

# TRANSFORM USING ARTIFICIAL INTELLIGENCE

Handbook for Executive Education



Afrisoft AI Consultants  
AI Executive Education Series



## Why AI Executive Education?

Artificial Intelligence is transforming the global economy at a pace and scale unmatched in history. Yet, in the Gulf region, AI is more than just a technological shift — it is a cornerstone of national strategy, economic diversification, and global competitiveness.

Dubai's AI Roadmap and the UAE Strategy for Artificial Intelligence 2031 envision a future where AI is embedded across every sector — from healthcare, education, and energy to transportation, finance, and public services. These initiatives are not isolated; they are part of a broader Gulf commitment, with Saudi Arabia's National Strategy for Data & AI (NSDAI), Qatar's AI policy frameworks, and Bahrain's digital transformation agenda collectively investing billions into AI research, talent development, and implementation.

For leaders and decision-makers, this presents both an unprecedented opportunity and a strategic imperative. The challenge is no longer whether to adopt AI, but how to do so effectively — aligning innovation with organizational goals, ensuring ethical governance, and creating measurable impact.

The Afridisoft AI Executive Education Program is uniquely designed to meet these needs. Unlike technical AI training, this program focuses on the intersection of strategy, leadership, and innovation — empowering executives to:

- Navigate the complexities of AI adoption in regulated and competitive markets.
- Identify high-value AI opportunities aligned with Gulf national visions.
- Build cross-functional teams that can translate AI potential into tangible business outcomes.
- Ensure ethical, fair, and transparent AI deployment in line with global best practices and regional values.

Through a combination of Harvard-style case studies, real-world Gulf market examples, and immersive simulations, participants will not only gain knowledge but also the strategic confidence to lead AI initiatives that drive transformation within their organizations and contribute to the region's long-term prosperity.

AI is not the future — it is the present. And in the Gulf, the leaders who master it today will define the competitive landscape of tomorrow.

Here's a one-page Harvard-style write-up with citations from reputable sources on why AI is essential for executives and how it can create business value. You can place this in your booklet before the "Why AI Executive Education?" section.

## Target Audience

The Afrisoft AI Executive Education Program is designed for leaders who are ready to play a defining role in shaping the Gulf's AI-driven transformation. Our participants come from diverse sectors but share one common goal — to harness Artificial Intelligence as a driver of strategic growth, operational excellence, and sustainable innovation.

We welcome:

- C-Level Executives and Senior Leaders
- CEOs, CTOs, CIOs, and strategy heads tasked with steering their organizations toward AI-enabled competitiveness.
- Government and Policy Makers
- Leaders involved in national AI strategies, digital transformation policies, and public sector innovation agendas.
- Entrepreneurs and Innovation Leaders
- Founders, investors, and change-makers building AI-powered products, platforms, and ventures.
- Academic and Institutional Leaders
- University presidents, deans, and directors developing AI talent pipelines and research collaborations.
- Sector Specialists in Priority Industries
- Decision-makers from finance, energy, healthcare, manufacturing, logistics, and smart cities — all sectors at the forefront of the Gulf's AI adoption.

Whether leading a multinational, guiding a ministry, running a fast-growing startup, or shaping the next generation of AI talent, our participants share an ambition to lead with vision, implement with precision, and deliver impact aligned with the region's AI aspirations.

This program is particularly relevant for executives whose organizations are:

- Scaling AI adoption beyond pilot projects into enterprise-wide deployment.
- Positioning for Gulf market leadership by aligning with national AI strategies.
- Investing in ethical and sustainable AI as part of their governance and corporate responsibility commitments.

In the Gulf, leadership is not measured solely by resources, but by foresight, adaptability, and execution. This program equips participants with all three — ensuring they emerge as trusted voices and capable hands in their organization's AI journey.



## Transform Your Organization with AI Excellence – Led by Dr. Ahmad Hassan Afridi

Dr. Ahmad Hassan Afridi is an internationally recognized AI educator, researcher, and strategist with over fifteen years of experience helping organizations harness the power of artificial intelligence for real-world impact. Holding a PhD in Human and Technology from Tampere University, Finland, he specializes in human-centered AI, recommender systems, and AI governance, with a strong track record of designing AI solutions that enhance trust, transparency, and fairness. As Program Director for the BS Artificial Intelligence program at the Institute of Management Sciences (IMSciences) and Guest Professor at the National Institute of Public Administration (NIPA), he has trained and mentored professionals from diverse business and public sector backgrounds, enabling them to adopt AI strategically for decision-making, operational efficiency, and public service transformation.

Dr. Afridi's expertise is shaped by global exposure, having delivered keynotes, workshops, and trainings in UAE , Saudi Arabia, Finland, Belgium, Netherlands, the UK, and Pakistan. His sessions combine practical, hands-on exercises using tools with strategic insights tailored to the needs of executives, policymakers, and technical teams. His approach blends research-backed methods with real-world case studies, ensuring participants gain not only technical skills but also a strategic vision for AI adoption.

In the business sector, his training empowers organizations to achieve competitive advantage through predictive analytics, customer experience optimization, and AI-driven innovation. In the public sector, he helps leaders implement smart governance, develop data-driven policies, ensure ethical AI adoption, and enhance citizen services. Dr. Afridi's work has influenced policy, education, and business innovation through projects such as the Recommender System, a CustomGPT for research discovery, and the CyberHER initiative promoting gender inclusion in cybersecurity.

Every training program led by Dr. Afridi is designed to be interactive, impactful, and tailored to the organization's unique goals. Participants leave equipped with the tools, strategies, and mindset to deploy AI responsibly and effectively—driving measurable results in both business growth and public sector transformation. In a rapidly evolving digital landscape, his sessions ensure that leaders and teams are not just keeping pace but setting the standard in AI-powered innovation.

## Program Objectives

The Afrisoft AI Executive Education Program is designed with a clear mission — to equip leaders with the strategic insight, operational know-how, and ethical framework to navigate and shape the Gulf's AI-powered future. By the end of the program, participants will be able to:

1. Understand AI's Strategic Value

Gain a high-level and operational understanding of Artificial Intelligence, with a focus on its application in Gulf-specific economic and regulatory contexts.

2. Align AI with National and Corporate Visions

Translate AI opportunities into strategic initiatives aligned with the UAE AI Strategy 2031, Saudi Arabia's NSDAI, and other regional AI roadmaps.

3. Lead AI Adoption Across the Enterprise

Build internal capability, cross-functional teams, and governance structures to scale AI from pilot projects to enterprise-wide transformation.

4. Ensure Responsible and Ethical AI Use

Implement AI solutions with transparency, fairness, and compliance with both global best practices and regional cultural values.

5. Drive Measurable Impact and ROI

Develop strategies for tracking, evaluating, and communicating the business and societal value generated by AI initiatives.

## Curriculum Details

The program blends Harvard-style case studies, hands-on workshops, and regional market insights to create a transformative learning experience.

### **Module 1 – AI Fundamentals for Decision-Makers**

Understand core AI concepts without unnecessary technical complexity. Explore the current and emerging AI landscape, key technologies, and their impact on Gulf economies.

### **Module 2 – Large Language Models & Generative AI**

Examine the power of models like ChatGPT, DeepSeek, and Arabic LLMs. Learn their applications in customer service, policy drafting, research, and business operations.

### **Module 3 – AI for Strategic Decision-Making**

Learn frameworks for integrating AI into corporate strategy. Use Gulf-specific case studies from finance, energy, and smart cities to develop actionable AI roadmaps.

### **Module 4 – AI in Customer Experience & Operations**

Discover how AI can optimize service delivery, streamline operations, and enable personalized customer engagement in culturally diverse Gulf markets.

### **Module 5 – AI Ethics, Fairness, and Governance**

Explore bias detection, responsible AI principles, and compliance considerations within the region's cultural and regulatory frameworks.

### **Module 6 – Building the AI Roadmap for Your Organization**

Design a strategic AI plan tailored to your organization's objectives, sector realities, and the broader Gulf AI vision.



## Detailed Curriculum

Afrisoft Executive Education— outlines for all 6 modules, with more depth in learning objectives, key content areas, instructional methods, and outcomes so they're ready to slot directly into your premium booklet.

## Module 1 – AI Fundamentals for Decision-Makers

Objective: Build a strong foundational understanding of AI as a strategic tool for organizational growth in the Gulf's economic transformation context.

Learning Objectives:

- Understand the scope, definitions, and categories of AI.
- Identify the difference between hype and reality in AI applications.
- Recognize how Gulf national strategies (UAE 2031, Saudi NSDAI, etc.) position AI as a growth driver.
- Assess AI readiness within your organization.

Key Content Areas:

- Overview of AI: Machine Learning, Deep Learning, NLP, Computer Vision, Generative AI.
- Global AI adoption trends vs. Gulf-specific adoption and investments.
- High-impact AI use cases in Gulf sectors: Energy, Healthcare, Logistics, Finance, Smart Cities.
- Organizational readiness and capability assessment tools.

Instructional Methods:

- Harvard Case Study: Dubai Health Authority's AI diagnostic system.
- Interactive workshop: AI concept mapping and myth-busting.
- Peer group exercise: AI opportunity identification for participant organizations.

Expected Outcomes:

- Participants can clearly articulate AI's strategic potential.
- Ability to shortlist 3–5 AI opportunities aligned with national and corporate objectives.

## Module 2 – Large Language Models (LLMs) & Generative AI in Business

Objective: Equip leaders with the skills to integrate LLMs into decision-making, innovation, and operational workflows.

Learning Objectives:

- Understand how LLMs work and their limitations.
- Evaluate LLMs for organizational adoption in Gulf-specific industries.
- Mitigate risks such as hallucinations, bias, and misuse.
- Apply prompt engineering techniques for business and governance.

Key Content Areas:

- LLM ecosystem: ChatGPT, DeepSeek, Claude, Falcon LLM (UAE), and Arabic LLMs.
- LLM applications in government, policy, education, research, customer service.
- Ethical considerations and data compliance in LLM usage.
- Techniques for effective prompt creation for strategic outputs.

Instructional Methods:

- Case Study: Saudi Arabia's AI-driven e-Government service platform.
- Simulation lab: Prompt engineering and AI-assisted policy drafting.
- Group exercise: Co-creating Gulf-specific AI use cases.

Expected Outcomes:

- Participants create and test LLM-driven solutions for real business or policy challenges.
- Development of an internal "LLM adoption and governance" checklist.

## Module 3 – AI for Strategic Decision-Making

Objective: Provide leaders with frameworks for integrating AI into corporate strategies and tracking ROI.

#### Learning Objectives:

- Translate AI potential into measurable strategic goals.
- Integrate AI into existing corporate and government planning cycles.
- Build business cases for AI investments.
- Measure and communicate AI ROI effectively.

#### Key Content Areas:

- Strategy frameworks for AI adoption (OKRs, Balanced Scorecard, Value Realization).
- Gulf-centric case examples in finance, energy, smart cities.
- Stakeholder alignment and change management in AI projects.
- Measuring impact: productivity, revenue, efficiency, and innovation metrics.

#### Instructional Methods:

- Case Study: Qatar's AI analytics in FIFA 2022 event management.
- Strategy mapping workshop: aligning AI with corporate priorities.
- Simulation: Risk vs. reward assessment for AI investment.

#### Expected Outcomes:

- Creation of a draft AI strategic roadmap.
- Ability to present AI business cases to boards and funding bodies.

## Module 4 – AI in Customer Experience & Operations

Objective: Demonstrate how AI can elevate customer engagement and operational excellence within Gulf cultural and market contexts.

#### Learning Objectives:

- Understand AI's role in personalization and service excellence.
- Identify automation opportunities in operations.
- Use predictive analytics to anticipate demand and optimize resources.
- Adapt AI customer solutions to respect Gulf cultural norms.

#### Key Content Areas:

- AI-driven customer personalization tools and chatbots.
- Operational AI: predictive maintenance, supply chain optimization, demand forecasting.
- Cross-cultural considerations in AI-powered customer service.
- AI and customer trust-building strategies.

#### Instructional Methods:

- Case Study: Emirates Airlines' AI-driven passenger experience personalization.
- Process automation simulation.
- Group challenge: Redesigning a customer journey with AI integration.

#### Expected Outcomes:

- Operational process map with AI integration points.
- Pilot project plan for AI in customer service or operations.

## Module 5 – AI Ethics, Fairness, and Governance

Objective: Enable leaders to implement responsible AI frameworks aligned with Gulf values and global best practices.

#### Learning Objectives:

- Recognize sources of bias and unfairness in AI systems.
- Understand ethical AI frameworks and governance models.
- Comply with Gulf data protection laws and regulations.
- Build organizational policies for ethical AI use.

#### Key Content Areas:

- AI ethics principles (transparency, accountability, fairness, privacy).
- Gulf-specific regulatory landscape (e.g., UAE AI Ethics Principles).
- Bias detection techniques and mitigation strategies.
- Governance structures for AI oversight.

#### Instructional Methods:

- Case Study: Ethics in Smart City surveillance projects.
- Bias detection lab using open-source tools.
- Governance framework design workshop.

#### Expected Outcomes:

- Draft of an organizational AI ethics policy.
- Governance board structure tailored to participant's organization.

## Module 6 – Building the AI Roadmap for Your Organization

Objective: Equip participants with a complete, actionable AI adoption and scaling plan.

#### Learning Objectives:

- Apply a structured methodology for AI roadmap creation.
- Align AI initiatives with both national and corporate strategies.
- Plan resources, talent, and technology for AI projects.
- Anticipate risks and create mitigation strategies.

#### Key Content Areas:

- AI project lifecycle from concept to deployment.
- Prioritization of AI initiatives based on impact and feasibility.
- Talent strategy: building AI-capable teams in the Gulf.
- Change management and continuous improvement.

#### Instructional Methods:

- Capstone workshop: Final AI roadmap presentation and peer review.
- Feedback from faculty and industry mentors.
- One-on-one advisory sessions.
- Expected Outcomes:
  - A fully developed AI roadmap, board-ready for approval.
  - Participant readiness to champion AI projects in their organization.

## 5-Day Program Outline – Afrisoft AI Executive Education

Day	Morning Session	Afternoon Session	Evening / Assignments
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Day 1 – Module 1: AI Fundamentals for Decision-Makers	<p>Opening Keynote: AI and the Gulf’s Vision 2030–2031 Strategies</p> <ul style="list-style-type: none"> <li>• Role of AI in economic diversification</li> <li>• Global vs. Gulf AI adoption trends</li> </ul> <p>Case Study: Dubai’s AI in Healthcare</p>	<p>Workshop: Demystifying AI</p> <ul style="list-style-type: none"> <li>• Core concepts: ML, NLP, Computer Vision</li> <li>• AI myths vs. reality</li> <li>• Gulf-specific use cases</li> </ul>	<p>Reflection Assignment: Identify 3 AI opportunities in your organization aligned with Gulf strategies</p>
Day 2 – Module 2: Large Language Models & Generative AI	<p>Interactive Lecture: The Power of LLMs</p> <ul style="list-style-type: none"> <li>• ChatGPT, DeepSeek, and Arabic LLMs</li> <li>• Emerging applications in Gulf governance and commerce</li> </ul> <p>Case Study: Saudi Arabia’s AI in public services</p>	<p>Simulation Lab: Prompt Engineering for Leaders</p> <ul style="list-style-type: none"> <li>• Hands-on GPT models for decision support</li> <li>• AI-generated business insights</li> </ul>	<p>Peer Learning Task: Develop a prompt to address a Gulf-specific policy or business challenge</p>
Day 3 – Module 3: AI for Strategic Decision-Making	<p>Frameworks Lecture: From Vision to Execution</p> <ul style="list-style-type: none"> <li>• AI strategy frameworks</li> <li>• Measuring ROI of AI initiatives</li> </ul> <p>Case Study: Qatar’s AI in FIFA 2022</p>	<p>Workshop: Building Your AI Roadmap</p> <ul style="list-style-type: none"> <li>• Strategic alignment with UAE 2031 and NSDAI</li> <li>• Stakeholder engagement</li> </ul>	<p>Assignment: Draft an initial AI strategic plan for your organization</p>
Day 4 – Module 4: AI in Customer Experience & Operations	<p>Panel Discussion: Customer-Centric AI in the Gulf</p> <ul style="list-style-type: none"> <li>• Retail, banking, hospitality insights</li> </ul> <p>Case Study: Emirates Airlines AI-driven personalization</p>	<p>Simulation: AI-Optimized Operations</p> <ul style="list-style-type: none"> <li>• Process automation</li> <li>• Predictive analytics</li> </ul>	<p>Field Task: Map one operational process that could be improved with AI</p>
Day 5 – Modules 5 & 6: AI Ethics, Governance, and Roadmap	<p>Ethics Session: Responsible AI in the Gulf Context</p> <ul style="list-style-type: none"> <li>• Bias detection</li> <li>• Ethical governance models</li> <li>• Compliance with regulations</li> </ul> <p>Case Study: AI ethics in smart city surveillance</p>	<p>Capstone Workshop: Your AI Implementation Blueprint</p> <ul style="list-style-type: none"> <li>• Present AI roadmap to peers</li> <li>• Feedback and refinement</li> </ul>	<p>Graduation &amp; Networking: Certificate ceremony + strategic networking dinner</p>

# Executive AI Skill Gap Self-Assessment

AI Skill Area	Current Skill Level (%)	Required Skill Level (%)	Gap (%)
AI Fundamentals			
Machine Learning			
Data Skills			
AI Tools & Platforms			
Ethical & Responsible AI			
AI in Business & Public Sector			
Deployment & MLOps			
Innovation & Problem-Solving			

Assess your organization and employee skills using the AI skills self assessment matrix

## Why AI Matters for Executives and Business Value Creation

Artificial Intelligence (AI) has moved from being a purely technical tool to a strategic enabler of business transformation. For executives, AI is not just about adopting a new technology — it is about reimagining business models, unlocking efficiencies, and driving innovation in a competitive, data-driven economy.

Research shows that organizations integrating AI into decision-making processes can significantly improve operational efficiency, customer experience, and profitability. A 2021 McKinsey Global Survey found that 56% of executives reported revenue increases from AI adoption, and 27% attributed at least 5% of their EBIT to AI initiatives (McKinsey & Company, 2021). AI enables leaders to make data-informed strategic choices, anticipate market shifts, and respond with agility in complex environments.

In the Gulf region, AI is a pillar of economic diversification strategies. The UAE Strategy for Artificial Intelligence 2031 positions AI as a core driver of competitiveness, projecting a 14% contribution to GDP by 2030 (PwC Middle East, 2018). Similarly, Saudi Arabia’s National Strategy for Data & AI (NSDAI) aims to position the Kingdom among the top AI nations, targeting \$20 billion in AI investments by 2030. These initiatives underscore the expectation that senior leaders will not only understand AI but also deploy it effectively to align with national visions and corporate growth objectives .



## AI brings value to business through several key pathways:

- Operational Efficiency – Automating repetitive tasks, optimizing supply chains, and improving resource allocation.
- Customer-Centricity – Delivering personalized experiences at scale, improving satisfaction and retention.
- Risk Management – Enhancing fraud detection, compliance monitoring, and scenario analysis.
- Innovation Enablement – Accelerating product development, market entry, and business model experimentation.
- Executives who understand AI's strategic potential can harness it not just as a cost-saving mechanism, but as a growth catalyst, enabling their organizations to remain resilient and competitive in rapidly evolving markets (Bughin et al., 2018; Davenport & Ronanki, 2018).

### References

- Bughin, J., Seong, J., Manyika, J., Chui, M., & Joshi, R. (2018). Notes from the AI frontier: Modeling the impact of AI on the world economy . McKinsey Global Institute.
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- McKinsey & Company. (2021). The state of AI in 2021 . McKinsey Global Survey on AI.
- PwC Middle East. (2018). The potential impact of AI in the Middle East .