

# Artificial Intelligence Strategy Masterclass



**MBS**<sup>TM</sup>  
Academy

## Overview

In the last 2 years Artificial Intelligence (AI) has made significant inroads into our lives and organisations. Consequently, the importance of Artificial Intelligence for organisations cannot be understated. According to IDG, a global market intelligence leader, *“By 2019, 40% of digital transformation initiatives will be supported by Cognitive/AI capabilities, providing critical on-time insights for new operating and monetization models.”*

This masterclass is designed to allow senior leaders and Board Directors get an understanding of the benefits and opportunities of AI and the steps required for its successful introduction. Participants in the Masterclass will learn what are the key components of an Artificial Intelligence Strategy and the required resources. The Masterclass will also cover the success factors and potential issues an organisation will face when starting with Artificial Intelligence. At the end of the Masterclass, delegates will prepare a roadmap for AI introduction into their organisations and plan for an AI “proof-of-concept” project.

## Major Benefits of Attending

After completing this Masterclass, you will:

- Understand what is Artificial Intelligence (AI) and the business value it can bring to an organisation;
- Understand how Artificial Intelligence, Big Data and Internet of Things (IoT) fit together in business context;
- Understand the steps involved in making AI an essential component of key business processes;
- Identify the essential resources required for successful introduction of AI in an organisation;
- Develop a plan for a specific AI pilot in your organization and a roadmap for organization-wide use of Artificial Intelligence.

## Intended Audience

This Masterclass is suitable for the following professionals:

- Board Director
- Chief Executive Officer
- Chief Financial Officer
- Chief Marketing Officer
- Chief Operating Officer
- Chief Digital Officer
- Chief Innovation Officer
- Chief HR Officer
- Chief Customer Officer
- Chief Innovation Officer
- Chief Technology Officer
- Chief Data Officer
- Managers and Executives
- Strategy and Innovation Professionals

**Duration: 4 hours**

## What You Will Learn

- The Business Rationale for Artificial Intelligence, including analysis of 3 real-life case studies
- Participant round-table discussion: State of Artificial Intelligence in Your Industry/Organisation
- Key Components of Artificial Intelligence Strategy
- Legal and Ethical Considerations for introduction and use of Artificial Intelligence
- Critical resources and success factors in planning for Artificial Intelligence
- Practical Work: Preparing an organisation-wide roadmap for Artificial Intelligence and a plan for an AI pilot