American Management Association®

Strategic AI: Preparing Your Organization for Transformation

Learning Objectives

- Understand AI Terminology and Concepts
- Explore How Other Companies are Using AI in Their Operations
- Discuss AI Adoption Strategies That Support Competitive Advantage in Your Business
- Recognize the Impact of AI-Driven Accelerated Rapid Change on Talent Development, Recruitment, Management and Retention

Artificial Intelligence Today

- Review and Clarify AI Terms and Definitions
- Recognize Some of the Ways That Artificial Intelligence is Leading to Exponential Change
- Identify Ways That Technology and Data Access Are Driving Business Strategies

AI and The Strategic Landscape

- Identify Ways That Technology and Data Access Are Driving Business Strategy and Competitive Risk
- Identify Opportunities
- Understanding Impacts on Competitive Strategy

Organizational Readiness and AI Driven Change

- Understand the Challenges That Can Come with AI Adoption
- Evaluate Readiness for Change
- Recognize the Response to Change and How to Manage It

Understanding Cost Drivers and ROI of Adopting AI Solutions

- Identify Typical Costs for AI Implementation Projects
- Understand Factors That Could Drive Costs/Reduce ROI

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AI Risks and Opportunities

- Understand Some of the Risks Associated with AI Solutions
- Assess Possible Vulnerabilities for Your Implementation and General Risks
- Identify Corrective Steps

AI Ethics and Governance

- Understand Potential Issues Related to Ethics, Transparency, and Bias
- Establish AI Governance Early to Ensure Guardrails and Safety
- Develop Awareness of Legal and Government AI Policies

Building Your AI Business Strategy and Plan

- Identify the Key Components of Your AI Adoption Strategy
- Decide How You Will Measure "Success"
- Create an AI Implementation Roadmap for Your Organization
- Communicate the Strategic Value of Your Proposed AI Implementation Approach

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