American Management Association's
Artificial Intelligence (AI)
Strategy for Business Leaders

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 Raped 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

Understanding Cost Drivers and ROI of Adopting AI Solutions

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

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
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 AIU 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