

Certified Generative AI For Leaders

Duration: 4 Days (32 hours)

Module 1: Introduction to Generative AI:

- Definitions of AI, ML, DL, LLMs, and Generative AI
- Types of models, embeddings, supervised/unsupervised/RL (leader-friendly overview)
- Capabilities, industry-wide impact, and transformation potential
- Limitations, hallucinations, security concerns, and bias
- Ethical considerations and responsible AI principles
- Leadership mindset for GenAI adoption

Module 2: Understanding the Generative AI Technology Landscape

- The GenAI stack: Infrastructure → Models → Platforms → Agents → Applications
- How generative AI systems work at a high level
- Understanding GenAI agents, autonomous workflows, and human–AI teaming
- Core enterprise architectures (API-based models, private models, custom fine-tuned models)
- Governance, data dependency, and model selection considerations

Module 3: Generative AI in Business Functions

- HR & Talent Acquisition: AI-driven recruitment, screening, and personalized interview flows
- HRBP & L&D: AI-powered employee development, performance insights, capability mapping
- Operations: Process automation, workflow orchestration, task offloading with AI agents
- Finance: Fraud detection, forecasting, automated reporting, risk scoring
- Marketing: Personalized marketing, content generation, campaign optimization
- Software Development: AI-driven coding assistants, QA automation, documentation
- Customer Service & CX: Chatbots, self-service AI, agent support systems

Module 4: Use Case Identification & Solution Design

- Frameworks for identifying high-value AI opportunities
- Characteristics of good vs. flawed use cases
- Evaluating feasibility: data readiness, cost, ROI, and risk
- Design thinking for AI: problem framing → solution prototyping → refinement
- Integrating GenAI into existing business processes
- Practical templates and scoring systems for prioritizing use cases

Module 5: Risk, Compliance & Governance

- AI risk modeling: operational, legal, ethical, and security risks
- Real-time compliance monitoring (GDPR, EU AI Act, global regulatory view)
- Audit preparation & automated documentation using AI
- Governance frameworks for responsible AI (policies, roles, accountability)
- Bias mitigation, fairness checks, safety constraints
- Organizational risk dashboards for AI usage

Module 6: Implementation Roadmap & Scaling AI

- Strategic alignment: AI maturity models and readiness assessments
- Building AI teams: roles, responsibilities, and capability planning
- ML Ops foundations for model deployment and scaling
- Agile methodology for AI implementation
- AI project lifecycle: pilot → deploy → scale
- Measuring success: KPIs, business impact, ROI evaluation
- Scaling AI across the enterprise with governance and consistency

Module 7: Leadership Use of GenAI Tools

- Using GenAI for executive decision-making
- Creating AI-enhanced presentations, visuals, market insights
- Automated data interpretation for dashboards and business reviews
- Document summarization, meeting intelligence, and research support
- Content generation (text, audio, video, images) with structured prompting
- How leaders can use AI to improve productivity and lead by example

Module 8: Hands-On Use Cases & Applied GenAI Demonstrations

- Creating AI-powered recommendation systems using organizational documents
- AI-assisted business analysis: from raw data → insights → actions
- Real-time GenAI for task automation (emails, reports, drafts, SOPs)
- Building lightweight GenAI agents for workflow automation
- End-to-end demos: summarization, analysis, content generation
- Prompt engineering playbook for leaders (personas, constraints, templates)
- From concepts to practice: applying AI to solve your own business challenges