

COURSE OVERVIEW AI0180
AI Strategy and Leadership

Course Title

AI Strategy and Leadership

Course Date/Venue

May 10-14, 2026/ Tamra Meeting Room, AI Bandar Rotana Creek, Dubai, UAE

Course Reference

AI0180

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 software tools.



This course is designed to provide participants with a detailed and up-to-date overview of AI Strategy and Leadership. It covers the artificial intelligence, evolution of AI and its business impact and types of AI applications in organizations; the AI value creation and competitive advantage, AI literacy for executives and ethical and societal implications of AI; the AI with business strategy, high-impact AI use cases and data as a strategic asset; applying build, buy or partner decisions, AI investment and ROI and competitive and industry analysis using AI; the AI leadership mindset, organizational models for AI and talent, skills and workforce strategy; and the change management for AI adoption, culture of innovation and experimentation and human-AI collaboration.



During this interactive course, participants will learn the AI governance frameworks and risk management in AI systems and regulatory and legal considerations; the ethical AI in practice and trust, transparency and accountability, social responsibility and sustainability; the emerging AI trends and technologies, strategic foresight and scenario planning and refining leadership in the AI era; and the innovation and continuous learning, scaling AI across the enterprise and AI strategy roadmap.

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 strategy and leadership
- Discuss artificial intelligence, evolution of AI and its business impact and types of AI applications in organizations
- Recognize AI value creation and competitive advantage, AI literacy for executives and ethical and societal implications of AI
- Align AI with business strategy, identify high-impact AI use cases and discuss data as a strategic asset
- Apply build, buy or partner decisions, AI investment and ROI and competitive and industry analysis using AI
- Carryout AI leadership mindset, organizational models for AI and talent, skills and workforce strategy
- Apply change management for AI adoption, culture of innovation and experimentation and human-AI collaboration
- Discuss AI governance frameworks and apply risk management in AI systems and regulatory and legal considerations
- Carryout ethical AI in practice and trust, transparency and accountability, social responsibility and sustainability
- Discuss the emerging AI trends and technologies, strategic foresight and scenario planning and refining leadership in the AI era
- Apply innovation and continuous learning, scaling AI across the enterprise and AI strategy roadmap

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 strategy and leadership for board members and advisors, chief executive officer (CEO), chief operation officer (COO), chief financial officer (CFO), chief information officer (CIO), chief data officer (CDO), chief human resources officer (CHRO), business unit and division heads, strategy and corporate development leaders, digital transformation and innovation executives, operations and supply chain leaders, risk, compliance and governance executives, product and customer experience leaders, senior 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:

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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.

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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, 10th of May 2026

0730 - 0800	<i>Registration & Coffee</i>
0800 - 0815	<i>Welcome & Introduction</i>
0815 - 0830	PRE-TEST
0830 - 0930	Introduction to Artificial Intelligence <i>What AI is (and What it is Not) • Key AI Concepts: ML, DL, NLP, GenAI • Narrow AI versus General AI • Common Myths and Misconceptions</i>
0930 - 0945	<i>Break</i>
0945 - 1030	Evolution of AI & its Business Impact <i>Brief History of AI Development • Key Technological Breakthroughs • AI Adoption Trends Across Industries • Why AI Matters Now More than Ever</i>
1030 - 1130	Types of AI Applications in Organizations <i>Predictive Analytics and Forecasting • Automation and Intelligent Workflows • Generative AI and Content Creation • Decision-Support Systems</i>
1130 - 1215	AI Value Creation & Competitive Advantage <i>AI as a Strategic Asset • Cost Leadership versus Differentiation Through AI • Network Effects and Data Advantages • Case Examples of AI-Driven Success</i>
1215 - 1230	<i>Break</i>
1230 - 1330	AI Literacy for Executives <i>Reading AI Dashboards and Outputs • Asking the Right Strategic Questions • Understanding Model Limitations • Interpreting AI Risk and Uncertainty</i>
1330 - 1420	Ethical & Societal Implications of AI <i>Bias, Fairness, and Discrimination • Transparency and Explainability • Social and Workforce Implications • Responsible AI Principles</i>
1420 - 1430	Recap <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	<i>Lunch & End of Day One</i>



Day 2: Monday, 11th of May 2026

0730 – 0830	Aligning AI with Business Strategy <i>Linking AI to Organizational Goals • Identifying Strategic Pain Points • AI versus Traditional Digital Initiatives • Avoiding “AI for AI’s Sake”</i>
0830 – 0930	Identifying High-Impact AI Use Cases <i>Use-Case Discovery Frameworks • Feasibility versus Value Assessment • Short-Term Wins versus Long-Term Bets • Prioritization Matrices</i>
0930 – 0945	Break
0945 – 1100	Data as a Strategic Asset <i>Data Types and Sources • Data Quality and Governance • Data Ownership and Stewardship • Monetizing Data Responsibly</i>
1100 – 1215	Build, Buy, or Partner Decisions <i>In-House AI Development • Vendor and Platform Selection • Strategic Partnerships and Ecosystems • Cost, Risk, and Scalability Trade-Offs</i>
1215 – 1230	Break
1230 – 1330	AI Investment & ROI <i>Cost Structures of AI Initiatives • Measuring AI Value and Impact • Leading versus Lagging Indicators • Portfolio-Based AI Investment</i>
1330 – 1420	Competitive & Industry Analysis Using AI <i>AI-Driven Competitive Intelligence • Industry Disruption Patterns • Benchmarking AI Maturity • Scenario Planning with AI Insights</i>
1420 – 1430	Recap <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, 12th of May 2026

0730 – 0830	AI Leadership Mindset <i>From Control to Experimentation • Decision-Making with AI Support • Managing Ambiguity and Uncertainty • Leadership in Human-AI Collaboration</i>
0830 – 0930	Organizational Models for AI <i>Centralized versus Decentralized AI Teams • Centers of Excellence (CoE) • Product-Based AI Teams • Governance Structures</i>
0930 – 0945	Break
0945 – 1100	Talent, Skills & Workforce Strategy <i>Key AI-Related Roles • Upskilling and Reskilling Strategies • Talent Acquisition Challenges • Human-AI Task Redesign</i>
1100 – 1215	Change Management for AI Adoption <i>Overcoming Resistance to AI • Communication and Stakeholder Buy-In • Pilot Programs and Scaling • Measuring Adoption Success</i>
1215 – 1230	Break
1230 – 1330	Culture of Innovation & Experimentation <i>Encouraging Data-Driven Decisions • Psychological Safety and Learning • Agile and Iterative Approaches • Failure as a Learning Mechanism</i>
1330 – 1420	Human-AI Collaboration <i>Augmentation versus Automation • Redefining Job Roles • Trust in AI Systems • Designing AI for Human Usability</i>
1420 – 1430	Recap <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 Three





Day 4: Wednesday, 13th of May 2026

0730 – 0830	AI Governance Frameworks <i>Governance Models and Structures • Decision Rights and Accountability • AI Policies and Standards • Internal Oversight Mechanisms</i>
0830 – 0930	Risk Management in AI Systems <i>Model Risk and Performance Drift • Data Privacy and Security Risks • Operational and Reputational Risks • Risk Mitigation Strategies</i>
0930 – 0945	Break
0945 – 1100	Regulatory & Legal Considerations <i>Global AI Regulatory Landscape • Data Protection Laws (e.g., GDPR) • Intellectual Property Issues • Compliance Strategies</i>
1100 – 1215	Ethical AI in Practice <i>Embedding Ethics into Design • Bias Detection and Mitigation • Explainable AI Techniques • Ethics Review Processes</i>
1215 – 1230	Break
1230 – 1330	Trust, Transparency & Accountability <i>Building Trust with Stakeholders • Communicating AI Decisions • Auditability and Documentation • Managing AI Failures Responsibly</i>
1330 – 1420	Social Responsibility & Sustainability <i>AI and Social Impact • Workforce Displacement Concerns • Environmental Impact of AI • Aligning AI with ESG Goals</i>
1420 – 1430	Recap <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 Four

Day 5: Thursday, 14th of May 2026

0730 – 0830	Emerging AI Trends & Technologies <i>Generative AI Evolution • Autonomous Systems and Agents • Multimodal AI • AI at Scale and Edge AI</i>
0830 – 0930	Strategic Foresight & Scenario Planning <i>Anticipating AI-Driven Disruption • Best-, Worst-, and Likely-Case Scenarios • Weak Signals and Trend Monitoring • Strategic Resilience Planning</i>
0930 – 0945	Break
0945 – 1100	Redefining Leadership in the AI Era <i>New Leadership Competencies • Emotional Intelligence versus Machine Intelligence • Ethical and Values-Based Leadership • Leading Hybrid Human-AI Teams</i>
1100 – 1215	Innovation & Continuous Learning <i>Learning Organizations in the AI Age • Executive Education and AI Fluency • Experimentation and Feedback Loops • Staying Relevant as a Leader</i>
1215 – 1230	Break
1230 – 1315	Scaling AI Across the Enterprise <i>From Pilots to Enterprise-Wide AI • Platform and Infrastructure Strategy • Managing Technical Debt • Sustaining Long-Term Value</i>

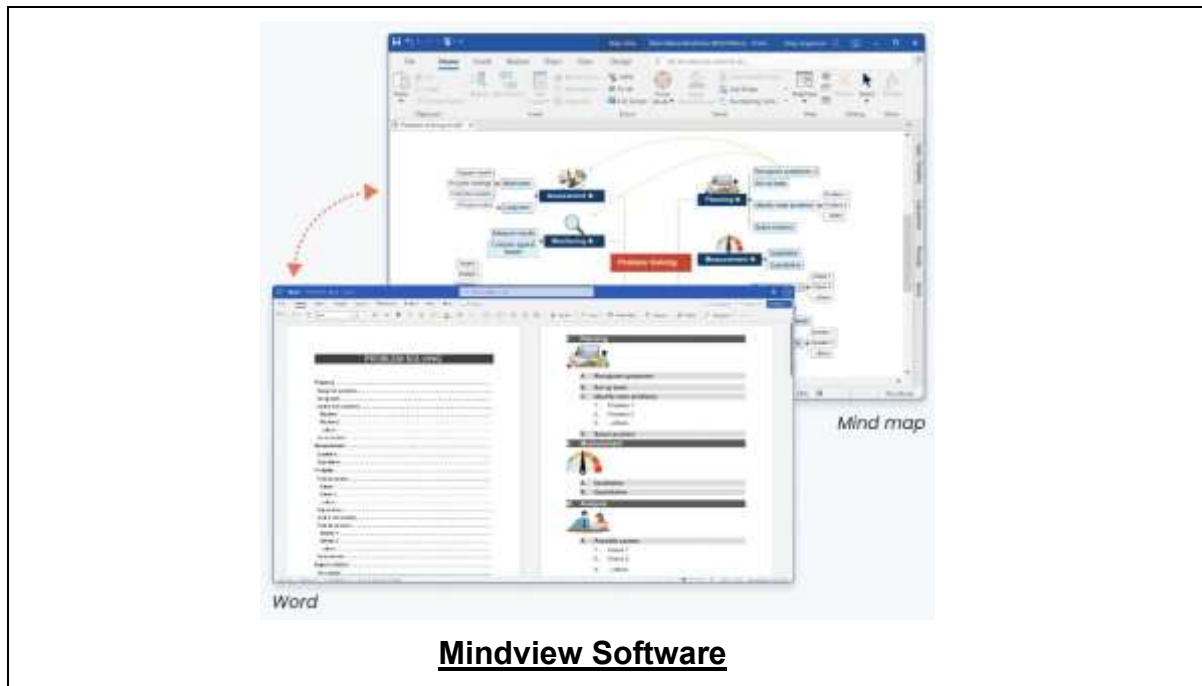


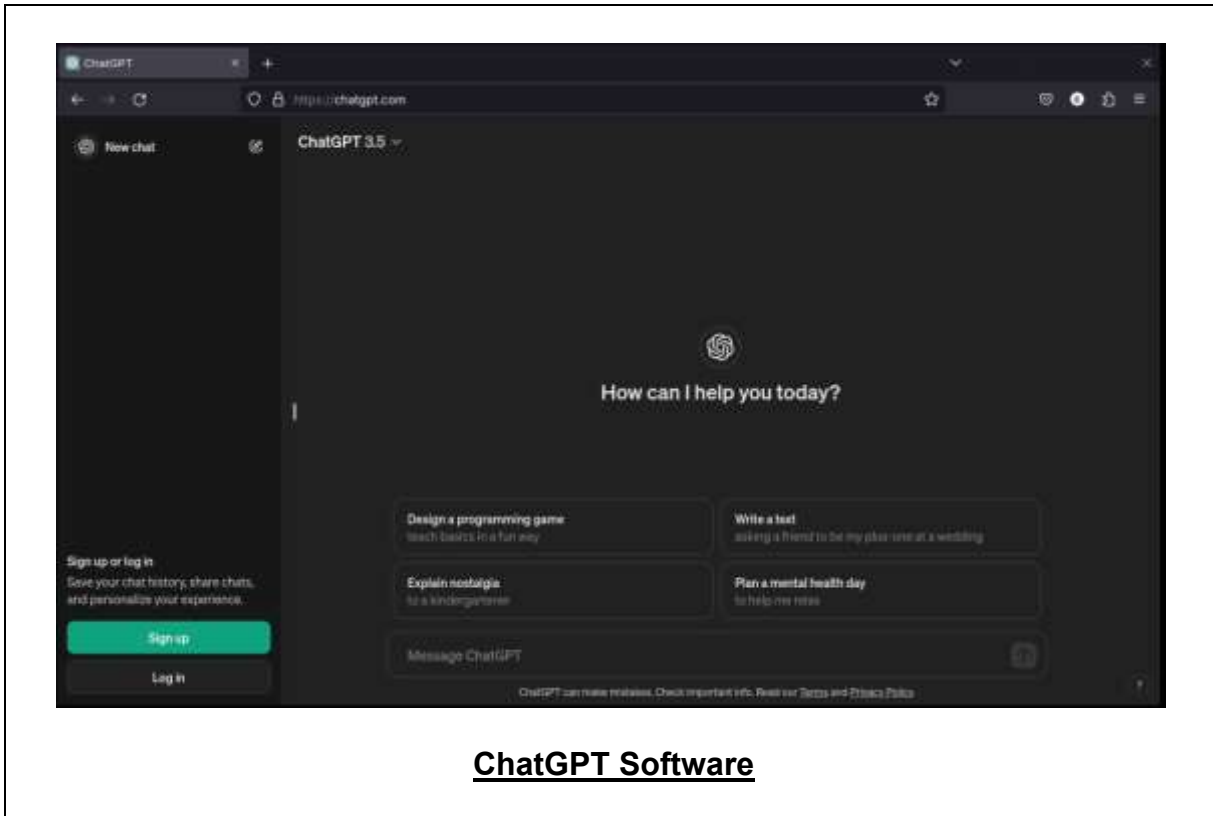


1315 – 1345	Capstone: AI Strategy Roadmap <i>Defining an AI Vision • Building a Phased Roadmap • Key Metrics and Milestones • Executive Action Plan and Next Steps</i>
1345 – 1400	Course Conclusion <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

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”.

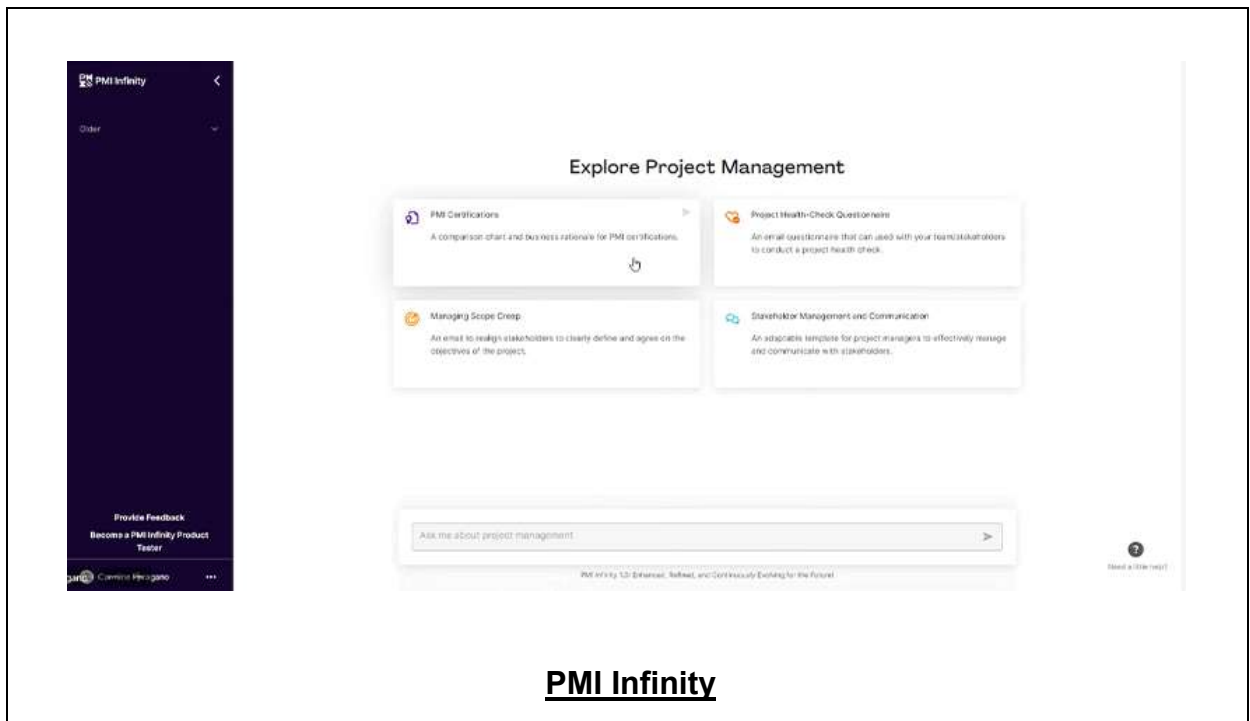




ChatGPT Software

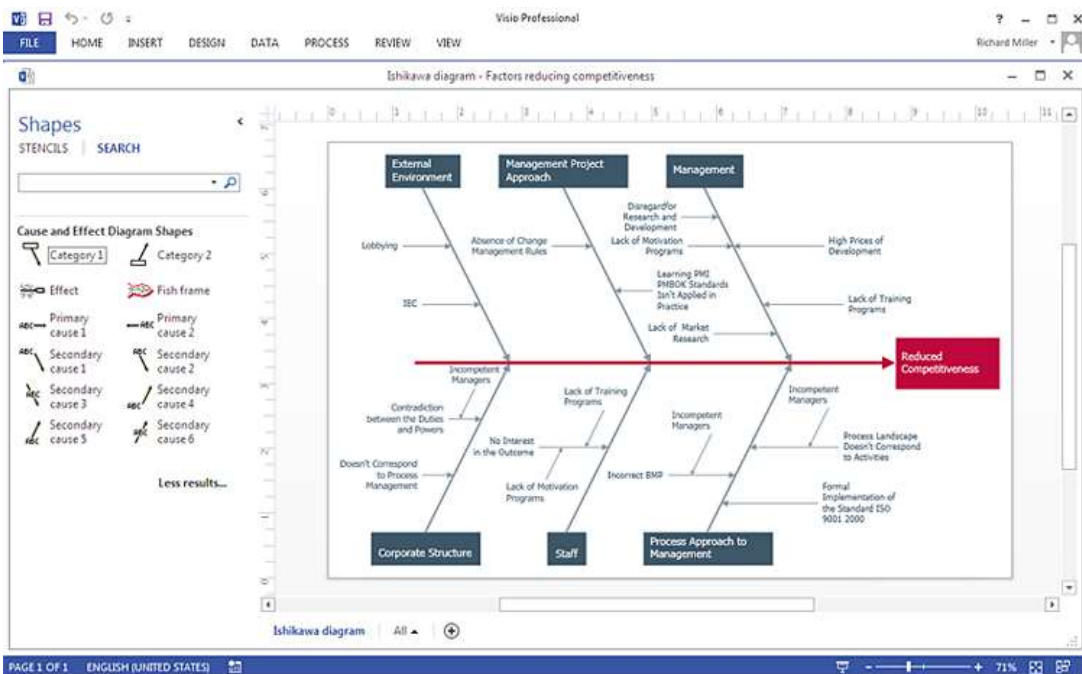


Gemini Software





Deepseek



Visio Software

Course Coordinator

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