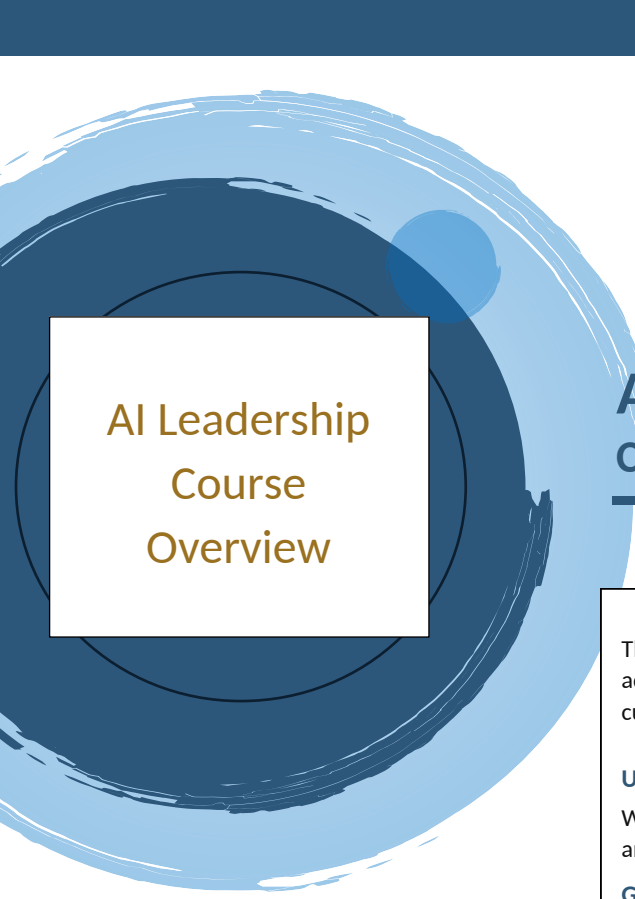




AI Leadership Course Overview

Who should attend?

This course is available as an open or private course.

Owners, directors and senior managers responsible for AI adoption and business performance.

Suitable for casual AI users and those starting to explore it. No technical background is needed.

Learning approach

Visual explanations, worked business cases, demonstrations and leadership discussions.

Duration: one day.

09:00 to 16:30, including breaks.

No laptop or AI account is required.

Private delivery can focus on your own business priorities.

AI for Senior Leaders Course Content

This one-day course gives leaders the understanding to turn AI into business advantage, with clear ownership and control. The focus is better decisions, stronger customer relationships and profitable growth.

Understanding AI

What AI is, how language models work and where they fail. Assistants, workflows and agents in plain English.

Governance, risk and data

Ownership, company policy, access and data protection. Human oversight, supplier checks and limits on AI authority.

What becomes possible

Worked cases in quotations, customer retention and margin analysis. How AI, Make and Power BI can work together.

Commissioning useful projects

Define outcomes, data, instructions and acceptance tests. Build a business case that includes review and operating costs.

People, performance and control

Design teams of people and AI. Agree hand-offs, exception handling and the reports leadership should demand.

Adoption and the future

A 90-day adoption plan, investment decisions and future scenarios. Identify your next leadership actions.

At the end of the course delegates will be able to:

- Explain AI confidently in a management or board discussion.
- Challenge proposals and choose a suitable first project.
- Set boundaries, ownership and tests for responsible use.
- Judge business value and agree an action plan.

Open courses and private in-company delivery

For course dates, fees and bookings, contact Philip Webb

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For Philip's business profile and other courses: www.webb.co.uk

