

AI for Leaders

COURSE OBJECTIVES:

Today's companies and investors are all starting to evaluate how Artificial Intelligence (AI) will either positively or negatively impact their organization's growth, profits and overall returns.

According to Research from the World Economic Forum (WEF) and McKinsey, AI will increasingly disrupt what we do, who does it and how all work is done as pieces of human work are transferred to machines. On the positive side, AI is expected to add significant growth and value to the world's economy for the companies and countries that develop it. As such, it is more important than ever that all leaders, managers, executives and board members develop their AI skills to compete and prosper in the AI world.

However, most leaders of organizations and investors in companies don't have the requisite skills to use these technologies to create competitive advantage, nor to build the right teams to insure their long term success. As such, this course will help you gain the following knowledge:

- **Why** business models based on AI-powered platforms dominate the markets
- **How** you can use these technologies to grow revenue and profitability
- **What** are the 5 steps that can PIVOT your business and investment activities
- **Who** will you need on the team to ensure your short and long term success

The course will include real world course studies, 40+ videos, research on the economics of today's AI-powered platforms, and a final module to help you build your own AI business and investment activities.

WEEKLY TOPICS:

- Module 1: Platforms and Networks
- Module 2: Machines and Artificial Intelligence
- Module 3: Data for AI
- Module 4: Changing Strategies, Cultures, and Processes - A 5 Step Approach
- Module 5: Build Your AI Business and/or Autonomous Unit

COURSE EXPECTATIONS:



This course is designed to be completed in four weeks. The course team will note any changes to the schedule or any alteration to the course in the Course Updates is located.

Prerequisites: none

Time commitment: 4-6 hours per week

GRADING AND COURSE DELIVERABLES:

ASSIGNMENT	PERCENT
Knowledge Checks (10 total, 5 points each)	50%
Discussion Forum Prompts (5 total, 4 points each)	20%
Building Your Business Case (6 total, 5 points each)	30%
Total:	100%
Passing Grade for Verified Certificates:	75%

If at any point you would like to view your current status in the course, click the Progress Tab at the top of the course site, and view your grades for completed activities. A passing grade for verified learners in this course is 75%.

Discussion Forum Policies:

We expect you to fully participate in all discussion forums within the course, the instructors and staff will be monitoring the discussions on a daily basis. If you encounter any technical difficulties during this course, please click the **Help** label at the top right of your screen. To get the most out of your experience in this course, follow these guidelines:

To be successful in this course...PLEASE:

- Participate in discussions by posting responses to prompts. Engaging in discussions will enhance your learning experience by demonstrating and sharing your knowledge.
- Pose challenging questions to promote further discussion and generate new ideas that the crowd (network) can leverage and use for their own benefit
- See and share unique points-of-view. Present ideas and perspectives that help the class see something in a new way that they can use to advance their own firm.

- Respect others' opinion but don't be afraid to share your own. Be mindful of other perspectives even if they are different from yours.
- Post and find responses of your classmates and instructors in the Discussion Tab at the top of the page.
- Don't cheat, don't give out the solutions to problems. Rather, guide others to find their own answers.

Discussion Forum Best Practices

Here are a couple of helpful hints to using the discussion forum:

- Please search for an answer to your question in the discussion board before posting. It is likely that other students asked the same question already.
- Actively up-vote other posts, and other people will up-vote yours! The more upvotes your post has, the more likely it is to be seen.
- In addition to answering and talking with each other about the Discussion Questions, you can also use the Discussion Forums to communicate on other topics.
- To do this, you should click on the "Discussion" button in the toolbar near the top of your screen and see and post questions.

SESSION DETAILS

WEEK 1: Module 1: Platforms and Networks

LEARNING OBJECTIVES:

By the end of the module, you will be able to:

- Identify the 5 distinct business models and map the evolution of corporate strategy
- Describe why platforms business models are emerging today
- Cite specific, concrete examples of firms leveraging older and newer business models
- Understand how platform economics are different, and why
- Explain why automation and AI are essential to platform business models

SUBTOPICS:

- Business Model Evolution
- New Asset Types
- Platform (Modern Business Model) Economics
- Strategies for Building AI Powered Platforms with Network Effect

WEEK 2: Module 2 : Machines and Artificial Intelligence

LEARNING OBJECTIVES:

By the end of the module, you will be able to:

- Identify and utilize different data sources (fundamental and alternative)
- Identify best practices for developing and managing a company's data
- Identify material issues and understand their importance in developing data
- Identify the different views of stakeholder, investor, and regulator definitions of data
- Identify the leading organizations data use and governance issues
- Assess the quality of a company's process for becoming a data driven organization
- Understand and follow the best practices in developing data driven strategies
- Identify and prioritize the key stakeholders in building a data driven business
- Understand the different requirements and regulations that are emerging

SUBTOPICS:

- What is AI?
- What are The Different Types of AI and Machine Learning
- How Does AI Work?
- How does AI Impact and Drive Business Models
- What are the The 7 rules of AI First Leadership

WEEK 3: Data for AI

LEARNING OBJECTIVES:

By the end of the module, you will be able to:

- Explain how data is used in an AI/ML application
- Understand why alternative data is a key differentiators
- Identify different data sources that a company can use (fundamental and alternative)
- Understand the complexities of data management
- Understand and follow the best practices in developing data driven strategies

SUBTOPICS:

- Data is Essential to AI
- The Importance of Alternative Data
- Finding, Generating, and Managing Data
- Integrating Data into Products
- Steps to a Data Strategy
- Creating Your Unique Point of View to Drive Your Data Strategy

WEEK 4: PIVOTing Your Strategy and Business Model - A 5 Step Approach

LEARNING OBJECTIVES:

By the end of the module, you will be able to:

- Step 1: Pinpoint where you are and the gap to AI powered modern business models
- Step 2: Inventory your existing technologies, data and networks to leverage
- Step 3: Validate your business case with customers and gain your leaders' buy in
- Step 4: Organize and operate a core team to achieve your AI powered business model
- Step 5: Track your performance and progress towards becoming an AI first firm

SUBTOPICS:

- Pinpoint where you are and the gap to where you need to go
- Inventory all the assets (tangible and intangible) and what you are missing
- Validate your business case to transform your organization
- Organize a small team to get it done and insure your future success
- Track new KPI's for your AI powered business

WEEK 5: Build Your AI Business and/or Autonomous Unit

LEARNING OBJECTIVES:

By the end of the module, you will be able to:

- Apply the PIVOT process to build your own AI-powered unit
- Operationalize transformative ideas with the right structure, skills, and governance
- Prepare ahead and avoid the pitfalls of business model transformation
- Invert your thinking to drive changes in actions and outcomes
- Build an AI-powered business case

SUBTOPICS

- How thinking determines action and destiny
- Why jumping curves is essential to transformation



- Linear vs. exponential measurement models
- The 10 components of an Ai-powered business plan