

EXECUTIVE EDUCATION

AI for Enterprise Transformation

A corporate capability program for organizations ready to move from AI awareness to AI execution

Esra Bağdat

AI Strategy Advisor • Digital Transformation Consultant

AI for Enterprise Transformation

AI for Enterprise Transformation is a modular corporate training series designed for organizations that want to build real AI capability – not just awareness.

Artificial Intelligence is no longer a technology experiment. Most organizations are already using AI tools. The real challenge is understanding where AI actually creates value – and how to turn that potential into real initiatives.

- Most AI programs focus on tools. This program focuses on identifying real AI opportunities and translating them into pilot initiatives that organizations can act on. Participants do not leave with theoretical knowledge. They leave with prioritized AI opportunities and a structured pilot concept ready for evaluation.

Most organizations are experimenting with AI. Few are capturing its value systematically. The gap is not technology – it is leadership clarity, team capability and organizational readiness.

This series addresses all three. Each track is a standalone program, designed to deliver concrete outputs within a single day – and structured so that organizations can deploy one track or all of them in sequence, depending on where they are in their AI journey.

This program is designed to move organizations from AI literacy to AI pilots in a structured and practical way.

AI literacy is not about learning AI tools. It is about developing the judgment required to use AI responsibly and effectively in real decisions. Organizations do not fail with AI because of technology. They fail because the organization lacks the capability to evaluate, question and apply AI intelligently.

The AI Literacy Foundation

AI adoption begins with AI literacy.

Before organizations can scale AI, they must develop a shared capability to understand, question and apply it effectively.

AI literacy is not a tool skill. It is an organizational capability built across four layers:

1

Conceptual Understanding

What AI is, how it produces outputs, and where its limitations lie.

2

Applied Intelligence

The ability to identify meaningful AI opportunities inside real workflows.

3

Responsible AI Judgment

Recognizing bias, hallucinations and model limitations – and knowing when to question or override AI outputs.

4

Human Capabilities AI Cannot Replace

Critical thinking, problem framing and independent judgment.

The programs in this series are designed to develop these capabilities in sequence – moving organizations from AI awareness to AI execution.

How the Series is Structured

Three tracks, each designed for a different purpose. Track A and Track B build organization-wide AI capability – from executive leadership to function teams. Track C goes further: a specialization path for individuals who want to deepen their AI expertise and take on more advanced implementation roles.

A

Executive AI Literacy & Strategic Direction

C-Suite • Board • Senior VPs

Decision-ready intelligence for executives who need to lead AI adoption – not implement it.

- Half day • 4 hours
- 3 modules + strategic workshop
- Facilitated, boardroom format

B

Applied AI Literacy & Pilot Design

Function teams • All levels

A full-day working program. Teams leave with AI opportunities identified and a pilot concept ready to act on.

- Full day • 7 hours of content
- 4 modules + 2 workshops
- Function-based delivery

C

Advanced AI Capability & Implementation

AI practitioners • Project leads

Custom modular deep-dive programs for teams building and scaling AI initiatives.

The goal is to enable organizations to develop internal AI capability rather than relying solely on external vendors.

- Details available on request.

Track Details

A – TRACK

Executive AI Leadership & Strategic Direction

A Program for Strategic Decision Makers

For senior executives who need to lead AI with strategic clarity.

TARGET AUDIENCE

- C-Suite and senior executives
- Board members and non-executive directors
- Senior VPs with P&L responsibility
- Anyone who sponsors or approves AI initiatives

FORMAT

- Half day (4 hours)
- Boardroom format
- Up to 12 participants
- No laptops required

KEY OUTCOMES

- Strategic AI framework for their organization
- 2–3 prioritized AI opportunities
- Confidence to lead AI conversations with boards
- One pilot candidate with sponsorship clarity

B – TRACK

Applied AI Literacy & Pilot Design

Enterprise AI Opportunity Discovery & Pilot Design Program

For teams who want to move from AI awareness to AI action.

TARGET AUDIENCE

- Function teams across all levels
- Individual contributors and specialists
- All business functions: Marketing, Finance, HR, Sales, Operations, Legal, IT

FORMAT

- Full day (7 hours of content)
- Function-based delivery
- 15–20 participants per group
- Hands-on workshops

KEY OUTCOMES

- 3–5 prioritized AI opportunities identified
- 1 structured AI pilot concept ready for evaluation
- Practical framework for AI experimentation
- Clear next steps for AI adoption within the team

Which Track is Right for You?

TRACK A		TRACK B
Executives and board members	Audience	Function teams and individual contributors
Strategic decisions and governance	Focus	Practical application and pilot design
Half day – 4 hours	Duration	Full day – 7 hours of content
Facilitated strategic conversation	Workshop	Hands-on working sessions
5–12 participants, same organization	Group	15–20 participants, same function
Decision-ready AI intelligence	Output	AI pilot concept ready to act on

Tracks A and B are designed to complement each other. Many organizations run Track A with their leadership team first, then deploy Track B across functions. Both tracks are also effective as standalone programs.

About the Instructor

Esra Bağdat

AI Strategy Advisor • Digital Transformation Consultant

Esra has over 25 years of experience in e-commerce, digital growth and enterprise transformation, built across senior roles in global organizations.

Her AI leadership expertise is grounded in MIT Sloan Executive Education, where she completed a focused program on artificial intelligence strategy and applications.

Her programs combine strategic frameworks, real-world cases, live AI demonstrations and hands-on workshops designed around participants' own work. Focus is always on practical implementation rather than theory.

Areas of Expertise

- AI strategy and enterprise adoption
- Digital growth and e-commerce transformation
- AI opportunity discovery and pilot design
- Organizational readiness for AI

DELIVERY

- On-site, client location
- Turkish or English
- B2B corporate programs only

CUSTOMIZATION

- Function-specific examples
- Industry context tailored per client
- Pre-session briefing call included

CONTACT

esrabagdat@icloud.com

+905306891498

www.linkedin.com/in/esrabagdat