Training Course on Generative AI for Business Leaders

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The advent of Generative AI (GenAI) marks a pivotal moment for global business. This disruptive technology, capable of creating novel content across text, image, audio, and code, is rapidly reshaping industries and demanding a strategic response from leadership. Understanding its immense potential for **innovation**, **efficiency**, and **competitive advantage**, alongside the critical imperative for robust **governance**, **ethics**, and **risk management**, is no longer optional but a strategic imperative for every forward-thinking organization.

Training Course on Generative AI for Business Leaders empowers business leaders to navigate the complexities of the GenAI landscape. It provides practical insights into leveraging GenAI for tangible business outcomes, from **optimizing operations** and **enhancing customer experiences** to fostering **product innovation** and **strategic decision-making**. Simultaneously, the course instills the necessary frameworks for implementing **responsible AI practices**, ensuring **data privacy**, mitigating **bias**, and establishing a robust **AI governance framework** that aligns with organizational values and regulatory expectations.

Programme Curriculum

Training Course on Generative AI for Business Leaders

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Course Objectives

Upon completion of this course, participants will be able to:

1. Develop a comprehensive organizational strategy for integrating Generative AI across key business functions.
2. Pinpoint specific, impactful GenAI applications that drive ROI and address critical business challenges.
3. Understand and apply advanced prompt engineering techniques to maximize the utility and accuracy of large language models (LLMs) and other GenAI tools.
4. Leverage AI-powered automation and intelligent workflows to accelerate digital transformation initiatives.
5. Implement GenAI solutions for personalized customer interactions, conversational AI, and superior customer service.
6. Utilize GenAI to accelerate product development, content creation, and unlock new avenues for innovation.
7. Employ AI-driven insights and predictive analytics for more informed and agile strategic decision-making.
8. Design and implement robust AI governance policies, ensuring ethical AI use and regulatory compliance.
9. Identify, assess, and mitigate key risks associated with GenAI deployment, including data privacy, security, and bias detection.
10. Cultivate an organizational culture that embraces AI literacy, continuous learning, and human-AI collaboration.
11. Develop metrics and frameworks to effectively measure the business impact and return on investment (ROI) of GenAI initiatives.
12. Understand the evolving AI talent gap and strategies for upskilling and reskilling the workforce.
13. Champion principles of transparency, accountability, and fairness in the development and deployment of GenAI solutions.

Organizational Benefits

- Foster a culture of continuous innovation and accelerate the development of new products, services, and business models.
- Streamline workflows, automate repetitive tasks, and significantly improve productivity across departments.
- Deliver highly personalized and efficient customer experiences, leading to increased satisfaction and loyalty.
- Leverage advanced analytics and AI-powered insights for more accurate forecasting, risk management, and competitive decision-making.

- Proactively address ethical, legal, and security concerns related to AI, ensuring responsible and compliant operations.
- Reduce operational costs through intelligent automation and optimized resource allocation.
- Equip your workforce with future-proof skills, enhancing employee productivity and attracting top-tier talent.
- Develop the organizational capacity to quickly adapt to technological shifts and market dynamics.
- Identify and capitalize on emerging opportunities through AI-driven product and service innovation.

Target Audience

1. C-Suite Executives.
2. Senior Managers.
3. Innovation Leads.
4. Business Unit Heads.
5. Strategy & Consulting Professionals
6. Product Managers.
7. Legal & Compliance Officers.
8. Aspiring Leaders.

Course Outline

Module 1: Foundations of Generative AI for Business

- Understanding Generative AI: Beyond the Hype – Core concepts, types of GenAI models (LLMs, GANs, etc.), and their unique capabilities.
- The Business Imperative: Why GenAI is a Game-Changer for Modern Enterprises.
- Key Generative AI Technologies and their Evolution: From foundational models to specialized applications.
- Navigating the AI Landscape: Identifying key players, platforms, and emerging trends in the GenAI ecosystem.
- **Case Study:** How **Coca-Cola** used GenAI for innovative marketing campaigns, fostering global artist engagement and brand storytelling at scale.

Module 2: Strategic AI Adoption & Vision Setting

- Aligning GenAI Strategy with Core Business Objectives: From vision to actionable roadmap.
- Identifying High-Impact Use Cases for GenAI Across the Value Chain.
- Developing an AI-First Mindset: Shifting organizational paradigms for innovation.
- Building a Business Case for GenAI Investments: Quantifying potential ROI and benefits.
- **Case Study:** Examining **L'Oréal's** strategic adoption of GenAI to accelerate product development, personalize marketing, and scale content creation globally.

Module 3: Prompt Engineering for Business Leaders

- Principles of Effective Prompt Engineering: Crafting clear, concise, and contextual prompts.
- Advanced Prompting Techniques: Few-shot learning, chain-of-thought, and role-playing.
- Optimizing Prompts for Specific Business Outcomes: Marketing copy, strategic summaries, code generation.
- Tools and Platforms for Prompt Management and Experimentation.
- **Case Study:** Analyzing how **Canva's Magic Studio** leverages prompt-based AI for democratized design, allowing non-designers to create professional visuals.

Module 4: Generative AI for Enhanced Customer Experience

- Transforming Customer Service with Conversational AI and Intelligent Chatbots.
- Personalizing Customer Journeys with AI-Generated Content and Recommendations.
- Sentiment Analysis and Customer Insights powered by LLMs.
- AI-Driven Content Creation for Marketing and Sales Personalization.
- **Case Study:** How **Stitch Fix** utilizes Generative AI (NLG) to create personalized style recommendation notes, enhancing customer engagement and satisfaction.

Module 5: Generative AI for Operational Efficiency & Automation

- Automating Repetitive Tasks and Workflows with GenAI.
- AI in Supply Chain Optimization: Demand forecasting, inventory management, logistics.
- Streamlining Internal Communications and Knowledge Management.
- Leveraging GenAI for Data Analysis and Report Generation.
- **Case Study:** Exploring how a major **e-commerce retailer** used GenAI for predictive inventory optimization, significantly reducing waste and improving fulfillment.

Module 6: Fostering Innovation & Product Development with GenAI

- Accelerating Ideation and Brainstorming with AI Co-pilots.
- Generative Design: AI-powered product concept generation and optimization.
- Rapid Prototyping and Simulation with AI.
- AI-Driven Research and Development for new materials and solutions.
- **Case Study:** How a **leading automotive manufacturer** is using GenAI for designing lighter, stronger vehicle components, reducing development cycles.

Module 7: Data Strategy and AI-Powered Decision Making

- The Role of Data Quality and Governance in Successful GenAI Implementation.
- Leveraging GenAI for Advanced Analytics and Business Intelligence.
- Predictive and Prescriptive Analytics: Moving beyond historical data.
- Data Synthesis and Augmentation with Generative Models.
- **Case Study:** A **financial services firm** employing GenAI for fraud detection and risk assessment by rapidly analyzing vast transaction data.

Module 8: Introduction to AI Governance: Principles and Frameworks

- Defining AI Governance: Why it's crucial for sustainable AI adoption.
- Key Principles of Responsible AI: Fairness, accountability, transparency, and human oversight.
- Developing an Organizational AI Governance Framework: Policies, roles, and responsibilities.
- The Importance of Cross-Functional Collaboration in AI Governance (Legal, IT, Business).
- **Case Study:** Examining **Google's Responsible AI principles** and how they guide product development and deployment.

Module 9: Ethical AI and Bias Mitigation

- Understanding AI Bias: Sources, types, and real-world implications.
- Strategies for Bias Detection and Mitigation in GenAI Models.
- Fairness in AI: Ensuring equitable outcomes and avoiding discrimination.
- Ethical Considerations in Content Generation and Decision-Making.
- **Case Study:** Discussing the challenges and efforts in mitigating bias in **facial recognition AI** systems and lessons learned for GenAI.

Module 10: Data Privacy, Security, and Compliance in GenAI

- Data Privacy Concerns in Generative AI: Training data, output sensitivity.
- Ensuring Data Security and Confidentiality with GenAI Solutions.
- Navigating Regulatory Landscapes: GDPR, CCPA, AI Act, and their impact on GenAI.
- Intellectual Property (IP) and Copyright Considerations in GenAI.
- **Case Study:** Analyzing a **healthcare provider's** approach to securing patient data while leveraging GenAI for medical documentation and diagnostics.

Module 11: Measuring Generative AI Impact and ROI

- Defining Key Performance Indicators (KPIs) for GenAI Initiatives.
- Developing Frameworks for Measuring Business Value and Return on Investment.
- Attributing ROI in Complex AI Implementations.
- Continuous Monitoring and Iteration of GenAI Solutions.
- **Case Study:** A **manufacturing company** demonstrating measurable cost savings and efficiency gains after implementing GenAI for process automation.

Module 12: Building an AI-Ready Organizational Culture

- Fostering AI Literacy and Upskilling Across the Enterprise.
- Managing Change and Overcoming Resistance to AI Adoption.
- Promoting a Culture of Experimentation and Continuous Learning.
- The Role of Leadership in Championing AI Transformation.
- **Case Study:** How a **global consulting firm** successfully implemented an organization-wide AI upskilling program, driving internal adoption and innovation.

Module 13: The Future of Generative AI & Emerging Trends

- Beyond LLMs: Exploring Multimodal AI, Quantum AI, and other cutting-edge developments.
- The Evolving Landscape of AI Regulation and its Implications for Business.
- AI for Sustainability: Leveraging GenAI for environmental impact and resource optimization.
- The Future of Work: Human-AI Collaboration and the Augmentation of Human Capabilities.
- **Case Study:** Discussions on how **AI in scientific research** is accelerating drug discovery and materials science, paving the way for future innovations.

Module 14: Practical Implementation and Pilot Projects

- Developing a GenAI Pilot Project Plan: Scope, resources, and success metrics.
- Vendor Selection and Partnership Strategies for GenAI Solutions.
- Small-Scale Experimentation and Iterative Deployment.
- Building Internal Capabilities and AI Teams.
- **Case Study:** A **retail chain's** successful pilot of an AI-powered content generation system for product descriptions, demonstrating quick wins and scalability.

Module 15: Leadership in the Age of AI: Strategic Foresight

- The Evolving Role of Business Leaders in an AI-Driven World.
- Developing Strategic Foresight for Long-Term AI Planning.
- Ethical Leadership and Navigating the Societal Impact of AI.
- Building Resilient Organizations for the AI Era.
- **Case Study:** Analyzing how a **disruptive tech startup** leveraged strategic AI integration from inception to gain a significant competitive advantage.

Training Methodology

This training will employ a blended learning approach, combining:

- **Interactive Lectures and Presentations:** Engaging content delivery with real-world examples.
- **Hands-on Workshops and Demos:** Practical application of GenAI tools and techniques (e.g., prompt engineering exercises).
- **Case Study Analysis:** In-depth examination of successful GenAI implementations and governance challenges across various industries.
- **Group Discussions and Collaborative Exercises:** Fostering peer-to-peer learning and problem-solving.
- **Q&A Sessions with Experts:** Opportunities to directly engage with leading AI practitioners.
- **Scenario-Based Simulations:** Applying learned concepts to realistic business challenges.
- **Action Planning Sessions:** Guiding participants to develop concrete GenAI strategies for their organizations.

Register as a group from 3 participants for a Discount

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Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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