

LEADERSHIP & MANAGEMENT | COURSE BROCHURE

Artificial Intelligence (AI) for Leaders and Managers

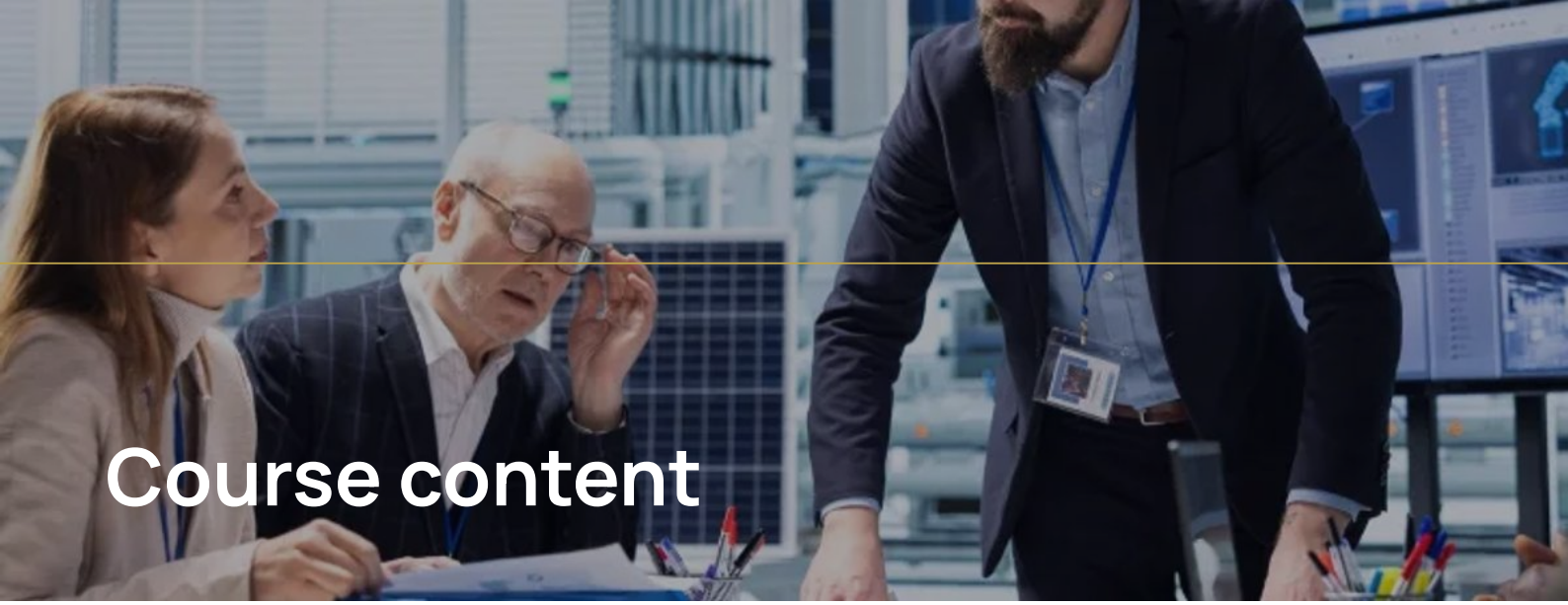
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

This course equips leaders and managers with practical knowledge and skills to effectively integrate Artificial Intelligence (AI) into their organisations. Participants will learn to leverage AI technologies for decision-making, operational efficiency, and strategic advantage, enhancing their leadership capabilities in a digital landscape.

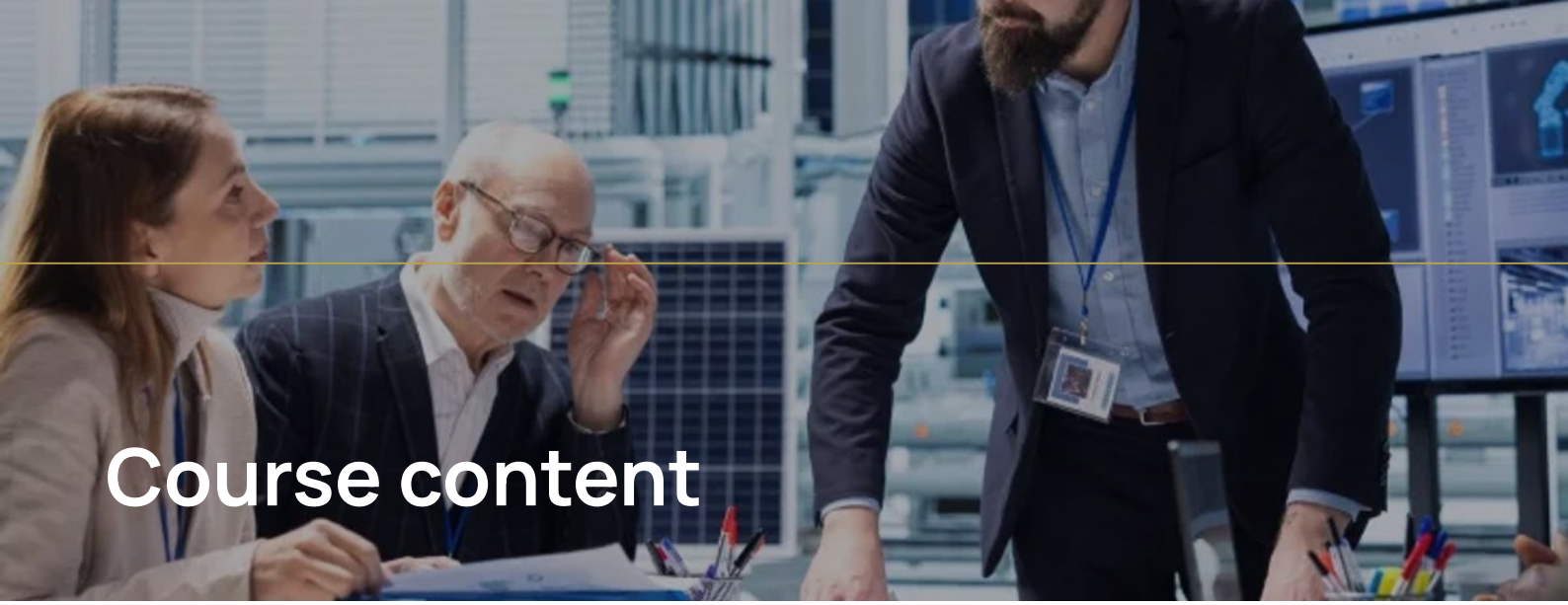
Leaders and managers face the challenge of navigating the complexities of AI integration within their organisations. Understanding AI's potential and limitations is crucial for making informed decisions that impact productivity and innovation. This course addresses the need for strategic insight into AI applications, enabling leaders to drive change effectively. Participants will explore how AI can optimise processes, enhance customer experiences, and improve data-driven decision-making. By gaining practical skills in evaluating AI tools, they will be better prepared to lead their teams through the transformative journey of AI adoption, ensuring alignment with organisational goals and fostering a culture of continuous improvement.
Effective AI integration requires leaders to understand not only the technologies but also the ethical implications and risks involved. This course provides participants with the capabilities to assess AI tools critically, develop strategic plans for implementation, and manage the associated challenges. Through practical exercises, they will learn to communicate the benefits of AI to their teams, address concerns, and foster an innovative environment. By the end of the course, leaders will be equipped to make informed decisions about AI investments, ensuring that their organisations remain competitive and responsive to changing market demands.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, interactive workshops, and group discussions to facilitate learning. Participants will analyse fictional scenarios that reflect common challenges in AI adoption, allowing them to apply theoretical concepts to practical situations. Exercises will include evaluating AI tools, developing strategic plans, and conducting ethical assessments. Outputs will include strategic AI implementation plans, comparative analysis documents, and ethical assessment reports, demonstrating their understanding of AI's role in leadership and their ability to apply these concepts in real-world contexts. This hands-on approach ensures that participants leave with actionable insights and practical skills that can be immediately applied in their organisations.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse the impact of AI on organisational decision-making processes and outcomes.
• Evaluate various AI tools and technologies relevant to leadership and management.
• Design a strategic plan for AI integration within an organisation, considering resources and timelines.
• Assess ethical considerations and risks associated with AI implementation in business contexts.
• Compare traditional management practices with AI-enhanced approaches to improve efficiency.
• Justify the investment in AI technologies based on potential ROI, benefits, and organisational goals.
• Develop a communication strategy for promoting AI initiatives within teams and stakeholders.

Target audience

This course is suitable for:
• Senior Managers responsible for strategic decision-making in their organisations.
• Department Heads looking to implement AI solutions effectively within their teams.
• Project Managers overseeing AI-related projects and initiatives.
• Executives aiming to enhance operational efficiency through AI technologies.

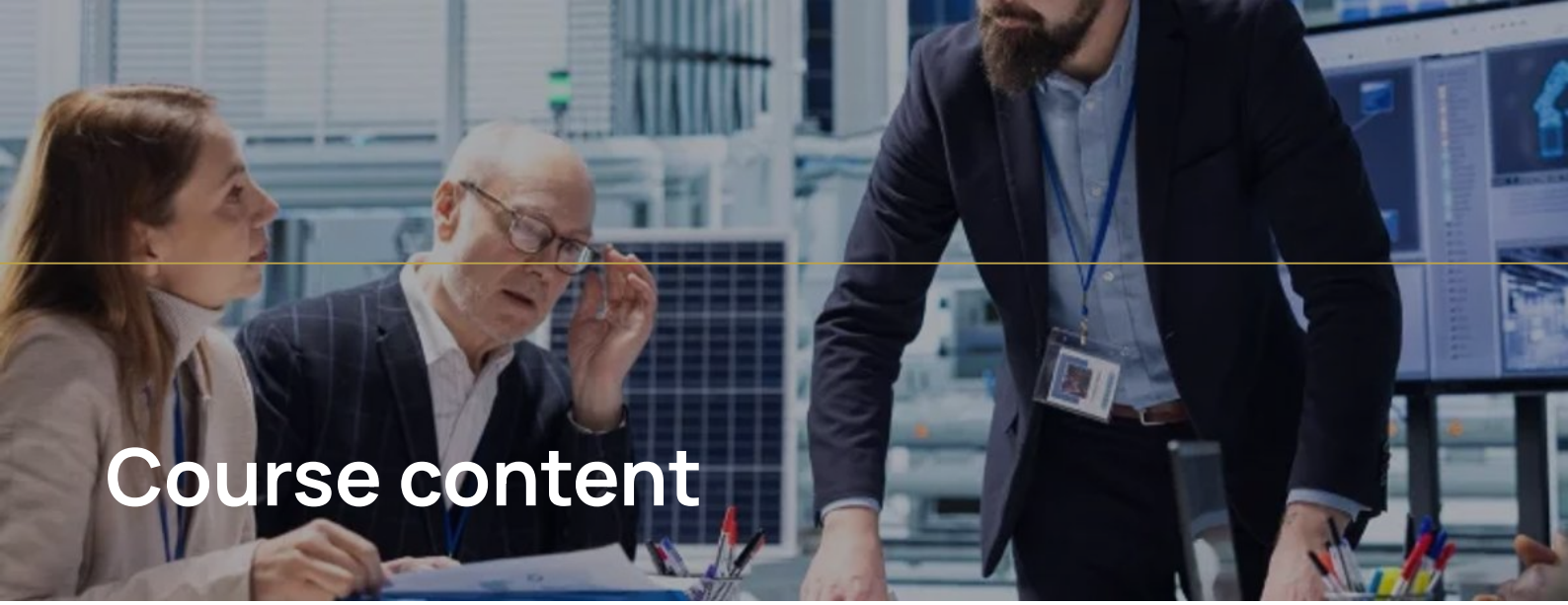
Target competencies

Participants will develop competencies in:
• Strategic assessment of AI technologies and their business applications.
• Effective communication of AI concepts to stakeholders and teams.
• Development of AI integration strategies aligned with organisational objectives.
• Risk management in AI implementation, including ethical considerations.
• Ethical evaluation of AI applications and their societal impacts.
• Leadership in fostering an AI-driven culture of innovation and collaboration.
• Analytical skills for evaluating AI performance metrics and outcomes.

Course outline

Day 1: Understanding AI Fundamentals

Applied activity: Participants will analyse a fictional company facing challenges in decision-making due to data overload. They will identify AI tools that could enhance decision-making processes and present their findings to the group, discussing potential impacts on operations and productivity.
Output: A report outlining recommended AI tools and their expected impact on decision-making processes.



Course content

09:00–09:54	Define key AI concepts and terminology relevant to business.
09:54–10:48	Explore the evolution of AI technologies and their applications.
10:48–11:00	Identify different types of AI applications in various industries.
11:00–11:30	**Coffee break**
11:30–12:12	Identify different types of AI applications in various industries. (continued)
12:12–13:06	Discuss the relevance of AI in leadership and management contexts.
13:06–14:00	Examine case studies of successful AI implementations in organisations.

Day 2: Evaluating AI Tools and Technologies

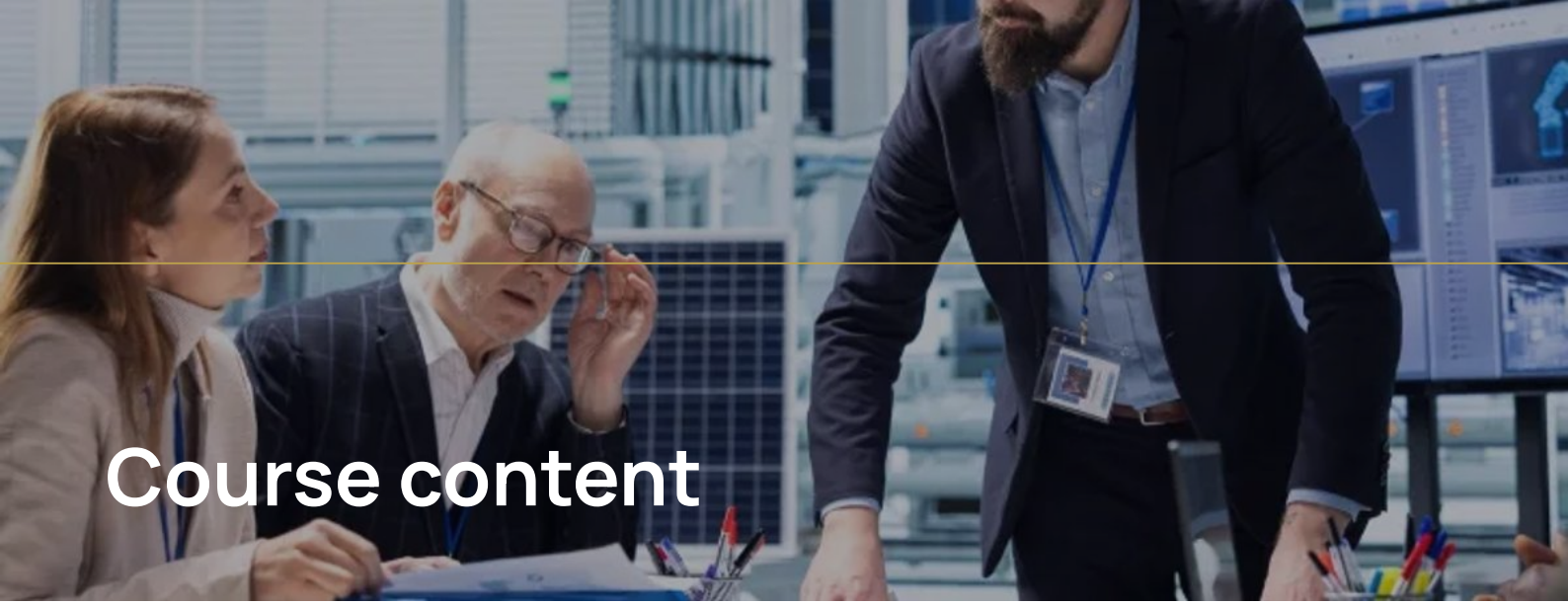
Applied activity: In groups, participants will evaluate three AI tools for a fictional department's specific needs, considering factors such as cost, functionality, scalability, and ease of integration. They will present their evaluations to the class, highlighting the pros and cons of each tool.
Output: A comparative analysis document summarising the evaluation of the selected AI tools.

09:00–09:54	Review various AI tools and platforms available for businesses.
09:54–10:48	Assess the suitability of AI technologies for different organisational needs and contexts.
10:48–11:00	Conduct a SWOT analysis of selected AI tools to determine strengths and weaknesses.
11:00–11:30	**Coffee break**
11:30–12:12	Conduct a SWOT analysis of selected AI tools to determine strengths and weaknesses. (continued)
12:12–13:06	Explore integration challenges and solutions for implementing AI technologies.
13:06–14:00	Discuss vendor selection criteria for AI technologies and partnerships.

Day 3: Strategic Planning for AI Integration

Applied activity: Participants will create a strategic AI integration plan for a fictional organisation, detailing objectives, stakeholders, timelines, and key performance indicators. They will present their plans for feedback from peers, focusing on feasibility and alignment with organisational goals.
Output: A comprehensive strategic plan for AI integration within the organisation.

09:00–09:54	Develop a framework for AI strategy formulation tailored to organisational goals.
09:54–10:48	Identify key stakeholders in AI integration and their roles in the process.
10:48–11:00	Outline steps for successful AI implementation, including timelines and resources.



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Outline steps for successful AI implementation, including timelines and resources. (continued)
12:12–13:06	Discuss change management strategies for AI adoption and team engagement.
13:06–14:00	Create metrics for measuring AI success and impact on business outcomes.

Day 4: Ethics and Risk Management in AI

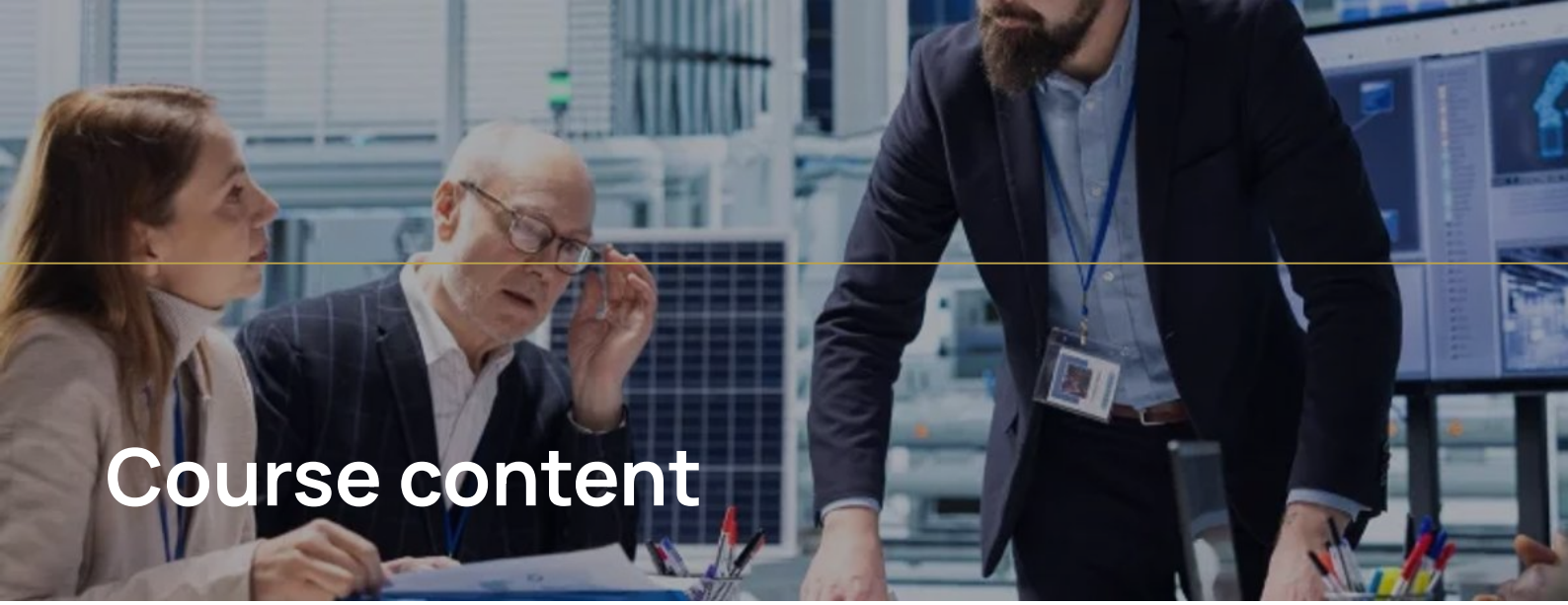
Applied activity: Working in teams, participants will assess the ethical implications of a proposed AI project in a fictional scenario, identifying risks and mitigation strategies. They will present their findings to the class for discussion, focusing on ethical compliance and risk management.
Output: An ethical assessment report outlining identified risks and proposed solutions for the AI project.

09:00–09:54	Identify ethical considerations in AI deployment, including bias and transparency.
09:54–10:48	Discuss data privacy and security issues related to AI technologies.
10:48–11:00	Evaluate potential biases in AI algorithms and their impact on decision-making.
11:00–11:30	**Coffee break**
11:30–12:12	Evaluate potential biases in AI algorithms and their impact on decision-making. (continued)
12:12–13:06	Explore regulatory frameworks governing AI use and compliance requirements.
13:06–14:00	Develop risk management strategies for AI projects, including mitigation plans.

Day 5: Leading AI Initiatives

Applied activity: Participants will design a leadership communication plan for introducing AI initiatives to their teams, focusing on engagement, addressing concerns, and outlining benefits. They will role-play the communication to practice delivery and refine their messaging based on peer feedback.
Output: A leadership communication plan for AI initiatives, including key messages and engagement strategies.

09:00–09:54	Cultivate an AI-driven organisational culture that embraces innovation.
09:54–10:48	Discuss leadership styles that support AI adoption and team collaboration.
10:48–11:00	Explore methods for communicating AI benefits to teams and stakeholders.
11:00–11:30	**Coffee break**
11:30–12:12	Explore methods for communicating AI benefits to teams and stakeholders. (continued)
12:12–13:06	Evaluate the role of continuous learning in AI leadership and development.



Course content

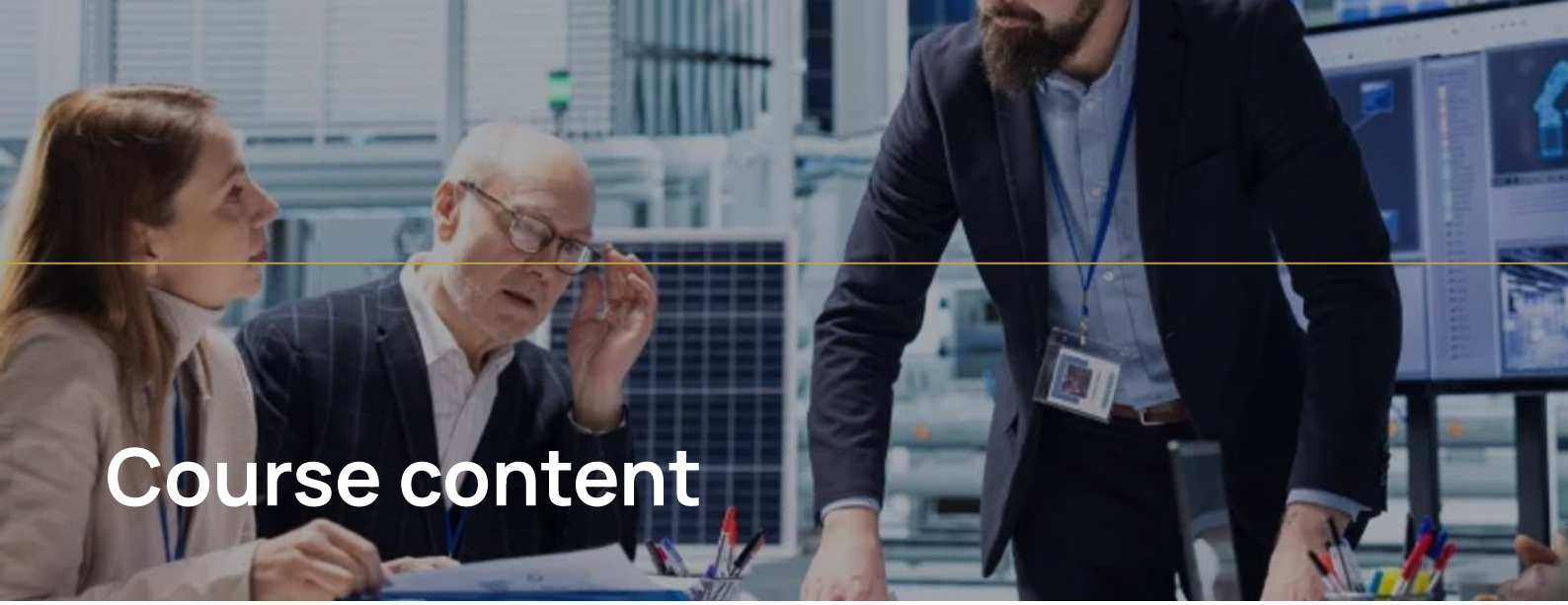
13:06–14:00	Develop strategies for fostering innovation through AI across departments.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

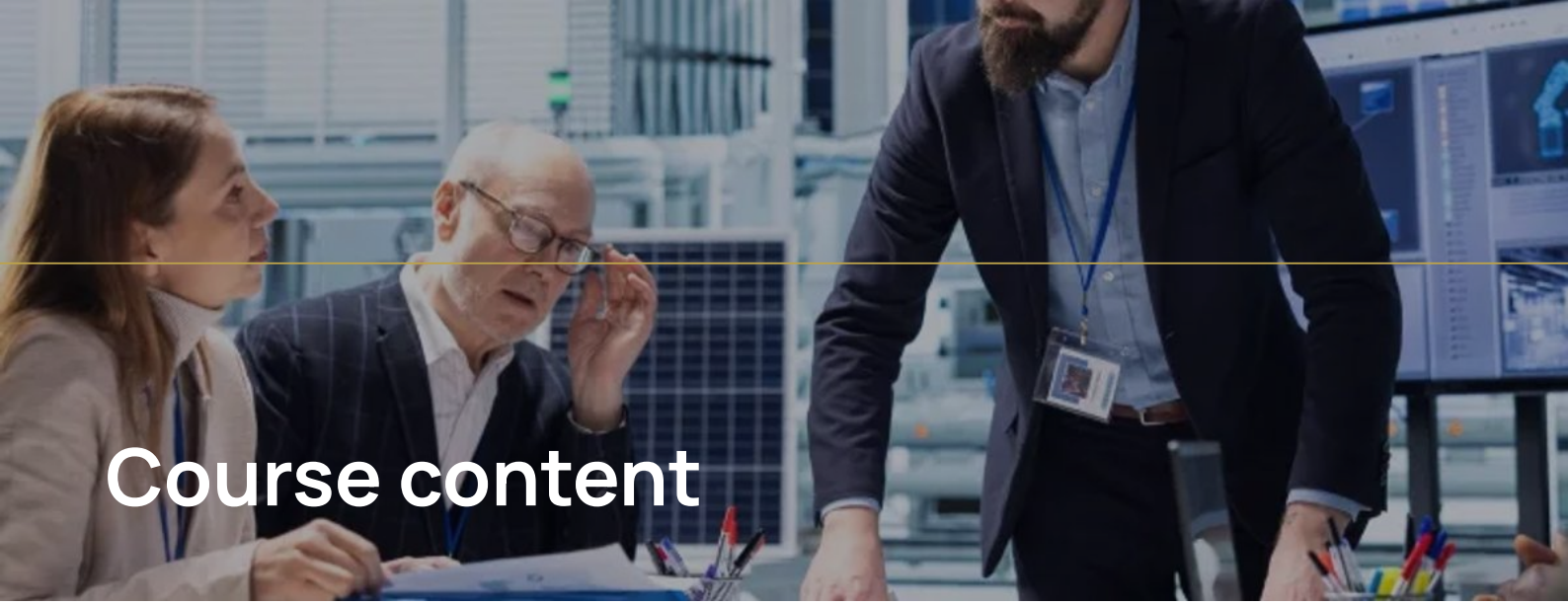
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,890.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Istanbul Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,650.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Singapore Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,820.–**



Course content

Dates, venues and fees (continued)

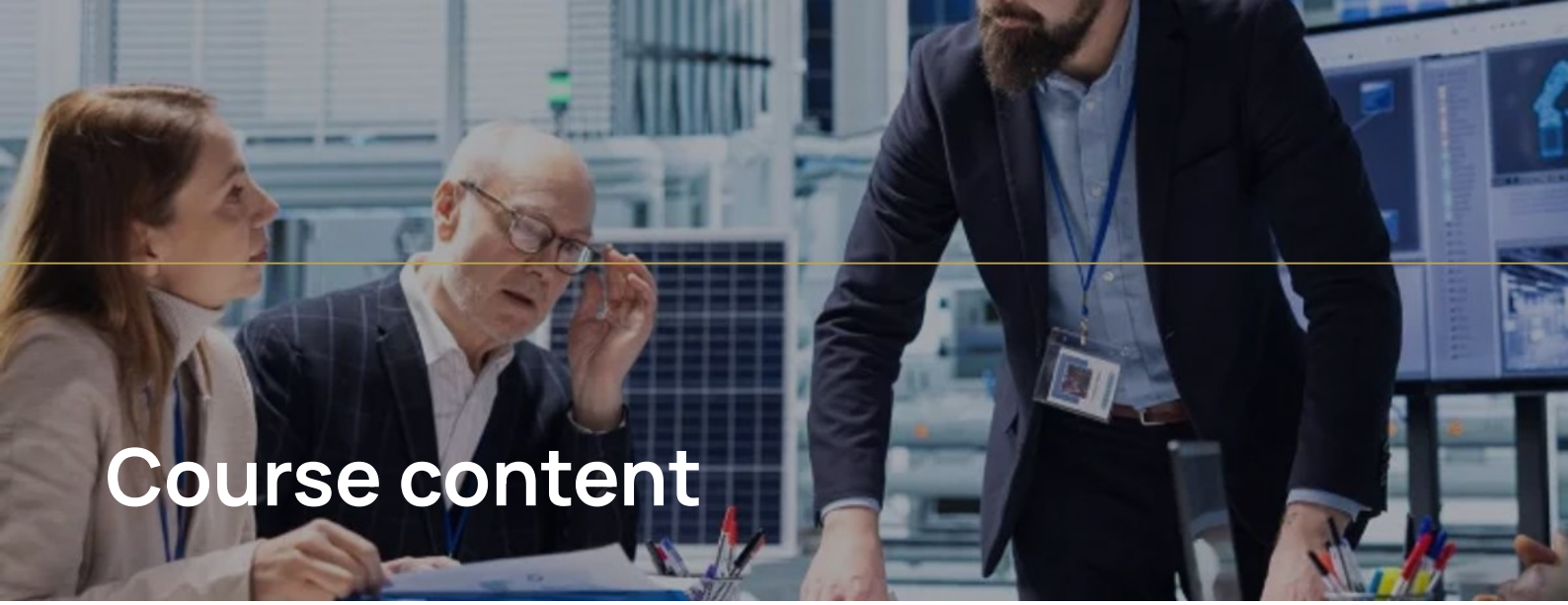
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

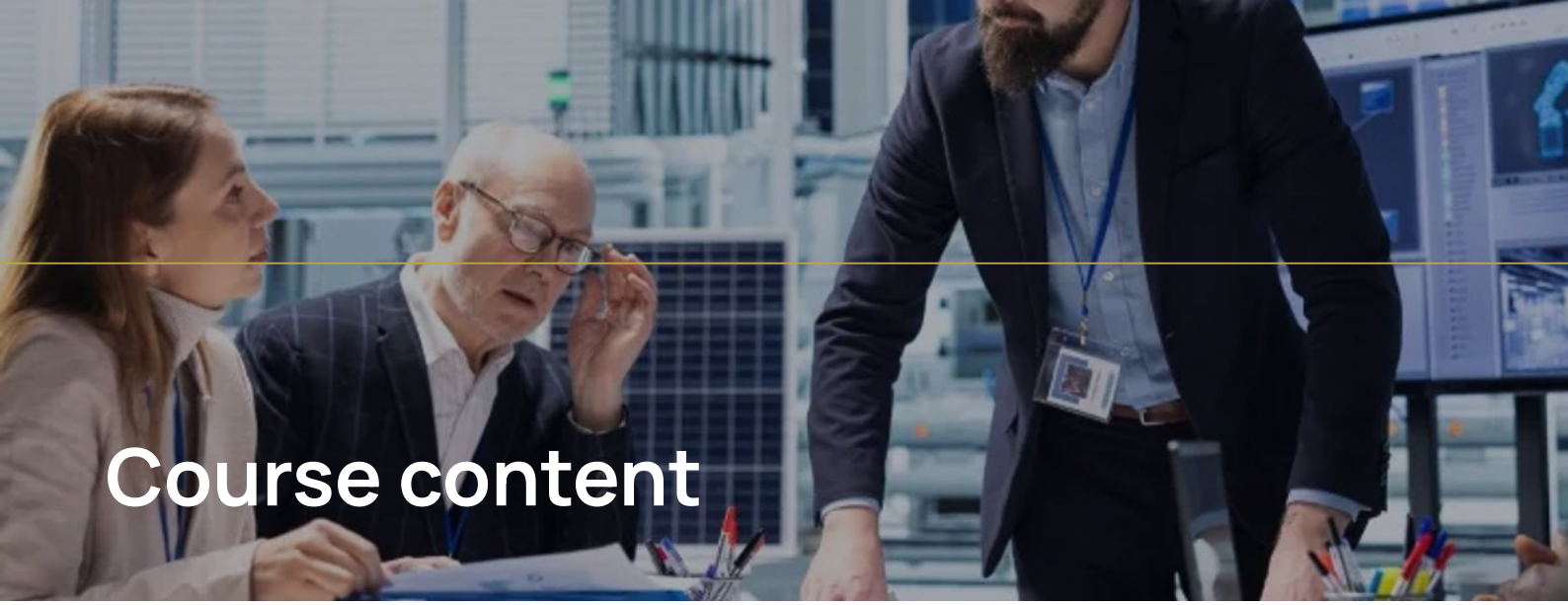
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Paris Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,860.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,540.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

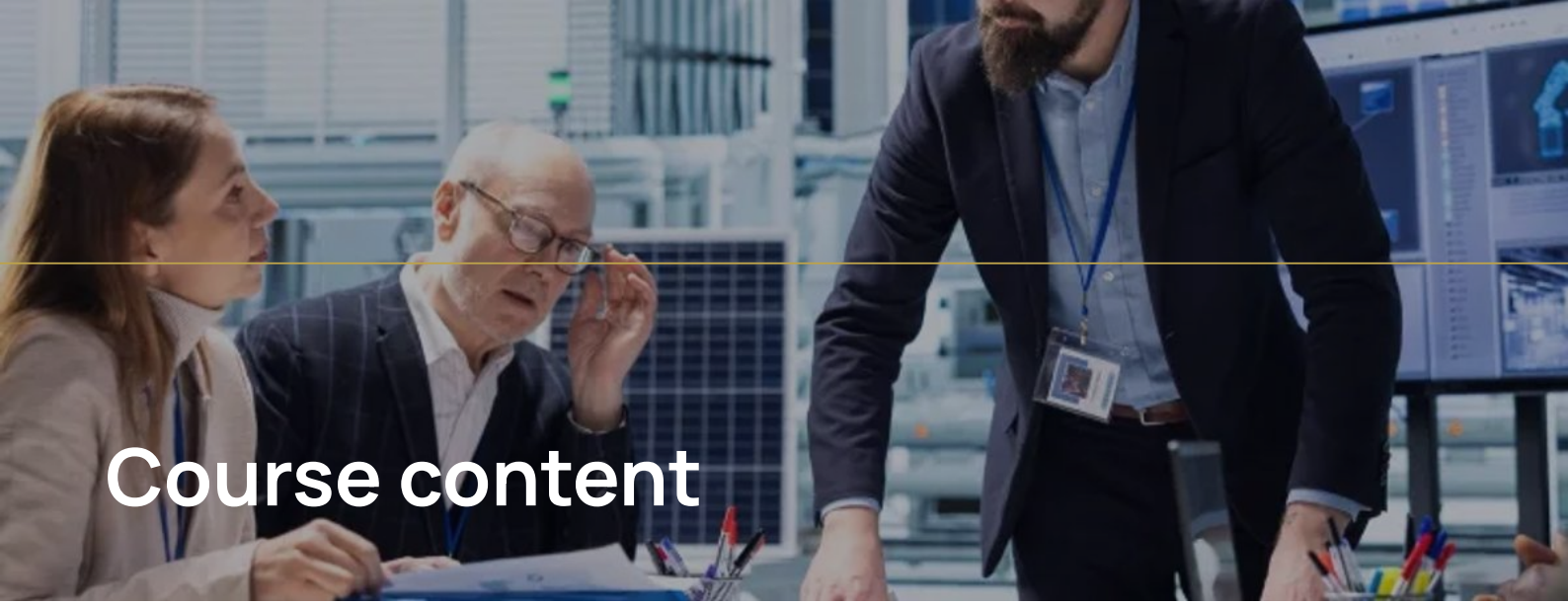
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Singapore Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,820.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
London Confirmed dates	3 May 2027	7 May 2027	**€2,450.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Dubai Confirmed dates	17 May 2027	21 May 2027	**€3,150.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,650.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

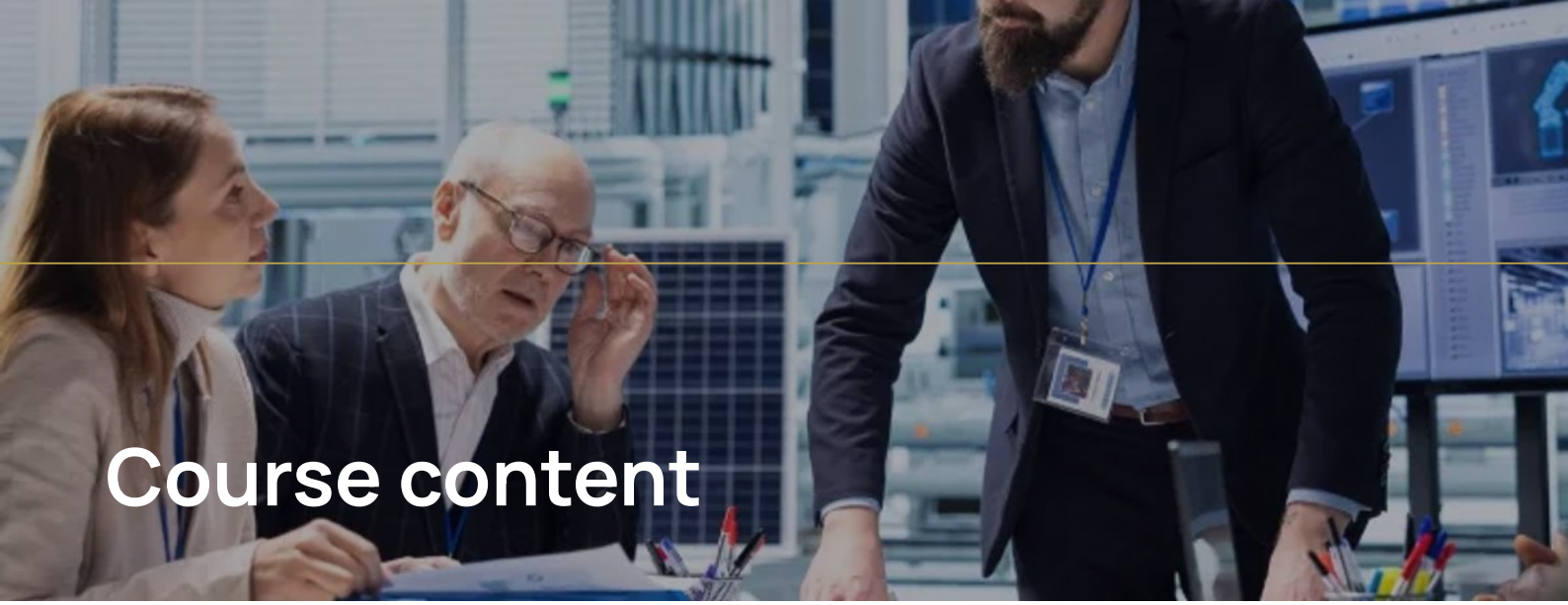
Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,940.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Paris Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,860.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

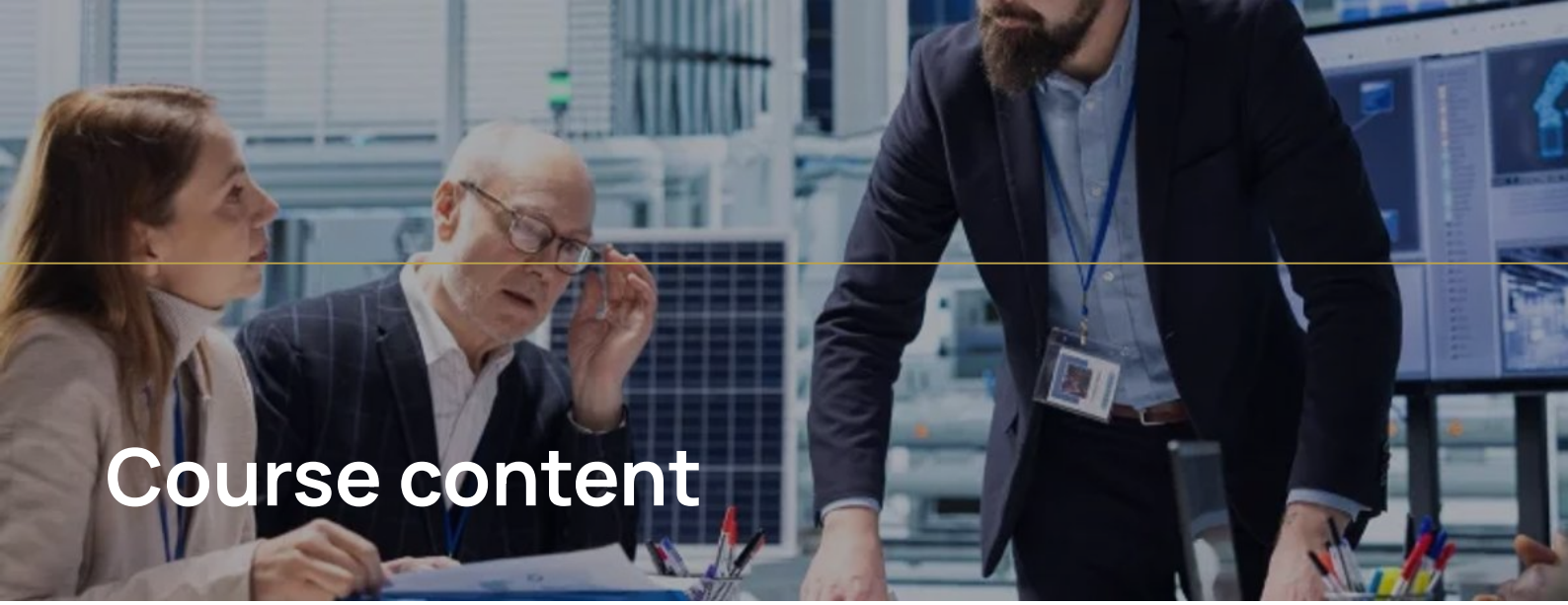
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,820.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,840.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,540.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Singapore Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,820.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online