

American Management Association's

Winning with Artificial Intelligence (AI):
An Immersive Experience

Learning Objectives

- Define Key AI Concepts and Terms
- Understand the Business Imperative and Impact of AI
- Reflect on Their Organization's Readiness to Adopt AI
- Build Skill Through a Simulated Challenge Faced by a CEO and their Company
- Conduct Research to Evaluate AI as a Solution to the Company's Challenges
- Consider Stakeholder Reactions that Can Impact AI Adoption
- Evaluate and Present Key Findings to Determine the Viability of Integrating of AI
- Drive Recognition of Pros and Cons to Influence Their Organizations' AI Plans

Overview of AI

- Understand AI Terms and Definitions
- Identify Familiar AI Solutions All Around Us
- Gain an Overview of the Current AI Landscape
- Learn About the Key Features of Algorithms

Connect Business Needs with AI Techniques and Social Realities

- Recognize Business Situations Where One Should Look to AI for Assistance
- Determine the AI Capabilities of an Organization to Advocate for or against AI Solutions to Business Issues
- Identify Assets You Need to Include in an AI Solution in Order to Actually Solve Your Problem
- Learn the Typical AI Adoption Paths for Individual Contributors, Leaders, Teams, and Organizations
- Understand the Common Risks and Rewards Along Each Path

Understand a CEO's Challenge and Mandate

- Evaluate a scenario for potential AI implementation
- Consider the CEO's mandate and pros and cons of implementing an AI solution
- Discuss key organizational components needed to make a decision including stakeholders, budget and operations

Access and Analyze Data to Understand Current Processes that Affect Costs and Efficiencies

- Identify key factors in determining AI viability
- Utilize data sets, personas, and AI tools to clarify challenges and brainstorm solutions
- Debrief the uses and considerations of AI tools within research and analysis functions

Ethics of AI Implementation

- Discuss the ethics of AI implementation, with specific focus on bias, limitations, suppression, and downstream effects

Identify Stakeholders' Mindsets and Working Realities About Using AI

- Consider various use cases for AI solutions within different job functions and departments, and for various tasks and needs
- Discuss variance between global messaging and stakeholder-specific messaging
- Assess how stakeholder mindsets and resistance can impact successful AI implementation

Construct a Business Case for or Against AI Adoption

- Construct a presentation using the simulation materials, arguing for or against AI adoption
- Leverage AI tools to ensure data, research, and prompts are sufficiently organized for effective presentation
- Identify key takeaways and practice presenting on AI solutions

Present Your Business Case to the CEO: Make a Compelling Argument

- Deliver presentations, provide feedback, and debrief the simulation experience

AI in the Workplace: Considerations for Implementation

- Debrief presentation results and capture your most important takeaways