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AI Leadership Accelerator

Demystifying Artificial Intelligence for Strategic Business Decision-Making on AWS

FA-0075

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

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Introduction

Artificial Intelligence has rapidly moved from experimental technology to boardroom priority. For business leaders, AI is no longer simply an IT initiative or innovation lab discussion; it is becoming a core capability influencing operational efficiency, customer engagement, risk management, product innovation, workforce transformation, and competitive advantage. Yet despite the intensity of market interest, much of the AI conversation remains clouded by hype, technical jargon, vendor marketing, and unrealistic expectations.

This executive-focused program is designed to bridge the gap between business leadership and practical AI understanding. It provides C-level executives with a strategic and commercially grounded understanding of modern AI, including Machine Learning, Deep Learning, Large Language Models (LLMs), Generative AI, and emerging AI agents. The course emphasizes business relevance rather than technical implementation, enabling leaders to evaluate opportunities, understand limitations and risks, govern AI responsibly, and identify realistic adoption pathways within their organizations.

The training also introduces the AWS AI ecosystem, highlighting how organizations can leverage AWS services such as Amazon Bedrock, Amazon Q, and Amazon SageMaker AI to accelerate enterprise AI initiatives securely and at scale. (Amazon Web Services, Inc.)

The instructor delivering this program brings over 30 years of industry experience across enterprise technology, cloud transformation, infrastructure modernization, and emerging technologies. The course is designed around real-world enterprise adoption patterns, operational realities, and industry-driven use cases rather than purely academic theory.

Learning outcomes

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

- Understand what Artificial Intelligence truly is and separate industry reality from market hype

- Differentiate between AI, Machine Learning, Deep Learning, Generative AI, and Large Language Models
- Identify major AI classifications, capabilities, and enterprise use cases
- Understand how modern LLMs and Generative AI systems operate at a strategic level
- Evaluate practical business applications of AI across industries and corporate functions
- Recognize AI limitations, governance concerns, regulatory implications, and operational risks
- Understand the organizational impact of AI adoption on workforce, processes, and leadership
- Assess AI readiness within their organizations
- Understand current AWS AI and Generative AI offerings for enterprise adoption
- Explore executive-level AI strategy, governance, and implementation considerations
- Gain hands-on exposure to modern AI tools and executive productivity use cases
- Develop a roadmap-oriented mindset for AI-driven transformation initiatives

Prerequisites

- General business and leadership experience
- Familiarity with enterprise operations and strategic planning
- No programming or data science background required
- No prior AI or cloud computing experience required

Training outline

1. Understanding Artificial Intelligence and Industry Reality

The evolution of Artificial Intelligence

1. Early AI concepts and historical milestones
2. Why AI adoption accelerated in recent years
3. Business drivers behind enterprise AI investments
4. AI versus automation versus analytics

Demystifying AI

1. Common misconceptions about AI
2. Separating hype from operational reality
3. What AI can realistically achieve today

4. Why most AI projects fail
5. Understanding the AI adoption maturity curve

Core AI Terminology for Executives

1. Artificial Intelligence
2. Machine Learning
3. Deep Learning
4. Neural Networks
5. Generative AI
6. Foundation Models
7. Large Language Models
8. AI agents and autonomous systems
9. Computer vision and speech AI
10. Structured versus unstructured data

2. AI Classifications and Technology Foundations

Types of Artificial Intelligence

1. Narrow AI
2. General AI concepts
3. Predictive AI
4. Generative AI
5. Conversational AI
6. Autonomous AI systems

Machine Learning Fundamentals

1. Supervised learning
2. Unsupervised learning
3. Reinforcement learning
4. Training data concepts
5. Model inference
6. Accuracy versus reliability

Deep Learning Fundamentals

1. Neural network concepts
2. Why GPUs transformed AI
3. Pattern recognition capabilities
4. Deep learning enterprise applications
5. Operational considerations

Large Language Models and Generative AI

1. What LLMs are
2. How token prediction works
3. Foundation model ecosystems
4. Prompt engineering concepts
5. Context windows and memory limitations
6. Hallucinations and reliability concerns
7. Multimodal AI capabilities
8. AI reasoning versus statistical prediction

3. AI Limitations, Risks, Governance and Ethics

AI Operational Limitations

1. Hallucinations and fabricated outputs
2. Bias and training data concerns
3. Explainability limitations
4. Data quality dependency
5. Model drift and degradation
6. Context limitations
7. Security vulnerabilities

Enterprise AI Risks

1. Legal and regulatory concerns
2. Intellectual property exposure
3. Data leakage risks
4. Compliance considerations

5. Vendor lock-in concerns
6. Ethical AI considerations
7. Workforce disruption and organizational resistance

AI Governance for Executives

1. Responsible AI principles
2. Governance frameworks
3. Human-in-the-loop oversight
4. AI usage policies
5. Risk management strategies
6. AI procurement considerations
7. Executive accountability and oversight

AI Strategy and Business Alignment

1. Identifying high-value AI opportunities
2. AI readiness assessment
3. Cost versus value evaluation
4. Build versus buy considerations
5. Organizational transformation planning
6. AI center of excellence concepts
7. Measuring AI ROI

4. Modern Enterprise AI Landscape

Current AI Industry Trends

1. Foundation model competition
2. Open-source versus proprietary models
3. AI copilots and assistants
4. AI agents and orchestration
5. Enterprise AI adoption patterns
6. Industry disruption trends

AI Use Cases Across Business Functions

1. Executive productivity
2. Customer service transformation
3. Marketing and personalization
4. Finance and forecasting
5. HR and talent management
6. Supply chain optimization
7. Cybersecurity augmentation
8. Software development acceleration
9. Knowledge management and enterprise search

AI Transformation Case Studies

1. Enterprise operational optimization
2. Customer engagement modernization
3. AI-driven decision support
4. Business process automation
5. Executive reporting enhancement
6. Cross-industry AI adoption examples

5. Introduction to AWS AI and Generative AI Ecosystem

AWS AI Strategy and Enterprise Positioning

1. AWS AI ecosystem overview
2. Enterprise AI architecture considerations
3. Security and scalability considerations
4. AI innovation on AWS

Amazon Bedrock Fundamentals

1. Overview of Amazon Bedrock
2. Foundation model access through Bedrock
3. Multi-model strategy concepts
4. Enterprise AI deployment considerations
5. Security and governance capabilities

6. Generative AI application concepts
7. AI agents and orchestration concepts

Amazon Q for Enterprise Productivity

1. Overview of Amazon Q
2. Amazon Q Business capabilities
3. AI assistants for enterprise workflows
4. Knowledge management use cases
5. Executive productivity enhancement
6. Business intelligence integration concepts
7. Secure enterprise AI interaction

Amazon SageMaker AI Overview

1. Understanding SageMaker AI
2. Machine learning lifecycle overview
3. Model training and deployment concepts
4. Enterprise AI operationalization
5. Data science and MLOps considerations
6. Custom AI model strategies

Additional AWS AI Services

1. AI infrastructure considerations
2. AI data platform concepts
3. Security and identity integration
4. Responsible AI services
5. AI monitoring and governance tools

6. Executive Hands-On AI Tool Exposure

Understanding AI User Interaction

1. Prompt engineering fundamentals
2. Effective AI communication strategies
3. Context management techniques

4. Executive productivity workflows

AI-Assisted Executive Productivity

1. Meeting summarization
2. Executive briefing generation
3. Market research assistance
4. Business document drafting
5. Strategic ideation support
6. Decision-support augmentation

Exploring AWS AI Interfaces

1. Amazon Q demonstrations
2. Bedrock model interaction demonstrations
3. Enterprise AI assistant workflows
4. AI-powered knowledge retrieval
5. AI content generation scenarios

AI Evaluation and Output Validation

1. Verifying AI-generated information
2. Risk-aware AI usage
3. Human oversight requirements
4. Identifying unreliable outputs
5. Executive review methodologies

7. Building an AI Roadmap for the Enterprise

Defining AI Vision and Strategy

1. Aligning AI with business objectives
2. Identifying transformation opportunities
3. Prioritizing AI initiatives
4. Establishing governance structures

Organizational Readiness

1. Skills and workforce considerations
2. Leadership alignment
3. Change management strategies
4. AI operating models

AI Adoption Planning

1. Pilot project identification
2. Scaling AI initiatives
3. Vendor evaluation criteria
4. Budgeting and investment considerations
5. AI success metrics

Future of Enterprise AI

1. AI agents and autonomous workflows
2. Human-AI collaboration models
3. Emerging regulatory environments
4. Competitive implications of AI acceleration
5. Long-term strategic considerations

Disclaimer

This training outline is intended to serve as a general guideline for the proposed course delivery. The trainer reserves the right to modify, expand, reorganize, or adjust the course content, sequence, demonstrations, tooling focus, and coverage areas as deemed necessary to accommodate participant profiles, technological developments, time considerations, sponsor requirements, or evolving industry practices without prior notice.

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