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COURSE BROCHURE

Advanced AI Strategy and Leadership Training Course

25 October – 5 November 2027
Casablanca

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Advanced AI Strategy and Leadership Training Course

Ref: 26_657 **Date:** 25 October – 5 November 2027 **Location:** Casablanca **Fees:** 8500 GBP

AI Strategy and Leadership is a 2-week advanced training course for senior executives, transformation directors and heads of business units who will shape an enterprise AI leadership roadmap with board-level decision points. Boards now ask where AI changes the economics of the enterprise, and executive teams must answer with a funded portfolio, an operating model and accountable sponsors instead of scattered trials. Jupiter Prime Training offers this AI Strategy and Leadership course to enterprise leaders.

Why AI Strategy and Leadership Matters Now

Three forces converge on the executive suite: competitors re-engineering cost and revenue models around machine learning and generative systems, investors and boards asking for evidence that AI spending returns more than it costs, and stakeholders expecting firm oversight of algorithmic risk. An enterprise that leads this well concentrates capital on few high-yield bets and scales them; one that drifts funds hundreds of disconnected trials and inherits unmanaged exposure. The course anchors oversight in ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework NIST AI RMF.

Who Gains Most from AI Strategy and Leadership

- Executives who set enterprise ambition and allocate capital across AI bets
- Directors who own transformation offices and cross-business portfolios
- Business unit heads accountable for profit-and-loss outcomes of AI initiatives
- Leaders who design organisation structure, talent pipelines and culture
- Leaders who report AI risk and performance to boards and committees

An executive committee or transformation leadership group gains most when several members attend together, because portfolio choices, operating model trade-offs and sponsorship duties must be settled jointly before any roadmap reaches the board.

AI Strategy and Leadership Capabilities

Participants practise the choices that sit above individual use cases: where to compete with AI, how to organise for it and how the board holds it to account.

- Weigh competing AI investment theses against enterprise strategy and risk appetite — board capital allocation
- Design an AI operating model choosing between central, federated and hub-and-spoke structures — executive committee
- Build an AI portfolio scorecard that tracks value realisation and kills underperforming bets — finance and sponsors
- Align AI oversight with ISO/IEC 42001 and NIST AI RMF expectations — audit and risk committees
- Communicate an AI leadership narrative that mobilises managers and reassures the workforce — employees and investors
- Specify talent, reskilling and culture levers needed to sustain AI capability — human capital leadership

Key AI Strategy and Leadership Terms

- AI operating model — the structure, decision rights, funding routes and roles through which an enterprise builds and runs AI capabilities.
- AI portfolio — the managed set of AI initiatives across the enterprise, balanced by value, risk, horizon and capability-building purpose.
- Centre of excellence — a central unit that sets AI standards, shares platforms and expertise, and supports business units in scaling solutions.
- Value realisation — the tracked conversion of AI investment into measured financial or operational benefit after deployment.
- AI risk appetite — the level and type of algorithmic, ethical and operational risk a board is willing to accept from AI use.
- Executive sponsor — a senior leader accountable for an AI initiative's funding, obstacles removal and business outcome.

AI Strategy and Leadership Day by Day

Day 1: Strategic Forces Reshaping Enterprise Competition

- Industry Value Chain Disruption Scan — Where AI Shifts Profit Pools
- Competitor AI Moves Benchmarking — Defensive and Offensive Postures
- Generative and Predictive AI Economics — Cost Curves and Scale Effects
- Board and Investor Expectations Mapping — Evidence Required for AI Spend
- AI Maturity Diagnostic — Enterprise Starting Position

Day 2: Setting Enterprise AI Ambition

- Ambition Statement and Strategic Intent — Where to Lead or Follow
- Strategic Themes Linked to Corporate Objectives — Coherent AI Direction
- Horizon Planning Across Core, Adjacent and Transformational Bets — Time Balance
- Risk Appetite Statement for AI — Board Tolerance Boundaries
- Executive Alignment Session Design — Shared Language on AI Priorities

Day 3: AI Portfolio Prioritisation

- Value-Feasibility Matrix for Initiatives — Ranking Enterprise Bets
- Stage-Gate Funding Model — Releasing Capital by Evidence
- Portfolio Balance Analysis — Concentration Versus Diversification of Bets
- Kill Criteria and Sunset Rules — Stopping Underperforming Initiatives
- Dependency and Capability Mapping — Sequencing Initiatives Across Units

Day 4: AI Operating Model Design

- Central, Federated and Hub-and-Spoke Structures — Organisational Trade-Offs
- Centre of Excellence Charter — Mandate, Services and Boundaries
- Decision Rights Matrix — Who Approves, Funds and Retires AI
- Platform and Data Foundations Ownership — Shared Infrastructure Choices
- Partner, Vendor and Ecosystem Strategy — Build, Buy or Alliance

Day 5: Oversight, Risk and Board Accountability

- ISO/IEC 42001 Management System Elements — Enterprise Accountability Structure
- NIST AI RMF Govern Function — Board and Executive Roles
- AI Risk Taxonomy and Heat Map — Committee Reporting
- Responsible AI Principles to Policy — Ethics Converted Into Controls
- Third-Party and Model Risk Oversight — Vendor Exposure Decisions

Day 6: Leading Change Across the Enterprise

- AI Change Narrative Construction — Mobilising Middle Management
- Stakeholder Influence Mapping — Unions, Regulators, Customers and Staff
- Resistance Diagnosis and Response — Addressing Fear of Displacement
- Sponsor Coalition Building — Distributed Ownership of AI Outcomes
- Communication Cadence for Transformation — Internal and Market Messaging

Day 7: Talent, Skills and Culture for AI

- Workforce Impact Assessment by Role Family — Augmentation or Redesign
- AI Literacy Tiers for Executives, Managers and Staff — Reskilling Priorities
- Scarce Talent Acquisition and Retention — Data Science and Engineering Roles
- Experimentation Culture and Psychological Safety — Learning From Failed Bets
- Incentive and Performance System Alignment — Rewarding AI-Enabled Outcomes

Day 8: Value Tracking and Performance Management

- AI Value Realisation Framework — Benefit Definitions and Owners
- Portfolio Scorecard Design — Financial, Operational and Risk Indicators
- Benefit Attribution Methods — Separating AI Effects From Other Drivers
- Quarterly Portfolio Reviews — Reallocation and Escalation Decisions
- Board Dashboard on AI Performance — Concise Oversight Reporting

Day 9: Scaling and Sustaining Enterprise AI

- Pilot-to-Scale Transition Playbook — Industrialising Proven Solutions
- Cross-Unit Replication Patterns — Reusing Models in Banking and Manufacturing Cases
- Technical Debt and Model Lifecycle Funding — Sustaining Deployed Systems
- AI Investment Case for Infrastructure — Platform Funding Arguments
- Strategic Scenario Testing — Resilience of the AI Agenda

Day 10: Practising the Enterprise AI Leadership Roadmap

- Portfolio Prioritisation Applied to Live Enterprise Initiatives — Funding Order
- Operating Model Choice Applied to the Participant's Organisation — Structure Decision
- Risk Appetite and Oversight Applied to Board Reporting — Committee Agenda
- Change and Talent Levers Applied to a Business Unit — Mobilisation Plan
- Enterprise AI Leadership Roadmap Assembly — Milestones and Board Decision Points

Applying AI Strategy and Leadership After the Course

- Run a value-feasibility scoring session on the current AI initiative list with business unit heads and propose two initiatives to stop and one to scale.
- Draft an AI risk appetite statement and decision rights matrix and table them for discussion at the next executive committee.

AI Strategy and Leadership Questions FAQ

What is AI strategy and leadership, and why does it matter now?

It is the executive discipline of deciding where AI creates enterprise advantage and organising people, capital and oversight around those choices. It matters now because boards expect measurable returns and firm risk control, not scattered experiments.

Which roles gain most from AI strategy and leadership training?

Senior executives gain most: transformation directors, business unit heads and members of executive committees. You benefit if you allocate capital to AI, own a transformation portfolio or report AI performance and risk to a board.

How does advanced AI strategy and leadership differ from an AI for business professionals course?

It works at enterprise and board level rather than function level. A business professionals course builds use-case business cases, while this course covers portfolio allocation, operating model design, board oversight, change leadership and culture across the whole organisation.

What do you bring back from AI strategy and leadership training?

You bring back an enterprise AI leadership roadmap. It sets portfolio priorities, the chosen operating model, oversight arrangements, talent and change levers, value tracking and the decision points your board will need to approve.

AI Strategy and Leadership: The Way Forward

The enterprise AI leadership roadmap first informs the board's decision on which initiatives receive scaling capital in the next funding cycle. Chief executives use it to align committees, transformation directors to sequence work, and business unit heads to commit to benefits. After its first board cycle, revisit the operating model choice, because maturing units often warrant more federated authority.