

## BIZ-A8

# BIZ-A8 — AI Strategy and Transformation — Executive Workshop

*Business — Advanced / Advanced and Consulting*

<b>Audience</b>	C-suite, senior leadership teams, board members, business owners
<b>Prerequisites</b>	BIZ-F1 — AI Literacy for Teams (for the team) / None for the executive (designed as standalone executive entry point)
<b>Duration</b>	Half day
<b>Delivery format</b>	Executive workshop — strategy development
<b>Group size</b>	6–15
<b>Materials provided</b>	Strategy workbook, competitive analysis framework, transformation roadmap template, business case builder

## Description

This half-day executive workshop is a working session for leadership teams ready to move from AI interest to concrete strategy. Designed for C-suite and board-level executives, it creates tangible outputs: a transformation roadmap with milestones, competitive positioning analysis, and a board-ready business case. Combines facilitated strategy development with input from case studies of successful transformation. Executives leave with accountability assigned, timeline set, and strategy ready to communicate to the board and wider organisation.

## Key Modules

### Module 1 — AI opportunity mapping

Where in the organisation AI creates measurable value. Assessment by function, business unit, and customer-facing versus internal operations. High-confidence opportunities versus experimental pilots. Competitive necessity versus competitive advantage.

### Module 2 — Competitive analysis

What competitors and adjacent sectors are doing with AI. Market research and case studies. Speed of adoption in your sector and implications for competitive positioning. Where to lead, where to follow, where to wait.

### Module 3 — Strategic options

Build internal capability versus buy packaged solutions versus partner with AI vendors. Cost-benefit and risk analysis of each option. Sequencing considerations and dependencies. Honest assessment of readiness and capability.

## Module 4 — Transformation roadmap

Phased delivery roadmap with clear milestones, dependencies, and resource requirements. First 12 months in detail, years 2–3 in outline. Assigned accountability by function and individual. Budget and investment profile over time.

## Module 5 — Change management and organisational readiness

How successful transformations have built adoption and managed resistance. Skills gaps and training requirements. Cultural shifts required. Communication strategy and stakeholder management.

## Module 6 — Board and investor communication

Positioning the AI strategy for board approval and investor interest. Key messages, risk mitigation narrative, financial case, and competitive positioning. How to describe strategy in ways non-technical audiences understand.

## What You Will Be Able To Do

1. Map AI opportunities by business unit and assess relative value and feasibility
2. Analyse competitive positioning and determine strategic urgency of AI adoption
3. Evaluate strategic options (build, buy, partner) with honest cost-benefit analysis
4. Create a phased transformation roadmap with assigned accountability and budget
5. Design a change management and organisational readiness approach
6. Articulate the AI strategy to the board, investors, and broader organisation

## Delivery Notes

Boardroom or executive setting. Internet and projector. Participants need laptops for strategy development exercises. Pre-workshop, gather competitive research and internal organisation data relevant to opportunity mapping. Facilitator should be experienced in corporate strategy and AI market dynamics. Ideally a facilitator plus an AI technical expert to answer implementation questions. Group size typically 8–12 senior leaders (CEO, CFO, COO, CTO, Chief Digital Officer, business unit heads). Allow 15 minutes beforehand for setup and 15 minutes after for next-steps planning.

## Pathway Position

**Comes after:** Entry point for executives — no prerequisite (BIZ-F1 recommended for the wider team)

**Feeds into:** BIZ-A9 — Building a Custom AI Capability / BIZ-A10 — Bespoke Enterprise AI Training / BIZ-A11 — Private AI Infrastructure

**Ready to book this course?**

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