Faysal Aziz

AI for Business Executives

Understanding AI, Generative AI and AWS-Powered Business Transformation - short

FA-0021

Agentic & Generative AI · AI for Leaders & Business · DevOps, Cloud & Infrastructure

---

Introduction

Artificial Intelligence has rapidly become a board-level discussion point, influencing strategy, operations, customer engagement, and competitive positioning across industries. Yet many executive conversations around AI remain heavily influenced by hype, unclear terminology, and unrealistic expectations. This executive briefing is designed to provide business leaders with a practical understanding of modern AI technologies, their capabilities, limitations, risks, and real-world business applications.

The session focuses on demystifying AI concepts including Machine Learning, Deep Learning, Large Language Models (LLMs), and Generative AI before moving into practical enterprise use cases and AWS-powered AI services. Participants will gain strategic insight into how AI is reshaping organizations and how executives can approach AI adoption responsibly and effectively.

The program is delivered by an instructor with over 30 years of industry experience, incorporating real-world enterprise perspectives, operational realities, and industry-driven use cases rather than purely academic discussions.

Learning outcomes

By the end of this session, participants will be able to:

- Understand core AI concepts and terminology
- Differentiate between AI, Machine Learning, Deep Learning, and Generative AI
- Understand how Large Language Models (LLMs) function at a high level
- Identify practical business use cases for AI
- Recognize AI limitations, risks, and governance concerns
- Explore AWS AI and Generative AI services
- Understand how executives can begin AI adoption initiatives responsibly

Prerequisites

- General business or management experience
- No technical or programming background required

Training outline

1. Introduction to Artificial Intelligence

1. What AI actually is
2. AI myths versus reality
3. Evolution of AI and current industry trends
4. AI versus automation and analytics

2. AI Fundamentals for Executives

1. Artificial Intelligence overview
2. Machine Learning fundamentals
3. Deep Learning concepts
4. Neural networks at a high level
5. Generative AI overview
6. Large Language Models (LLMs)
7. AI agents and copilots

3. Understanding Modern AI Systems

1. How LLMs work
2. Training data and model behavior
3. Prompt engineering fundamentals
4. Hallucinations and AI inaccuracies
5. Context limitations and reliability concerns

4. AI Risks, Governance and Business Considerations

1. Data privacy and security concerns
2. Intellectual property risks
3. Bias and ethical concerns

4. Regulatory and compliance considerations
5. Responsible AI usage
6. Human oversight and governance

5. Business Applications of AI

1. Executive productivity
2. Customer service and support
3. Marketing and personalization
4. Finance and reporting
5. HR and talent management
6. Knowledge management and enterprise search

6. AWS AI and Generative AI Services

1. AWS AI ecosystem overview
2. Introduction to Amazon Bedrock
3. Foundation models on AWS
4. Amazon Q Business overview
5. Amazon SageMaker AI overview
6. Security and governance on AWS AI platforms

7. Executive AI Tool Demonstrations

1. AI-assisted content generation
2. Business summarization and reporting
3. Enterprise AI assistants
4. Prompting strategies for executives
5. Evaluating AI-generated outputs

8. AI Adoption Strategy for Leadership

1. Identifying realistic AI opportunities
2. Avoiding common AI adoption mistakes
3. AI readiness considerations
4. Building an AI roadmap
5. Future trends in enterprise AI

AWS Technologies Covered

- Amazon Bedrock
- Amazon Q Business
- Amazon SageMaker AI

Disclaimer

This course outline is intended as a general guideline for training delivery purposes. The trainer reserves the right to modify, reorganize, expand, or adjust the content, demonstrations, tooling focus, and coverage areas as necessary based on audience engagement, sponsor requirements, technological developments, and operational considerations without prior notice.

© 2026 Faysal Aziz · Kuala Lumpur