

**COURSE OVERVIEW AI0181**  
**AI for Strategic Impact**

**Course Title**

AI for Strategic Impact

**Course Date/Venue**

July 12-16, 2026/Tamra Meeting Room, AI  
 Bandar Rotana Creek, Dubai, UAE

**Course Reference**

AI0181

**Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs



**Course Description**



***This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our state-of-the-art simulators.***

This course is designed to provide participants with a detailed and up-to-date overview of AI for Strategic Impact. It covers the artificial intelligence, key AI technologies and data as a strategic asset; the AI adoption landscape, AI versus traditional analytics and AI readiness assessment; the AI with business strategy and value chain transformation with AI and AI business models; the AI ROI and build, buy or partner decisions including competitive strategy in the AI era; and the AI project lifecycle, organizational structures for AI, change management for AI and human-AI collaboration.



During this interactive course, participants will learn the common reasons AI pilots fail, infrastructure and integration challenges, standardization and reuse of models and managing technical debt; the talent and skills strategy, AI ethics, legal and regulatory considerations and AI risk management; the governance frameworks for AI, trust and transparency and social and workforce implications; the emerging AI trends, scenario planning with AI and innovation and experimentation; and the AI and long-term competitive advantage and leadership in the age of AI.



## Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on AI for strategic impact
- Discuss artificial intelligence, key AI technologies and data as a strategic asset
- Explain AI adoption landscape, AI versus traditional analytics and AI readiness assessment
- Align AI with business strategy and apply value chain transformation with AI and AI business models
- Measure AI ROI and carryout build, buy or partner decisions including competitive strategy in the AI era
- Illustrate AI project lifecycle, organizational structures for AI, change management for AI and human-AI collaboration
- Identify the common reasons AI pilots fail, infrastructure and integration challenges, standardization and reuse of models and managing technical debt
- Employ talent and skills strategy, AI ethics, legal and regulatory considerations and AI risk management
- Apply governance frameworks for AI, trust and transparency and social and workforce implications
- Recognize the emerging AI trends, scenario planning with AI and innovation and experimentation
- Identify AI and long-term competitive advantage and apply leadership in the age of AI

## Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

## Who Should Attend

This course provides an overview of all significant aspects and considerations of AI for strategic impact for board members and non-executive directors, chief executive officer (CEO), C-suite executives (COO, CFO, CIO, CTO, CDO, CHRO, CMO), business unit and division heads, strategy and corporate development leaders, risk, compliance and governance executives, digital transformation and innovation leaders, operations and supply chain leaders, product and customer experience leaders, HR and talent strategy leaders, public sector and policy leaders.

## Course Fee


**US\$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

**Course Certificate(s)**

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

**Certificate Accreditations**

Haward's certificates are accredited by the following international accreditation organizations:

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

**Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.



### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. Chris Le Roux**, PhD, M.Com, B.Com (Hons), PMP, Industrial Psychologist (HPCSA Reg.), PMI-ATP Instructor PMI-PMP, PMI-CAPM Instructor is a **Senior Management Consultant & Project Management Professional** with over **30 years** of combined engineering, managerial, consulting, counseling, and international training experience across Africa, the Middle East, the Gulf region, and Europe. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling, Cost Control, and Earned Value Management, Project Management (Predictive, Agile, and Hybrid), PMO setup and governance, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Risk and Contract Management** (including contract development, tendering, dispute resolution, and claims), **Risk Identification Tools & Techniques, Project Life Cycle, Stakeholder Management and Communication, Performance Coaching and Difficult Conversations, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Leadership Orientation Programme, Leadership & Team Development, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Leadership & Performance Management, Leadership Communication, Leadership Excellence for Senior Management, Supervisory, Leadership, Coaching & Mentoring, Leadership, Communications & Interpersonal Skills, Administrative Leadership Skills, Office Management & Administration Skills, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence and Resilience, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Controlling Your Time & Managing Stress, Crisis Management and Decision-Making Under Pressure; and Customer Experience, Service Excellence, and Negotiation Skills, Strategic Human Resources Management, Change Management and Organizational Development, Human Capital and Talent Management (succession planning, performance management, competency frameworks, and behavioral assessment), Strategic Planning and Execution, Project Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he has also led or supported Training Needs Analyses (TNA), large-scale capability development programs, and leadership pipelines for technical, operational, and graduate employees. He is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Training & Development General Manager, Departmental Head (Electrical), Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Senior HR Consultant, Senior Lecturer / Academic Supervisor, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals, International Trainer, and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars and CBM Training.

Dr. Le Roux has a **PhD in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Qualified Electrical & Mechanical Engineering** from **Germiston College, South Africa**. Further, he is a **Certified Project Management Professional (PMP)**, a **PMI Authorized Training Partner (ATP) Instructor**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.



### Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### Learning Design & Customization

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1: Sunday, 12<sup>th</sup> of July 2026**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>Understanding Artificial Intelligence</b> What AI is (and What AI is Not) • Narrow AI versus General AI • Core AI Capabilities and Limitations • Common Myths and Misconceptions
0930 – 0945	Break
0945 – 1030	<b>Key AI Technologies</b> Machine Learning Fundamentals • Deep Learning and Neural Networks • Natural Language Processing (NLP) • Computer Vision and Speech Systems
1030 – 1130	<b>Data as a Strategic Asset</b> Types of Data Used in AI Systems • Data Quality, Bias, and Relevance • Data Pipelines and Lifecycle • Data Governance Basics
1130 – 1215	<b>AI Adoption Landscape</b> Global AI Adoption Trends • Industry-Specific AI Use Cases • Competitive Advantage Through AI • Case Studies of Successful AI Adoption
1215 – 1230	Break
1230 – 1330	<b>AI versus Traditional Analytics</b> Rule-Based Systems versus Learning Systems • Predictive versus Prescriptive Intelligence • Speed, Scale and Adaptability • Strategic Implications for Decision-Making
1330 – 1420	<b>AI Readiness Assessment</b> Organizational Maturity Models • Skills and Capability Gaps • Technology Infrastructure Requirements • Cultural Readiness for AI
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One



**Day 2: Monday, 13<sup>th</sup> of July 2026**

0730 – 0830	<b>Aligning AI with Business Strategy</b> <i>Translating Business Goals into AI Opportunities • Identifying High-Impact AI Use Cases • AI as a Source of Differentiation • Avoiding “AI for AI’s Sake”</i>
0830 – 0930	<b>Value Chain Transformation with AI</b> <i>AI in Operations and Supply Chains • Customer Experience Enhancement • AI-Driven Product and Service Innovation • Cost Optimization Through Automation</i>
0930 – 0945	Break
0945 – 1100	<b>AI Business Models</b> <i>Platform-Based AI Models • Data Monetization Strategies • AI-as-a-Service (AIaaS) • Subscription and Outcome-Based Models</i>
1100 – 1215	<b>Measuring AI ROI</b> <i>Defining Success Metrics for AI • Financial versus Strategic Returns • Short-Term Wins versus Long-Term Value • KPI Frameworks for AI Initiatives</i>
1215 – 1230	Break
1230 – 1330	<b>Build, Buy or Partner Decisions</b> <i>In-House AI Development Considerations • Working with Vendors and Startups • Strategic Partnerships and Ecosystems • Risk and Dependency Management</i>
1330 – 1420	<b>Competitive Strategy in the AI Era</b> <i>AI-Driven Competitive Advantage • First-Mover versus Fast-Follower Strategies • Barriers to Imitation Using AI • Sustaining Advantage Over Time</i>
1420 – 1430	<b>Recap</b> <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	Lunch & End of Day Two

**Day 3: Tuesday, 14<sup>th</sup> of July 2026**

0730 – 0830	<b>AI Project Lifecycle</b> <i>Ideation and Use-Case Selection • Data Preparation and Modeling • Deployment and Integration • Continuous Improvement Cycles</i>
0830 – 0930	<b>Organizational Structures for AI</b> <i>Centralized versus Decentralized AI Teams • Centers of Excellence (CoE) • Cross-Functional Collaboration Models • Roles: Data Scientists, Engineers, Business Leaders</i>
0930 – 0945	Break
0945 – 1100	<b>Change Management for AI</b> <i>Managing Workforce Anxiety and Resistance • Communication and Stakeholder Buy-In • Redesigning Workflows with AI • Driving Adoption and Trust</i>
1100 – 1215	<b>Human-AI Collaboration</b> <i>Augmented Intelligence versus Automation • Decision Support versus Decision Replacement • Designing Effective Human-in-the-Loop Systems • Productivity and Performance Impacts</i>



1215 – 1230	Break
1230 – 1330	<b>Scaling from Pilots to Enterprise AI</b> Common Reasons AI Pilots Fail • Infrastructure and Integration Challenges • Standardization and Reuse of Models • Managing Technical Debt
1330 – 1420	<b>Talent &amp; Skills Strategy</b> AI Skills Required Across the Organization • Upskilling and Reskilling Programs • Leadership Capabilities in an AI-Driven Firm • Partnering with Academia and Training Providers
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Three

**Day 4: Wednesday, 15<sup>th</sup> of July 2026**

0730 – 0830	<b>AI Ethics Fundamentals</b> Fairness, Accountability, and Transparency • Explainable AI (XAI) • Bias Detection and Mitigation • Responsible AI Principles
0830 – 0930	<b>Legal &amp; Regulatory Considerations</b> Data Protection and Privacy Laws • AI Regulations and Global Standards • Intellectual Property Issues • Liability and Accountability Risks
0930 – 0945	Break
0945 – 1100	<b>AI Risk Management</b> Model Risk and Performance Drift • Cybersecurity and Adversarial Attacks • Reputational and Brand Risks • Operational Resilience
1100 – 1215	<b>Governance Frameworks for AI</b> AI Policies and Oversight Structures • Model Approval and Monitoring Processes • Auditability and Documentation • Role of Boards and Executive Leadership
1215 – 1230	Break
1230 – 1330	<b>Trust &amp; Transparency</b> Building Trust with Customers and Employees • Communicating AI Decisions Clearly • Ethical Brand Positioning • Public Perception and Social Impact
1330 – 1420	<b>Social &amp; Workforce Implications</b> Job Displacement versus Job Transformation • Responsible Automation Strategies • Inclusive AI Development • Long-Term Societal Impacts
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Four

**Day 5: Thursday, 12<sup>th</sup> of July 2026**

0730 – 0830	<b>Emerging AI Trends</b> Generative AI and Foundation Models • Autonomous Systems and Agents • Multimodal AI • AI + IoT and Edge Intelligence
0830 – 0930	<b>Scenario Planning with AI</b> Using AI for Strategic Foresight • Predictive Modeling for Uncertainty • Stress-Testing Strategies with AI • AI-Supported Decision Simulations



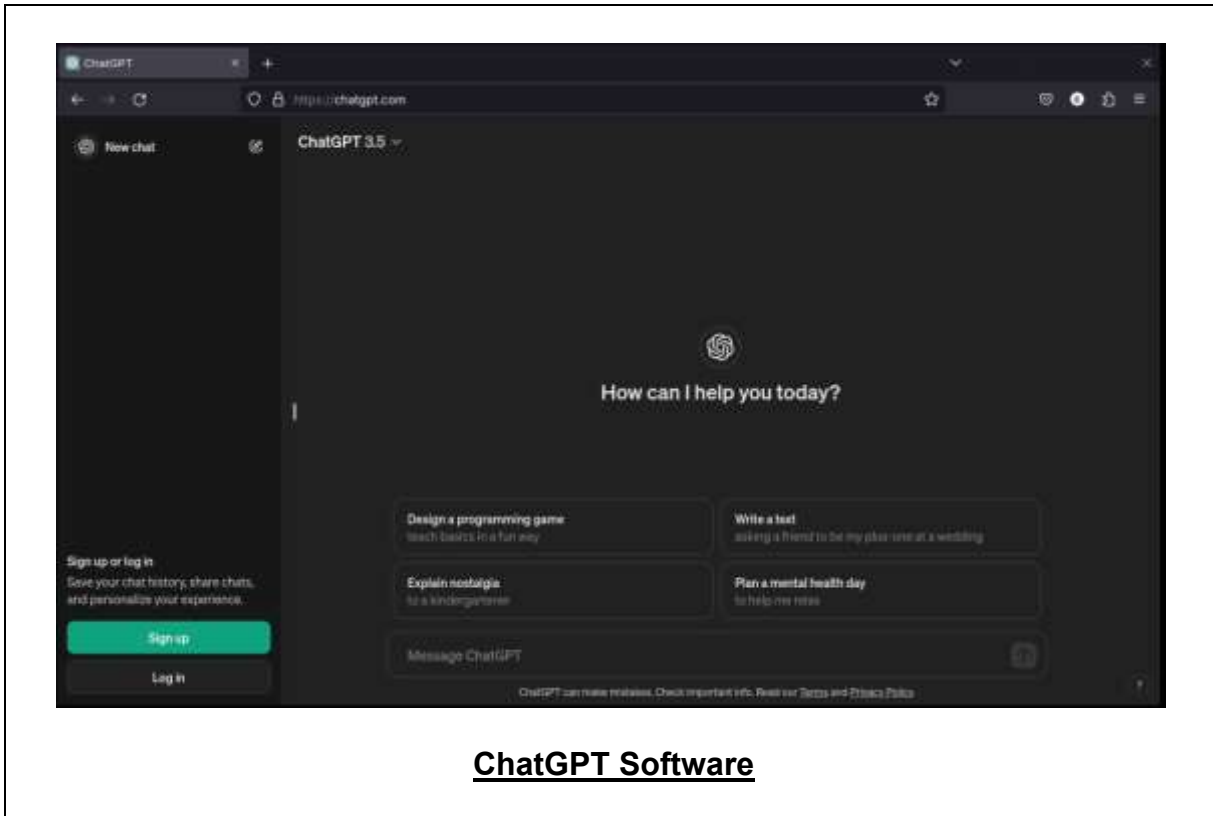
0930 – 0945	Break
0945 – 1100	<b>Innovation &amp; Experimentation</b> <i>Creating an AI Innovation Pipeline • Rapid Experimentation and Prototyping • Failing Fast and Learning Responsibly • Scaling Breakthrough Ideas</i>
1100 – 1215	<b>AI &amp; Long-Term Competitive Advantage</b> <i>Learning Organizations Powered by AI • Network Effects and Data Moats • Continuous Strategic Renewal • Avoiding AI Commoditization</i>
1215 – 1230	Break
1230 – 1315	<b>Leadership in the Age of AI</b> <i>Strategic Leadership Mindsets • Ethical and Responsible Leadership • Decision-Making in AI-Augmented Environments • Leading Humans Alongside Machines</i>
1315 – 1345	<b>Capstone: AI Strategic Roadmap</b> <i>Defining an AI Vision and Ambition • Prioritizing Initiatives and Investments • Governance and Execution Roadmap • Measuring Impact and Continuous Evolution</i>
1345 – 1400	<b>Course Conclusion</b> <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

**Simulator (Hands-on Practical Sessions)**

Practical sessions will be demonstrated through software tools during the course for delegates. Delegates will have an opportunity to understand the exercises using the “Mindview Software”, “ChatGPT”, “Gemini”, “Copilot”, “PMI Infinity”, “Deepseek” and “Visio Software”.



**Mindview Software**



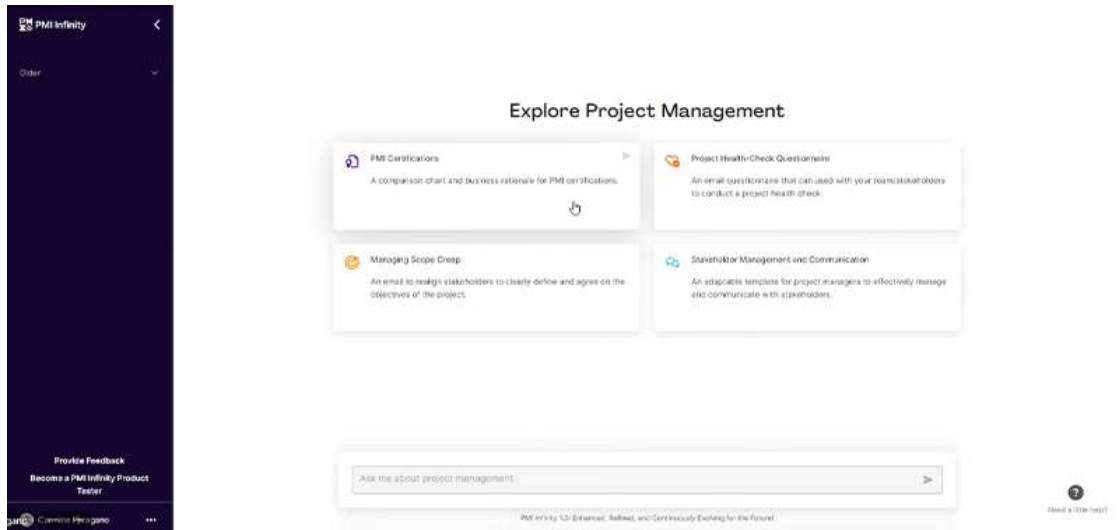
**ChatGPT Software**



**Gemini Software**



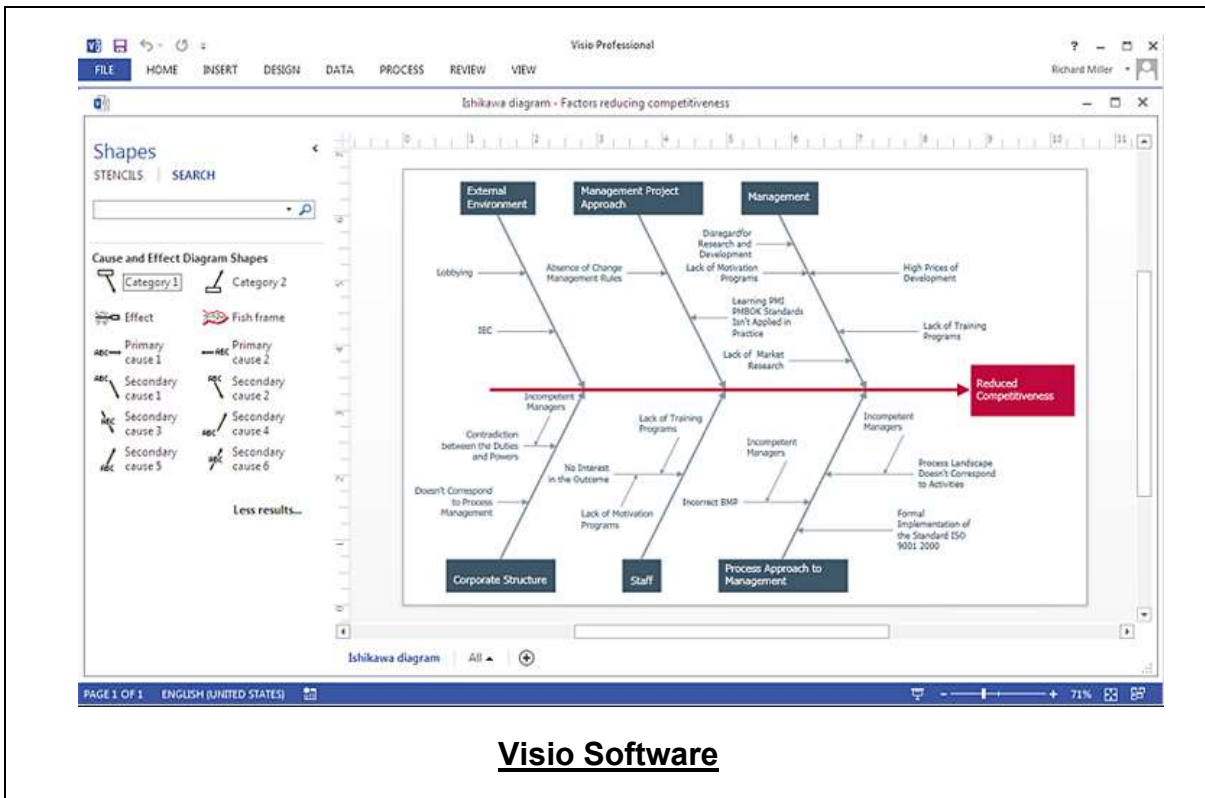
**Copilot Software**



**PMI Infinity**



**Deepseek**



**Visio Software**

**Course Coordinator**

Mari Nakintu, Tel: +971 2 30 91 714, Email: [mari1@haward.org](mailto:mari1@haward.org)

