

AI AND THE MODERN BUSINESS: LEADERSHIP, STRATEGY AND COMMUNICATION

“Harnessing Artificial Intelligence to Lead, Innovate, and Transform Business Impact”

Schedule

Date	Venue	Fees (Face-to-Face)
20 - 22 May 2026	Dubai, UAE	USD 2495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Artificial Intelligence (AI) is rapidly reshaping how organizations operate, compete, and communicate. While the technology continues to evolve, the real challenge lies in how leaders and decision-makers harness AI to drive strategic outcomes and enhance stakeholder engagement.

This 3-day intensive program empowers executives, managers, and change leaders with the strategic understanding, communication insights, and leadership competencies needed to lead in an AI-driven business environment. The course covers AI's business applications, ethical frameworks, change management, and practical methods to align AI tools with people and performance.

Objectives

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

- Understand the strategic impact of AI on business models and operations
- Identify key leadership principles for AI-driven transformation
- Communicate AI initiatives effectively across all levels of the organization
- Build a roadmap for AI integration aligned with business goals
- Address ethical, cultural, and workforce implications of AI adoption

Why Attend

- Gain a non-technical yet strategic understanding of AI in business
- Position yourself as a leader who can guide digital transformation
- Understand how to balance AI opportunities with governance and trust
- Learn how to communicate AI's value to diverse stakeholders
- Build a leadership mindset centered around data-driven decision-making

Target Audience

This program is designed for:

- Senior managers, executives, and directors
- Business leaders and corporate strategists
- Change management professionals
- Innovation and transformation officers
- HR, communication, and digital engagement leaders

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and planning in the age of AI
- Digital transformation leadership and cultural alignment
- Effective communication of AI vision and benefits
- Ethical awareness in AI implementation
- Cross-functional collaboration for AI readiness

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased readiness for AI integration and innovation
- Enhanced executive alignment with AI-related initiatives
- Improved internal communication and stakeholder trust
- Better decision-making through data-augmented leadership
- Greater ability to manage workforce impact and transformation risks

Instructional Methodology

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

- Strategy Briefings - AI fundamentals, emerging use cases, and strategic frameworks
- Case Studies - Real examples of AI implementation across industries
- Workshops - Roadmap creation, communication planning, and stakeholder alignment
- Peer Exchange - Leadership insights and organizational readiness discussion
- Tools - AI readiness assessment, messaging frameworks, and planning templates

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: Foundations of AI and Strategic Impact

- Module 1: Understanding AI and Emerging Business Models (07:30 - 09:30) • Definitions, trends, and technologies behind AI
- Module 2: AI's Role in Strategic Planning and Innovation (09:45 - 11:15) • How AI is reshaping markets and value creation
- Module 3: Workshop - Assess Your Organization's AI Readiness (11:30 - 01:00) • Organizational capabilities, risks, and leadership alignment

Day 2: Leading and Communicating AI Initiatives

- Module 4: Leading AI-Driven Transformation (07:30 - 09:30) • Change leadership, collaboration, and empowerment
- Module 5: Communicating AI to Internal and External Stakeholders (09:45 - 11:15) • Framing AI messages to build clarity and trust
- Module 6: Workshop - Design a Communication Strategy for AI Adoption (11:30 - 01:00) • Messaging for executives, employees, and partners

Day 3: Ethical Governance and Future Readiness

- Module 7: Ethical Leadership and Responsible AI (07:30 - 09:30) • Bias, transparency, data governance, and accountability
- Module 8: Workforce Transformation and Cultural Alignment (09:45 - 11:15) • Upskilling, resistance management, and inclusion
- Module 9: Final Workshop - Build an AI Leadership Action Plan (11:30 - 01:00) • Strategic roadmap and next steps

Certification

Participants will receive a Certificate of Completion in AI and the Modern Business: Leadership, Strategy and Communication, validating their readiness to lead, communicate, and align AI innovation with business strategy.

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