**Executive Education Masterclass – Draft Content**

**Program Title**

AI in Leadership and Project Management

**Program Overview**

Artificial Intelligence (AI) is revolutionising project management, offering tools and insights that empower leaders to innovate and deliver impactful results. This masterclass equips participants with essential skills to design, manage, and lead AI projects effectively, fostering innovation while addressing challenges like team dynamics, ethical considerations, and stakeholder engagement.

This one-day program introduces participants to the AI project lifecycle in the morning, focusing on team composition, management frameworks, and leadership strategies. The afternoon session is an interactive workshop where participants will apply these concepts to design AI projects tailored to real-world scenarios using best practices and industry insights.

**Learning outcomes**

* **Master AI Project Design** Gain proficiency in designing AI projects, leveraging industry frameworks, and identifying critical success factors.
* **Lead Effective AI Teams** Build skills to manage diverse, multidisciplinary AI teams and address challenges related to collaboration and conflict resolution.
* **Navigate Ethical Challenges** Develop strategies to address ethical dilemmas and ensure alignment with organisational goals and societal impact.
* **Plan for AI Scalability** Create roadmaps for scaling AI implementations while mitigating risks and managing resources effectively.
* **Apply AI Best Practices** Integrate best practices for deploying AI solutions, ensuring successful outcomes from conception to implementation.

**Who is the program for?**

This masterclass is ideal for:

* **Project Managers and Team Leads**  
  Professionals responsible for managing and delivering innovative AI projects.
* **AI Practitioners and Specialists**  
  Individuals seeking to transition into project leadership roles or expand their expertise in AI project lifecycles.
* **Organisational Leaders**  
  Decision-makers aiming to align AI projects with strategic objectives while navigating risks and challenges.
* **Innovation Managers**  
  Those tasked with fostering AI-driven change and managing cross-functional teams.

**Program schedule**

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| --- | --- | --- |
| **Time** | **Title** | **Facilitator** |
| 9:00am – 10:30am | |  | | --- | | AI Project Management Frameworks and Leadership Strategies |  |  | | --- | |  | | M. Borck |
| 10:30am – 11:00am | Morning tea |  |
| 11:00am – 12:30pm | |  | | --- | | Case Study Analysis: Successful AI Project implementation |  |  | | --- | |  | |  |
| 12:30pm – 1:15pm | Lunch |  |
| 1:15pm – 2:30pm | Simulation: Managing an AI Project from Conception to Deployment |  |
| 2:45pm – 3:00pm | Afternoon tea |  |
| 3:00pm – 4:30pm | Role-play & Collaborative Exercise: Addressing Ethical Dilemmas and Scaling AI Projects |  |

**Presenter bios**

A recognised expert in AI-driven innovation and project management, Dr. Borck brings over two decades of experience spanning machine learning, project leadership, and software engineering. Known for his practical and engaging teaching style, Dr. Borck is committed to empowering participants to translate AI concepts into impactful leadership strategies.

**Resources (any pre reading)**

***Pre-Reading Materials***

* *"How AI Will Transform Project Management" from Harvard Business Review - Provides a comprehensive overview of AI's impact, highlighting that 80% of project management tasks will be AI-driven by 2030*
* *"Using Artificial Intelligence for Project Management" - Explores the transformation from administrative to strategic roles and introduces key AI applications in project management*
* *"AI in Project Management and Change: Potential Impacts" - Discusses data-driven insights and predictive analytics in project management*

***Post-Reading Materials***

* *"The Role of AI in Transforming Project Management: A New Era of Efficiency and Precision" - Offers detailed insights into AI applications for resource optimisation and agile project management*
* *"Is Artificial Intelligence the Future of Project Management?" - Provides practical examples of AI implementation and its benefits in project workflows*
* *"AI for Project Management: Tools and Best Practices" - Explores specific tools and methodologies for implementing AI in project management processes*

*These materials provide a balanced mix of theoretical knowledge and practical applications, preparing participants for the masterclass while being mindful of their time constraints*

**Marketing**

***Key Statistics for Marketing***

* *By 2030, 80% of project management tasks will be managed by AI*
* *93% of project managers report positive ROI from implementing AI tools*
* *Only 35% of projects currently succeed, highlighting the need for AI-driven solutions*

***Content Themes for Marketing***

* *AI's role in transforming project management from administrative to strategic leadership*
* *The evolution of project manager roles towards coaching and stakeholder engagement*
* *Real-world success stories of AI implementation in project management*
* *The importance of developing both technical and soft skills in AI leadership*

***Social Media Focus Points***

* *Automation of routine tasks enabling focus on strategic leadership*
* *Enhanced decision-making through AI-powered analytics*
* *Future-ready project management skills and certifications*
* *The growing importance of AI literacy in project management careers*

**Executive Education Masterclass – Addition information**

CRL – 7.5 hours of learning (1 day) is equivalent to 5 credits

**Program Duration:** 1 Day (5 CRP)

**Assurance of Learning:** Participants will demonstrate learning outcomes through interactive class activities, group exercises, and evidence-based submissions captured digitally for CRL approval.

**End-of-Day Submission**:

Participants will demonstrate their learning through:

1. Group work captured digitally
2. Individual one-page self-reflections summarising insights from the day, focusing on applying AI in Leadership and Project Management.

This ensures clear evidence of learning outcomes while maintaining a practical and interactive approach.