GenAI Strategy for Business Leaders

Use-case portfolios, ROI, risk and an AI adoption roadmap.

DURATION	FORMAT	LEVEL
8 hours	Onsite, online or hybrid	Foundation

About this programme

A half-day-to-one-day executive programme that turns GenAI from scattered pilots into a prioritised portfolio with clear ownership, risk controls and measurable value.

Who it is for: CXOs, business unit heads, L&D and transformation leaders

What your team will be able to do

- Separate durable GenAI value from hype in your own industry
- Score and prioritise a portfolio of use cases by value, feasibility and risk
- Set guardrails for data, security and responsible use before scaling
- Leave with a 90-day adoption roadmap and an upskilling plan by role

Before you start

- No technical background needed
- A short list of business problems your unit wants to solve

Course outline

We send the module-by-module outline with your proposal, adapted to your team's tools and goals.

Assessment and certification

How learning is checked

- A self-assessment before and after the programme
- Case work, role-plays and exercises with feedback from the trainer

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 30 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=genai-strategy-leaders

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