

## Applied AI Leader Course

Unlock the potential of artificial intelligence in your organisation with our intensive 3-day training programme, designed to empower professionals with the knowledge, skills, and tools needed to drive AI adoption in their organisations.

Whether you prefer to learn onsite or remotely, we offer a seamless experience with access to a virtual learning environment, ensuring an engaging and interactive journey from start to finish. For onsite participants, we also host a networking dinner on the second evening, providing an opportunity to connect with like-minded professionals and share insights in a relaxed setting.

Upon completion of each day, participants will receive a digital badge, perfect for showcasing on LinkedIn. Those who complete all three days will earn our **Applied AI Leader Certification**, recognising their dedication to becoming a leader in the field of artificial intelligence. Join us and take the first step towards transforming your organisation with AI.

## Course Instructors

Designed to empower leaders with the knowledge to adopt AI safely, responsibly, and strategically, this programme is delivered by the team behind the UK Governments research into Cyber Risks to Artificial Intelligence. Combining unparalleled expertise in AI risk assessment, governance, and innovation, our instructors bring both academic insight and practical experience to help you navigate the opportunities and challenges of AI adoption.



**Jamie Crossman-Smith** is a leading authority in artificial intelligence and digital transformation, combining academic experience as a Visiting Enterprise AI Fellow at Manchester Metropolitan University with practical leadership as former Managing Director of Digital, Data & Technology at Grant Thornton UK LLP. Named a LinkedIn "Top Voice" in Machine Learning in 2024, he brings over 15 years of experience delivering impactful digital solutions to Fortune 50 banks and G20 governments.



**Professor Yonghong Peng** is a leading AI expert, Professor of AI and Deputy Dean for Research and Innovation at ARU in Cambridge, UK. He pioneers advancements in AI and machine learning, focusing on explainability, transparency, and AI safety across health, sustainability, and societal applications. Professor Peng champions human-centred AI through interdisciplinary research and innovation. He is the Chair of the Big Data Task Force (BDTF) and a founding member of the Technical Committee on Big Data (TCBD) of the IEEE Communications. He is an advisory board member of the IEEE Special Interest Group (SIG) on Big Data for Cyber Security and Privacy.

## Day 1: AI Fundamentals

**Overview:** Understand AI fundamentals, the regulatory landscape, and how to identify strategic opportunities that drive innovation and transformation.

**Focus Areas:**

- **Fundamentals of AI:** Key concepts of AI, Deep Learning, and Machine Learning,
- **AI Ecosystem:** Key technologies and what they do,
- **Navigating Regulations:** GDPR, EU AI Act, and key compliance challenges,
- **Data readiness:** Governance frameworks, security, and ensuring quality,
- **Ethical considerations:** Addressing bias, fairness, and transparency (XAI).

**Skills Gained:** After Day 1, attendees will understand how AI, machine learning, and deep learning (including LLMs) work at a conceptual level, grasp the current capabilities and limitations of key AI technologies, and comprehend the core ethical, regulatory, and data governance requirements for responsible AI adoption.

## Day 2: Harnessing AI Technologies

**Overview:** Discover how to apply advanced AI technologies and prepare for the future. This day equips leaders with a deep understanding of Large Language Models (LLMs), their practical applications, and hands-on experience in crafting prompt libraries. Participants will also explore infrastructure needs, real-world use cases, and emerging trends shaping the AI landscape.

**Focus Areas:**

- **LLMs in action:** Lifecycle, platforms (OpenAI, Claude, Google AI), and enterprise use.
- **Prompt Engineering:** Best practices to ensure accurate and consistent outputs.
- **Hands-on Exercise:** Create a tailored prompt library for your organisation.
- **Risk Mitigation:** Managing bias, hallucinations, and ensuring output reliability.
- **Use Cases and Infrastructure:** Explore industry-specific examples and assess infrastructure needs and process for AI deployment.
- **What's next in AI:** Explore emerging trends such as federated learning, edge AI, and generative AI innovations.

**Skills Gained:** Participants will gain hands-on experience in designing effective prompts and creating a tailored prompt library for their organisation. They will develop a strong understanding of LLM lifecycles, platform capabilities, and the infrastructure needed for successful deployment. Additionally, they'll learn to address key risks like bias and hallucinations, while gaining insights into emerging AI trends to future-proof their strategy.

## Day 3: Embedding AI Responsibly

**Overview:** Develop the strategies to operationalise AI sustainably. Build governance frameworks, manage risks, and design talent strategies and future operating models for an AI-driven organisation.

**Focus Areas:**

- **Governance and Risk:** Policies, frameworks, and controls to ensure compliance and accountability.
- **Business Case for AI:** Align investments with ROI and communicate value to stakeholders.
- **Talent and Culture:** Upskilling, addressing skill gaps, and fostering an AI-ready workforce.
- **Operating Models:** Scaling AI, embedding it into workflows, and preparing for long-term transformation.

**Skills Gained:** Leave with a comprehensive roadmap, governance strategies, and tools to embed AI responsibly and sustainably.

## Course Outcomes

When participants return to their organisations, they will be equipped to:

- **Lead AI Conversations:** Confidently explain AI concepts, technologies, risks, and opportunities to leadership teams, colleagues, and stakeholders.
- **Drive Strategic AI Adoption:** Identify opportunities for AI within organisational processes, create actionable roadmaps, and align initiatives with business goals.
- **Harness Advanced AI Tools:** Apply Large Language Models (LLMs) effectively to enhance productivity, automate tasks, and deliver business value.
- **Mitigate AI Risks:** Implement governance, risk management, and compliance frameworks to ensure ethical and responsible AI use.
- **Embed AI into Operations:** Develop strategies for talent readiness, infrastructure alignment, and scalable AI solutions to future-proof their organisation.
- **Champion AI Transformation:** Share best practices, tools, and insights to inspire teams and establish themselves as trusted leaders in AI adoption.

With these skills, participants will be empowered to play a pivotal role in transforming their organisations, ensuring AI is implemented effectively, responsibly, and with measurable impact.