

ARTIFICIAL INTELLIGENCE FOR DECISION-MAKERS

"Empowering Leaders to Harness AI for Strategic Business Advantage"

Schedule

Date	Venue	Fees (Face-to-Face)
11 - 12 Aug 2026	Doha, Qatar	USD 1995 per delegate

Introduction

This 2-day intensive course introduces decision-makers to the fundamentals of artificial intelligence (AI) and its strategic applications in business. Participants will explore how AI technologies are reshaping industries, enabling data-driven decision-making, and providing organizations with a competitive edge.

Through expert insights, case studies, and hands-on discussions, participants will gain clarity on how to integrate AI into their organizational strategies, manage AI-driven change, and make informed investment decisions in emerging technologies.

Objectives

By the end of this course, participants will be able to:

- Understand the key concepts, technologies, and trends in AI
- Identify practical applications of AI across industries
- Evaluate the impact of AI on business models and operations
- Develop strategies for implementing AI initiatives in their organization
- Make informed decisions on AI investments, partnerships, and innovation

Why Attend

- Gain a non-technical, executive-level understanding of AI
- Explore real-world case studies of successful AI adoption
- Learn how to align AI initiatives with business goals
- Understand risks, ethical considerations, and governance frameworks
- Equip yourself to lead AI-driven transformation confidently

Target Audience

This program is designed for:

- Senior executives and business leaders
- Strategy and innovation managers
- Digital transformation officers
- Functional heads exploring AI adoption
- Board members and policy makers

Individual Benefits

Key competencies that will be developed include:

- Strategic understanding of AI technologies and their potential
- Ability to assess AI readiness and opportunities in your organization
- Stronger decision-making on AI-driven projects and investments
- Awareness of ethical, legal, and governance issues in AI
- Confidence to lead cross-functional AI initiatives

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced capability to drive AI strategies organization-wide
- Improved innovation and competitiveness through AI integration
- Stronger governance and risk management for AI projects
- Better alignment of technology investments with business outcomes
- Accelerated digital transformation and operational efficiencies

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Executive overviews of AI concepts, trends, and market impacts
- Case Studies - Global examples of AI-driven success stories and failures
- Workshops - Group exercises to map AI opportunities and risks
- Peer Exchange - Discussions on leadership challenges in AI adoption
- Tools - Strategic frameworks for AI evaluation, governance, and implementation

Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding AI and Its Business Impact

- Module 1: AI Fundamentals for Leaders (07:30 – 09:30)
- Key AI technologies: machine learning, NLP, robotics, generative AI
- Market trends and global shifts driven by AI
- Distinguishing hype from real-world applications
- Module 2: AI Use Cases Across Industries (09:45 – 11:15)
- Industry-specific examples: finance, healthcare, retail, manufacturing
- Operational efficiencies and customer experience improvements
- Assessing organizational AI readiness
- Module 3: Ethical and Governance Considerations (11:30 – 01:00)
- Data privacy, bias, and accountability in AI
- Regulatory landscapes and compliance challenges
- Governance models for responsible AI use

Day 2: Developing and Leading AI Strategy

- Module 1: Building an AI Roadmap (07:30 – 09:30)
- Identifying high-impact AI projects
- Aligning AI initiatives with business goals
- Setting KPIs and success metrics
- Module 2: Managing AI-Driven Change (09:45 – 11:15)
- Leading organizational change and talent reskilling
- Managing cross-functional teams and AI vendors
- Overcoming resistance and barriers to AI adoption
- Module 3: Investment and Innovation Strategies (11:30 – 01:00)
- Evaluating AI investment opportunities
- Partnering with startups, research institutions, and tech providers
- Driving continuous innovation with AI

Certification

Participants will receive a Certificate of Completion in Artificial Intelligence for Decision-Makers, validating their expertise in applying AI concepts and strategies to drive business success.

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