

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Generative AI for Executives: Strategy and Governance

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Generative AI is changing how organisations create content, serve customers, write code and make decisions. This executive course explains generative AI capabilities and limitations, strategic opportunities across functions, investment and operating model choices, risks such as data leakage, hallucination and intellectual property, and governance and policy frameworks. Participants develop a generative AI strategy outline for their organisation.

Executives must make informed decisions about generative AI investment and risk without being technical experts. This course gives you a clear, business-focused understanding and practical governance tools.

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 combines executive briefings, live demonstrations, use-case prioritisation workshops, risk discussions and strategy development.

Course objectives

By the end of this course, participants will be able to:
- Explain how generative AI works and its current capabilities
- Identify high-value generative AI use cases
- Evaluate build, buy and partner options
- Assess risks including privacy, IP, accuracy and security
- Establish AI policies, governance and oversight
- Develop a generative AI strategy and roadmap

Target audience

This course is suitable for:
- CEOs and senior executives
- Board members
- Strategy and transformation leaders
- CIOs and CDOs
- Senior risk and legal professionals



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Target competencies

Participants will develop competencies in:

- AI strategy
- Use-case prioritisation
- AI investment decisions
- AI risk oversight
- AI governance
- Change leadership

Course outline

Day 1: Understanding Generative AI

09:00–09:54	Foundation models and how they work
09:54–10:48	Capabilities and limitations
10:48–11:00	Market landscape
11:00–11:30	**Coffee break**
11:30–12:12	Market landscape (continued)
12:12–13:06	Impact on industries
13:06–14:00	Demonstration: Generative AI tools

Day 2: Business Opportunities

09:00–09:54	Productivity use cases
09:54–10:48	Customer-facing applications
10:48–11:00	Product and service innovation
11:00–11:30	**Coffee break**
11:30–12:12	Product and service innovation (continued)
12:12–13:06	Value measurement
13:06–14:00	Workshop: Use-case identification



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Day 3: Investment and Operating Models

09:00–09:54	Build, buy and partner
09:54–10:48	Platforms and vendors
10:48–11:00	Data and infrastructure
11:00–11:30	**Coffee break**
11:30–12:12	Data and infrastructure (continued)
12:12–13:06	Skills and organisation
13:06–14:00	Exercise: Investment options

Day 4: Risks and Governance

09:00–09:54	Accuracy and hallucination
09:54–10:48	Data privacy and security
10:48–11:00	Intellectual property
11:00–11:30	**Coffee break**
11:30–12:12	Intellectual property (continued)
12:12–13:06	Regulation and AI policies
13:06–14:00	Case study: Governing generative AI

Day 5: Strategy and Roadmap

09:00–09:54	Prioritisation and sequencing
09:54–10:48	Change and adoption
10:48–11:00	Measuring value
11:00–11:30	**Coffee break**
11:30–12:12	Measuring value (continued)
12:12–13:06	Board oversight
13:06–14:00	Capstone: Generative AI strategy outline

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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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)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Barcelona Confirmed dates	10 May 2027	14 May 2027	**€2,840.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Vienna Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,940.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

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Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,890.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,820.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Cape Town Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,890.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
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

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View the latest course details online