

# Leading with Data and AI

## Programme outline

### Demystifying Artificial Intelligence and Data Science

Big Data, Artificial Intelligence, Machine Learning, and Data Science have been dominating the headlines in the last few years. Management consultancies talk about Deep Learning as a disruptive technology with applications from self-driving cars and face recognition to virtual assistants. Despite a lot of fancy-sounding algorithms thrown around, machine learning (ML) is composed of fairly simple and bounded tools. Real business applications of ML mostly focus on predicting values, classifying things or clustering them into groups. These key ideas are the foundations for operationalising ML and AI applications in businesses.

Learning outcomes:

- Understand the changing technology landscape and big & emerging trends
- Understand basic concepts and definitions in data science and artificial intelligence
- Gain a high-level overview of the fundamental workings of algorithms

### AI-First Business Strategy

Once ML and AI are operationalised, what changes are necessary to successfully adopt and embed the technology in businesses? Also, how to do it ethically and within the legal and regulatory environment?

Learning outcomes:

- Understand organisational change to achieve digital leadership
- Understand legal and regulatory environment
- Understand principles behind ethical use of AI

### Nature of Leadership in an AI-driven world

Enabling artificial intelligence technologies in a business is designed to improve and ultimately replace some aspects of human intervention, that is why it's often seen as a threat to leadership. Our programme aims to help participants learn that although AI will have a significant impact on their business there are both positive and negative outcomes to adopting the technology. Our prediction is that AI will help alleviate many arduous tasks for leaders that involve number crunching facts and figures, giving them in depth insight into their business and helping to push their strategies forward. But it will also help leaders understand the personality traits, attitudes and behaviours of their employees, to boost morale and working practices.

Learning outcomes:

- What managerial skills can I develop?
- What will leadership look like in the future?
- How can a leader build adaptability, engagement and vision.

**Building a strategy and a culture for AI-driven world**

Doing something different is hard. It takes energy and courage. There is always the risk it won't work, and not many companies accept that. Your staff have to know that it is safe to 'move fast and break things', as Mark Zuckerberg would have it. Thinking about the future necessarily involves planning for more than one scenario, in the full knowledge that some of the planning will be wrong, you just don't know which bit. The trick is to make that planning and testing quick and cheap.

Learning outcomes:

- Understand the signals you need to look out for in the market.
- Learn from other industries, organisations and competitors.
- Judge what to keep, develop and change in your company to create the right digital strategy.
- Learn how to create the culture that encourages innovation, not stifles it.
- Understand the capabilities needed in your company to make digital work.