- Leadership skills to drive AI initiatives and manage change.
- Knowledge of AI governance and regulatory frameworks.
- Skills to foster a culture that embraces AI and innovation.
- Competence in evaluating AI's impact on business performance.
- Communication skills to articulate AI strategies and outcomes.
- Ability to collaborate across departments to implement AI solutions.

Studying Scenarios:

In this Leading the AI-Driven Organization training, participants will develop their skills through the analysis of the following scenarios:

- Implementing AI in customer service to enhance user experience.
- Integrating AI into supply chain management for efficiency gains.
- Developing AI-driven marketing strategies to personalize customer engagement.
- Addressing ethical dilemmas arising from AI decision-making processes.
- Leading organizational change initiatives to support AI adoption.
- Navigating regulatory challenges related to AI technologies.
- Building cross-functional teams to manage AI projects effectively.
- Evaluating the ROI of AI investments in various business functions.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Course Content:

Unit 1: Introduction to AI and Its Business Implications:

- Defining artificial intelligence and its core components.
- Tracing the evolution of AI technologies and their impact on industries.
- Understanding the AI continuum from machine learning to artificial general intelligence.
- Exploring the role of AI in enhancing decision-making processes.
- Identifying the strategic advantages of AI adoption in business.
- Assessing the risks and challenges associated with AI implementation.
- Discussing the ethical considerations in AI development and usage.
- Examining case studies of successful AI integration in organizations.
- Understanding the future trends in AI and their potential impact on business.

Unit 2: Developing an AI Strategy for Your Organization:

- Aligning AI initiatives with organizational goals and objectives.
- Conducting a readiness assessment for AI adoption.
- Identifying key areas within the organization for AI implementation.
- Developing a roadmap for AI integration across business functions.
- Establishing governance structures to oversee AI projects.
- Allocating resources and budgeting for AI initiatives.
- Engaging stakeholders and fostering support for AI strategies.
- Managing risks and ensuring compliance with AI regulations.
- Evaluating the effectiveness of AI strategies and making necessary adjustments.

Unit 3: Leading AI-Driven Organizational Change:

- Understanding the human aspects of AI adoption.
- Leading cultural transformation to embrace AI technologies.
- Building and leading cross-functional teams for AI projects.
- Communicating the vision and benefits of AI to employees.
- Addressing resistance to change and fostering a growth mindset.
- Providing staff with training and development opportunities.
- Ensuring transparency and accountability in AI decision-making.
- Monitoring and evaluating the impact of AI on organizational culture.
- Celebrating successes and learning from challenges in AI initiatives.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Unit 4: Ethical and Governance Considerations in AI:

- Defining ethical principles in the context of AI.
- Identifying potential biases and ensuring fairness in AI systems.
- Implementing transparency and explainability in AI algorithms.
- Establishing accountability structures for AI decisions.
- Navigating legal and regulatory frameworks related to AI.
- Promoting inclusivity and diversity in AI development teams.
- Addressing societal implications and the broader impact of AI.
- Engaging with external stakeholders to ensure the implementation of ethical AI practices.
- Continuously reviewing and updating ethical guidelines for AI usage.

Unit 5: Evaluating and Sustaining AI Initiatives:

- Measuring the success and impact of AI projects.
- Analyzing return on investment ROI for AI investments.
- Identifying key performance indicators KPIs for AI initiatives.
- Conducting post-implementation reviews and assessments.
- Scaling successful AI solutions across the organization.
- Ensuring continuous improvement and innovation in AI applications.
- Building partnerships and collaborations to enhance AI capabilities.
- Staying informed about emerging AI technologies and trends.
- Preparing the organization for future advancements in AI.

Final Insights & Key Takeaways:

The course "Leading the AI-Driven Organization" equips leaders with the strategic insights and practical tools to navigate the complexities of AI integration. Participants will develop an understanding of AI technologies and their implications for business. It emphasizes ethical considerations, governance, and fostering a culture that supports innovation. Leaders will drive AI initiatives that align with organizational goals and deliver sustainable value.