

Course : Managing AI at the Executive Committee Level

Understand, evaluate, and manage AI initiatives to guide the company's strategic decisions.

Practical course - 2d - 14h00 - Ref. DDG

Price : 1720 CHF E.T.

NEW

Artificial intelligence is now a matter of governance and competitiveness that directly concerns senior leadership. Amid promises of value creation, regulatory risks, sovereignty issues, business transformation, and accelerated innovation, leaders must be able to make informed decisions without necessarily becoming technical experts. This training program enables executive committee members and decision-makers to acquire the essential insights needed to understand the realities of AI, evaluate investment opportunities, establish appropriate governance frameworks, and develop a roadmap for creating value.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Analyze the opportunities, limitations, and strategic impacts of various forms of artificial intelligence for your organization
- ✓ Assess the trade-offs between value creation, risk management, regulatory compliance, sovereignty, and AI-related investments
- ✓ Prioritize a portfolio of AI initiatives based on criteria such as value, feasibility, organizational maturity, and risk level
- ✓ Develop an AI roadmap aligned with the company's strategy and transformation goals
- ✓ Establish an AI governance framework to manage, oversee, and secure the use of artificial intelligence

Intended audience

Members of COMEX, CODIR, senior management, board members, chief strategy officers, chief transformation officers, business unit heads, chief innovation officers, and heads of governance, risk, and compliance.

Prerequisites

None

PARTICIPANTS

Members of COMEX, CODIR, senior management, board members, chief strategy officers, chief transformation officers, business unit heads, chief innovation officers, and heads of governance, risk, and compliance.

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

Interactive presentations illustrated with real-world examples of generative AI, agent-based AI, and AI-driven transformation. Industry-specific case studies tailored to the challenges faced by executives. Collaborative workshops, executive committee simulations, role-playing exercises, and small-group activities. AI maturity assessment tools, strategic decision-making matrices, and governance models.

Course schedule

1 Understanding AI to Make Better Decisions: Realities, Potential, and

Limitations

- Identify the main categories of artificial intelligence: predictive AI, generative AI, agent-based AI, and hybrid systems
- Understanding how AI agents work, their level of autonomy, their uses, and their limitations
- Identify the actual capabilities of AI and the use cases that create value for businesses
- Analyze the current limitations of AI: hallucinations, bias, lack of traceability, dependence on data, over-automation, and limitations in reasoning
- Assessing the Impacts of AI on Business Models, Competitiveness, and Decision-Making

Hands-on work

Conducting an AI maturity assessment of the organization. An acculturation quiz to identify participants' initial perceptions. Group analysis of several real-world use cases involving generative AI and agent-based AI. Small-group workshop aimed at distinguishing between genuine opportunities, risks, and passing trends. Development of a shared strategic analysis framework to serve as a guiding thread throughout the training program.

2 Identify opportunities for value creation and strategic risks

- Mapping the opportunities offered by AI across various business functions
- Identify performance drivers related to automation, decision support, innovation, and customer experience
- Analyze the risks associated with Shadow AI, data breaches, privacy, and intellectual property
- Assess strategic dependencies related to models, cloud providers, software vendors, integrators, data, and infrastructure
- Measuring the Impacts of AI on Resilience, Digital Sovereignty, and Control Over Strategic Assets

Hands-on work

Workshop on mapping opportunities and risks as they apply to the participants' context. Group work on an opportunities/risks matrix. Analysis of real-world scenarios involving Shadow AI, loss of sensitive data, or excessive reliance on a single vendor. Development of an initial strategic map to serve as the foundation for the AI roadmap.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

3 Prioritize AI investments and develop a value-creating roadmap

- Define the criteria for evaluating a portfolio of AI initiatives at the Executive Committee level
- Assess the potential value of a use case based on economic, operational, and strategic factors
- Measuring Return on Investment (ROI) and Return on Value (ROV) for AI Initiatives
- Prioritize projects based on four criteria: value, feasibility, risk level, and organizational maturity
- Develop a phased roadmap for AI integration aligned with the company's strategic priorities

Hands-on work

Case study of an AI initiative portfolio. Team-based development of a value/feasibility/risk/maturity matrix. Assessment of the ROI and return on value for various projects: improved decision-making, risk reduction, innovation, customer experience, talent attraction, and operational autonomy. Development of a prioritized AI roadmap covering three time horizons: short, medium, and long term.

4 Governing AI: Compliance, Accountability, and Strategic Management

- Understanding the Requirements of the AI Act and Their Implications for Executives
- Identify the responsibilities of the various stakeholders in AI governance
- Define the roles of sponsor, arbitrator, validator, auditor, and ultimate decision-maker
- Establish mechanisms for human oversight, traceability, and auditability
- Developing a governance framework that balances innovation, compliance, risk management, and trust

Hands-on work

Case study on various governance scenarios involving compliance, ethics, and executive accountability. Collaborative work to design an AI governance model tailored to the participants' organization. Definition of governing bodies, arbitration processes, and oversight mechanisms. Development of an AI governance charter that incorporates the requirements of the AI Act.

5 Exercising Thoughtful Leadership in the Face of AI-Driven

Transformations

- Anticipating the Impact of AI on Jobs, Skills, and Work Styles
- Identify the factors contributing to resistance, fear of replacement, and cognitive fatigue associated with the adoption of AI
- Defining the Role of Middle Managers in Acculturation and Change Management
- Develop a strategic narrative that enables clear and credible communication about AI
- Presenting an AI strategy to a board of directors or a governing body

Hands-on work

Individual development of an AI strategic recommendation based on the work completed over the two days. Simulation of a mock executive committee or board of directors meeting. Oral presentation of an AI strategy incorporating opportunities, risks, governance, investments, and a roadmap. Q&A session, decision-making scenario, and group feedback based on a structured evaluation grid.

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Dates and locations

REMOTE CLASS

2027 : 18 Mar., 1 July, 7 Oct., 16 Dec.