STRATEGIC AI FOR BUSINESS

The rise of Generative AI is reshaping not only how organizations operate, but how they think, compete, and innovate in an environment defined by rapid technological change.

The session begins with a practical, holistic overview of prompting and context engineering—the core disciplines that allow today's leading generative AI systems to support work across every level of an organization. Participants will learn how to work effectively with the best Generative AI tools on the market, understanding both the art and science behind high-quality outputs.

From there, the focus expands to leadership in the modern enterprise: how AI is altering competitive dynamics, how innovation pipelines must evolve, and how managers can guide individuals, teams, and cross-functional groups through transformation. The program blends research-driven insights with real-world examples, illustrating how organizations create value with AI, how teams integrate AI into workflows, and how to shape culture, accountability, and decision-making in an era of intelligent agents.

Duration:
This program consists of one full-day, in-person session.

Audience:
Professionals in any industry who want to explore and gain knowledge about artificial intelligence.

Cost: $695 General Registration
Select Discounts Available
0.6 CEUs will be issued for this program

Participants will walk away with these skills:

- Master prompting and context engineering to work effectively with today's top AI systems.
- Evaluate emerging AI trends and separate true breakthroughs from short-lived hype.
- Understand how AI reshapes competitive advantage, business models, and long-term strategy.
- Learn why individual AI productivity gains don't always scale and how organizations can close the gap.
- Grasp disruptive innovation in the AI era and identify inflection points for organizational adaptation.
- Analyze practical frameworks for leading individuals, teams, and cross-functional groups as they adopt AI tools and automations.
- Apply techniques for AI-driven experimentation, rapid iteration, and data-informed innovation.