Faysal Aziz

AI for Executives

Unraveling the Mysteries of Artificial Intelligence for Business Leaders

FA-0065

Agentic & Generative AI · AI for Leaders & Business

Introduction

Empowering Decision-Makers to Harness AI for Strategic Impact

Artificial Intelligence (AI) has emerged as a transformative force shaping industries worldwide. Yet, for many executives, the complexities of AI often feel opaque and intimidating.

This course is designed to demystify AI, providing business leaders with a clear understanding of its fundamentals, capabilities, and strategic applications. Over two focused days, participants will not only gain a foundational grasp of AI concepts but also explore hands-on tools such as prompt engineering for text and multimedia, as well as autonomous agents.

The course emphasizes practical insights and actionable knowledge to empower leaders to confidently integrate AI into their strategic planning and decision-making processes.

Learning outcomes

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

- Understand the core principles of AI, including its strengths, limitations, and ethical considerations.
- Identify real-world AI applications relevant to their industries and businesses.
- Analyze and evaluate AI-driven strategies to optimize business processes.
- Experiment with practical AI tools, including prompt engineering for text and multimedia.
- Recognize the role of AI agents in automating complex tasks and enhancing operational efficiency.
- Make informed decisions about AI adoption, deployment, and scaling within their organizations.

Prerequisites

- No prior technical knowledge of AI or programming is required.
- Familiarity with basic business operations and decision-making processes is recommended.
- Curiosity and willingness to engage in interactive discussions and hands-on exercises.

Training outline

1. 1. Introduction to AI for Executives

- Definition of Artificial Intelligence
- The AI ecosystem: Machine Learning, Deep Learning, Natural Language Processing, and Computer Vision
- AI vs. Traditional Automation: Understanding the distinctions
- A brief history of AI and its transformative milestones

2. 2. The Role of AI in Modern Business

- AI adoption trends across industries: Case studies in finance, healthcare, retail, and manufacturing
- Key benefits of AI: Efficiency, personalization, insights, and scalability
- Common myths and misconceptions about AI

3. 3. The Building Blocks of AI

- Data: The fuel of AI – importance of quality, quantity, and ethics
- Algorithms: The "brains" of AI systems – an accessible overview of how they work
- Training and deployment: An executive-level view of the AI lifecycle

4. 4. Ethics, Governance, and Risks in AI

- Ethical challenges: Bias, transparency, and accountability
- Risk management: Security, compliance, and reliability
- AI governance frameworks: Setting the rules of engagement for ethical AI

5. 5. Strategic Applications of AI in Business

- Enhancing customer experiences: AI-powered personalization

- Optimizing operations: Predictive analytics, demand forecasting, and supply chain management
- Transforming decision-making: AI for insights and strategy formulation

6. 6. Hands-On Introduction to AI Tools

Exploring AI-driven platforms for non-technical users

- Text generation tools (e.g., ChatGPT, Claude, Gemini)
- Multimedia tools (e.g., DALL·E, Sora, Midjourney)

7. 7. Mastering Prompt Engineering

- What is prompt engineering, and why does it matter?
- Writing effective prompts for text generation: Structuring, clarifying, and optimizing input
- Prompt engineering for multimedia generation: Tips for creating stunning visuals and interactive content

8. 8. AI Agents: The Next Frontier

- Introduction to AI agents: Capabilities and limitations

  Use cases for AI agents in business operations

  - Task automation and workflow optimization
  - Customer service and engagement (e.g., chatbots, virtual assistants)
- Building and deploying agents: Low-code/no-code tools for executives

9. 9. Implementing AI in Your Organization

- Assessing AI readiness: Key questions to ask
- Building an AI roadmap: Aligning AI initiatives with business objectives
- Partnering with vendors, consultants, and internal teams

10. 10. The Future of AI for Executives

- Emerging trends: Generative AI, autonomous systems, and more
- Preparing for AI-driven disruption
- Continuous learning and adaptation in the AI era

This intensive course is designed to bridge the gap between technical innovation and executive strategy, equipping leaders with the knowledge and tools they need to thrive in an AI-powered world.

© 2026 Faysal Aziz · Kuala Lumpur

https://faysalaziz.com/courses/ai-for-executives/