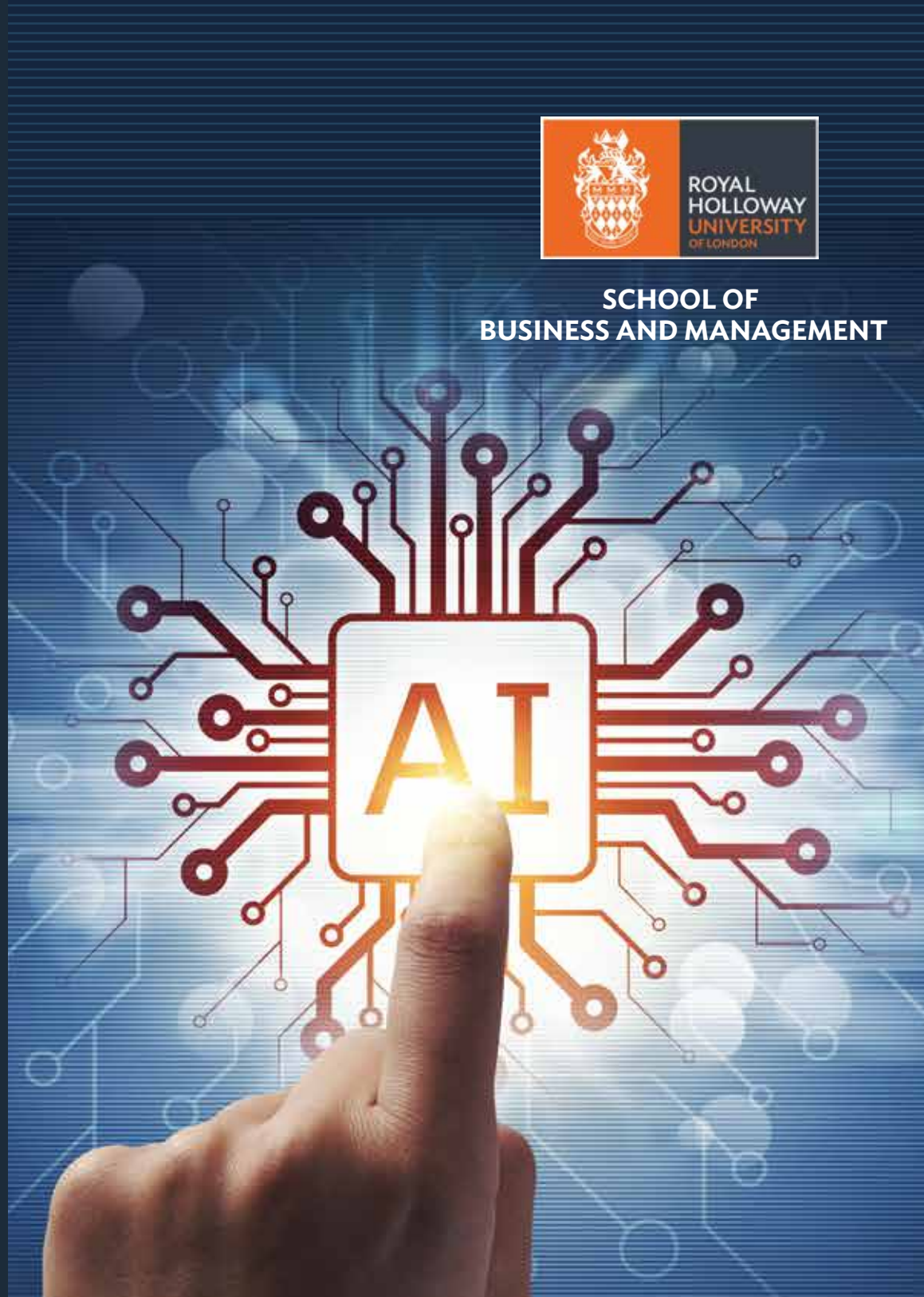


# EXEC EDUCATION



SCHOOL OF  
BUSINESS AND MANAGEMENT



**Executive Education AI Leadership masterclass**

## **LEADERSHIP IN THE AGE OF AI: EMPOWERING LEADERS FOR THE FUTURE OF BUSINESS**

Location: London Campus, Stewart House, WC1B 5DN  
Three-day course

# OVERVIEW

In today's rapidly evolving digital landscape, artificial intelligence (AI) is reshaping the business world at an unprecedented pace. As a senior leader, understanding how to strategically leverage AI is no longer optional — it is essential. This executive masterclass, Leadership in the Age of AI, is designed specifically for forward-thinking executives and senior managers who wish to harness AI's transformative potential to drive growth, innovation, and sustainable success.

Through expert-led sessions, real-world case studies, and interactive workshops, you will learn how to:

1. Identify and implement AI technologies strategically across your organisation.
2. Lead with confidence in an AI-augmented workforce, balancing human and machine collaboration.
3. Navigate the ethical and regulatory challenges of AI to ensure responsible use.
4. Foster creativity and innovation by integrating AI tools into your leadership style.
5. Stay ahead of emerging AI trends and future developments to maintain competitive advantage.







## MASTERCLASS FOCUS

The executive AI leadership masterclass prioritises strategic thinking, ethical considerations, and the practical implementation of AI technologies in organisational settings. We aim to empower all participants — whether you have a background in humanities, social sciences, or business management — to engage fully with the masterclass content.

# PREREQUISITES

This masterclass is designed for leaders from diverse backgrounds and does not require advanced technical skills. Participants are encouraged to join regardless of their prior experience with AI or technology.

Basic competencies required:

- Familiarity with digital collaboration tools.
- Comfort using standard devices like tablets (e.g., iPads) and laptops.
- No coding or advanced technical knowledge is necessary; the focus is on strategic insights and practical applications of AI in leadership contexts.



# WHO SHOULD ATTEND?

This masterclass is ideal for a diverse range of professionals who are looking to enhance their leadership capabilities in the context of AI. Participants will benefit from the masterclass regardless of their industry or level of experience.

## C-SUITE EXECUTIVES

CEOs, COOs, and CTOs seeking to drive their organisations forward by integrating AI into their strategic vision and operations.

## PROJECT MANAGERS

Leaders tasked with overseeing projects that involve AI technologies, ensuring successful implementation and alignment with business objectives.

## SENIOR MANAGERS AND DIRECTORS

Individuals responsible for leading teams and projects, who want to understand how to implement AI effectively within their departments to enhance performance and productivity.

## ENTREPRENEURS AND BUSINESS OWNERS

Those who are keen to understand AI's potential in driving growth and innovation within their startups or small businesses.

## MID-LEVEL MANAGERS

Those aspiring to elevate their leadership skills and knowledge of AI to influence decision-making and drive innovation within their teams.

## HR LEADERS

Professionals responsible for talent acquisition and development who need to equip their workforce with the necessary AI skills to remain competitive.

## CHANGE MANAGEMENT CONSULTANTS

Professionals who support organisations in navigating the complexities of digital transformation and are looking to incorporate AI into their change initiatives.

## MARKETING AND SALES LEADERS

Individuals looking to harness AI for data-driven decision-making, customer engagement, and enhancing overall marketing strategies.

## STRATEGY LEADS

Individuals focused on developing and executing strategic plans who want to leverage AI insights to identify new market opportunities and optimise business processes.

## NGOS AND THE PUBLIC SECTOR

Leaders and professionals in non-governmental organisations and public sector entities aiming to leverage AI for social impact and improved service delivery.

This masterclass will provide valuable insights and practical knowledge tailored to the unique challenges and opportunities faced by leaders in various roles, making it a vital learning experience for anyone aiming to thrive in the age of AI.



# WHY THIS MASTERCLASS IS IMPORTANT FOR LEADERS

As the business landscape rapidly transforms due to advancements in artificial intelligence (AI), the role of leaders is becoming increasingly critical in shaping organisational strategies and driving innovation.

Here's why understanding AI is essential for today's leaders:



## Global Workforce Impact

According to PwC, by 2030, AI is projected to contribute an additional £15.7 trillion to the global economy, equating to a 14% increase in global GDP. This highlights the significant economic opportunities for organisations that effectively leverage AI.



## Competitive Advantage

According to McKinsey's Global AI Survey, organisations that have adopted AI at scale report a 20% or more increase in earnings before interest and taxes (EBIT), positioning AI adopters well ahead of their competitors in terms of financial performance. This highlights the transformative potential of AI and the importance of leadership in harnessing AI for long-term organisational growth.



## Driving Innovation

As leaders, it is essential to foster a culture of innovation. Embracing AI enables organisations to streamline operations, enhance decision-making, and create new products and services. By understanding AI, leaders can inspire their teams to explore innovative solutions and navigate the complexities of digital transformation.



## Enhancing Organisational Resilience

In an era of rapid change, leaders equipped with AI knowledge can better anticipate disruptions and adapt strategies accordingly. This resilience is crucial for sustaining growth and ensuring long-term success.

By participating in the **Executive AI Leadership masterclass**, leaders will gain the insights and skills necessary to harness AI's transformative potential, ensuring their organisations thrive in the age of digital disruption.



# PROGRAMME HIGHLIGHTS

## **Expert-Led Sessions:**

- Engage with industry experts who bring real-world experience and insights into AI applications in business.

## **Interactive Workshops:**

- Participate in hands-on activities that encourage collaboration and practical learning.

## **Networking Opportunities:**

- Connect with fellow leaders and professionals to share insights and best practices in AI leadership.

## **Customised Learning:**

- Tailor your learning experience to your organisation's specific needs and challenges.

# AI SKILLS YOU WILL GAIN



## AI STRATEGY DEVELOPMENT

Learn how to design and implement AI strategies that align with business goals and drive competitive advantage.

## DATA-DRIVEN DECISION-MAKING

Master the use of AI and analytics to make informed, data-driven business decisions that enhance operational efficiency and innovation.



## AI GOVERNANCE AND ETHICAL LEADERSHIP

Develop skills in responsible AI implementation, navigating ethical challenges, and building AI governance frameworks that ensure transparency, fairness, and accountability.



## AI-ENHANCED CREATIVITY

Explore how to integrate AI tools to enhance creativity in leadership, from product innovation to customer engagement strategies.



## RISK MANAGEMENT WITH AI

Gain expertise in identifying and managing risks associated with AI technologies, including bias, security, and operational failures.





# AI SKILLS YOU WILL GAIN

## LEADING AI-AUGMENTED TEAMS

Learn how to manage hybrid AI-human teams, fostering collaboration, continuous learning, and adaptability in an AI-driven environment.



## AI FOR INNOVATION AND BUSINESS TRANSFORMATION

Understand how to leverage AI to transform business processes, optimise workflows, and drive new product or service innovations.

## FUTURE-READY AI INSIGHTS

Stay ahead of emerging AI trends and developments to future-proof your organisation and maintain strategic foresight.



## REGULATORY COMPLIANCE AND AI

Master the skills needed to ensure that your organisation's AI initiatives comply with legal and regulatory frameworks.

## AI-DRIVEN CUSTOMER EXPERIENCE

Learn how to use AI to personalise customer interactions, predict customer behaviour, and enhance overall customer satisfaction and loyalty.



# MASTERCLASS STRUCTURE

## DAY 1

# AI FUNDAMENTALS AND STRATEGIC IMPLEMENTATION

### DAY 1 FOCUS:

Understanding AI and Developing Strategies

### SESSION 1

## INTRODUCTION TO AI SYSTEMS

- AI Fundamentals: Types of AI, Machine Learning, Natural Language Processing
- AI in Business Operations: Applications across marketing, finance, HR, and operations

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### SESSION 2

## STRATEGIC IMPLEMENTATION OF AI

- AI Strategy Development: Aligning AI with corporate strategy
- AI-Driven Business Transformation: Case studies and change management strategies

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### SESSION 3

## RISK MANAGEMENT AND ETHICAL CONSIDERATIONS

- Navigating ethical challenges and building AI governance frameworks
- Risks in AI Use for Business Contexts

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### WORKSHOP

## AI STRATEGY DEVELOPMENT PROJECT

- Participants design a comprehensive AI strategy for their organisation
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# MASTERCLASS STRUCTURE

## DAY 2

# AI LEADERSHIP AND CREATIVITY

### DAY 2 FOCUS:

Leading AI-Augmented Teams and Fostering Innovation

### SESSION 1

#### IMPACT OF AI ON LEADERSHIP

- New AI Leadership Paradigms: Shifts in leadership roles and team dynamics
- Collaborating with AI: Effective decision-making in hybrid teams

### SESSION 2

#### AI AS A CREATIVE PARTNER

- Fostering Creativity with AI: Tools and techniques for innovation
- Human Creativity vs AI Creativity: Balancing roles in creative processes

### SESSION 3

#### CASE STUDIES IN CREATIVE AI

- Real-world examples of AI in creative fields (art, music, advertising). The case studies will reflect the backgrounds of the learners.

### WORKSHOP

#### PRACTICAL AI IMPLEMENTATION WORKSHOP

- Hands-on experience in simulating AI tools and processes



# MASTERCLASS STRUCTURE

## DAY 3

# GOVERNANCE, COMPLIANCE, AND FUTURE TRENDS

### DAY 3 FOCUS:

Ensuring Responsible AI and Preparing for the Future

### SESSION 1

#### GOVERNANCE AND REGULATION IN AI

- Understanding AI Regulation and Compliance: Legal landscape and frameworks
- Corporate AI Governance: Ensuring transparency and accountability in AI use

### SESSION 2

#### AI FOR SUSTAINABILITY AND SOCIAL IMPACT

- Exploring AI's role in environmental sustainability and societal challenges

### SESSION 3

#### FUTURE DEVELOPMENTS OF AI TECHNOLOGY

- Emerging AI Trends: Generative AI, quantum computing, and AI for social good
- AI and Human-Machine Collaboration: Preparing for future work environments

### WORKSHOP

#### PEER REVIEW AND REFLECTION

- Participants review and provide feedback on each other's AI strategies



# CASE STUDIES AND INDUSTRY EXAMPLES

We incorporate real-world case studies that showcase successful AI implementation across industries such as finance, healthcare, and retail. You will gain insights into how AI has transformed leadership and decision-making, innovation, and customer experiences.

Examples will cover:

-  AI-driven innovation in product development.
-  Streamlining operations through AI in large-scale projects.
-  Personalising customer experiences using AI in marketing.

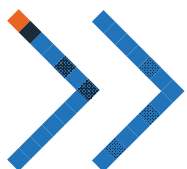






# WHY STUDY THIS MASTERCLASS AT ROYAL HOLLOWAY, UNIVERSITY OF LONDON

Royal Holloway, University of London, is a globally recognised institution with a forward-thinking approach to leadership, innovation, and AI. Here's why we are uniquely positioned to deliver this masterclass and support you in mastering AI leadership:



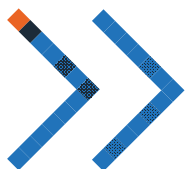
## 1. Strategic Focus on Innovation

Royal Holloway, University of London is committed to shaping the future of AI and digital transformation through cutting-edge research and strategic partnerships. Our strong ties with industry and government ensure that the knowledge we deliver is not only current but also aligned with the latest industry standards and policy developments.



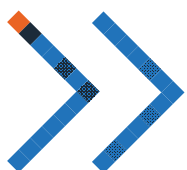
## 1. Expert Faculty and Industry Insights

Our masterclass instructors and guest speakers are leaders in their fields, combining academic excellence with real-world experience. With their guidance, you will gain insights that bridge theory and practice, equipping you to implement AI strategies in your own leadership role.



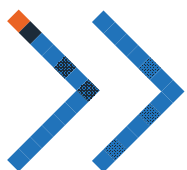
## 1. Support for Lifelong Learning and Career Growth

At Royal Holloway, University of London, we believe in supporting our learners beyond the classroom. We offer networking opportunities, access to exclusive industry events, and mentorship programmes that empower you to apply AI in your leadership journey effectively.



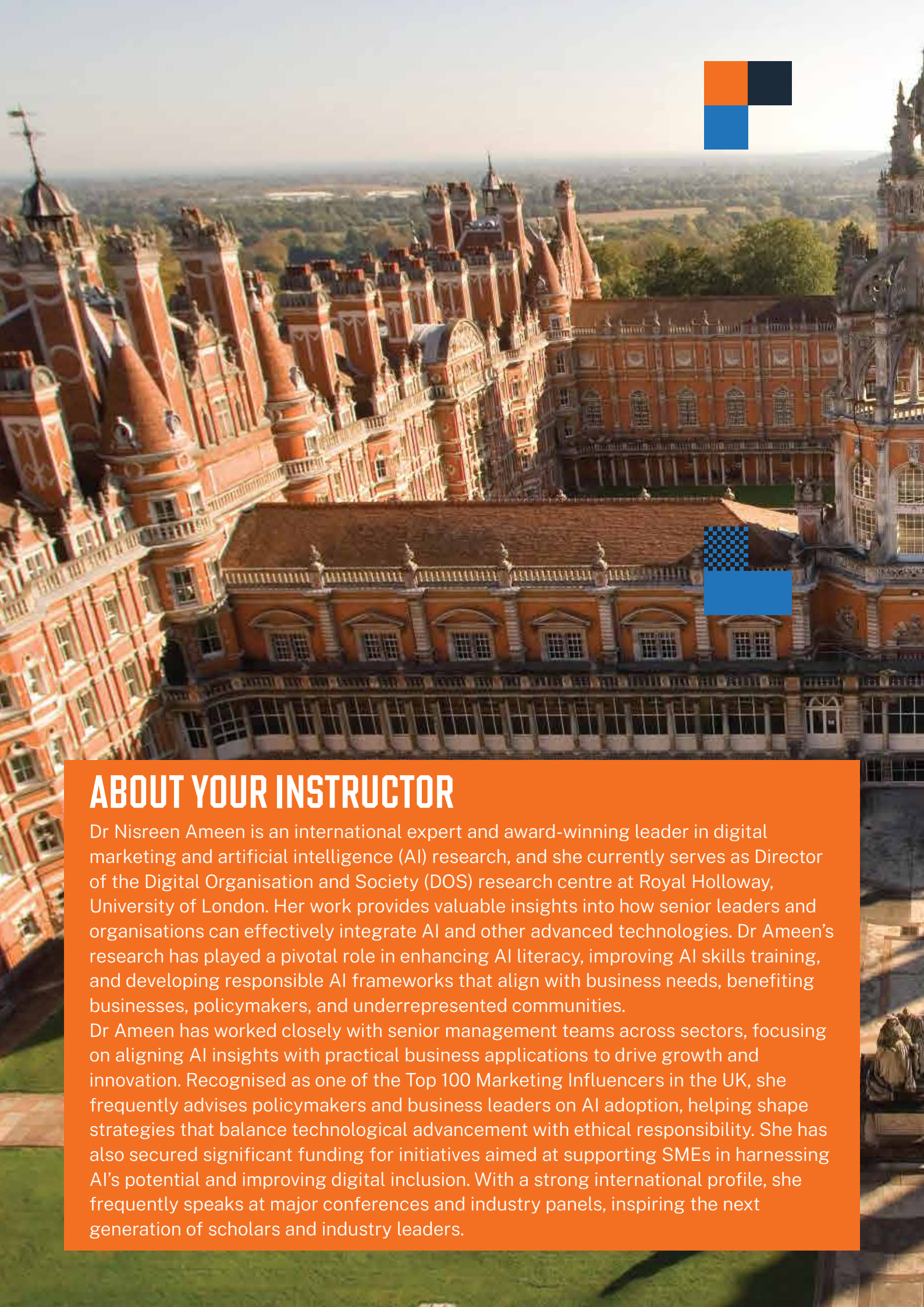
## 1. Commitment to Responsible AI and Leadership

Our institution values ethical leadership, sustainability, and inclusivity — key pillars that resonate through every day of this masterclass. We help leaders develop the skills to navigate the challenges of AI responsibly while driving transformative growth in their organisations.



## 1. World-Class Facilities in London

Delivered at our London campus near Oxford Street, the masterclass offers a blend of dynamic learning and professional development opportunities, placing you at the heart of one of the world's top business hubs.



## ABOUT YOUR INSTRUCTOR

Dr Nisreen Ameen is an international expert and award-winning leader in digital marketing and artificial intelligence (AI) research, and she currently serves as Director of the Digital Organisation and Society (DOS) research centre at Royal Holloway, University of London. Her work provides valuable insights into how senior leaders and organisations can effectively integrate AI and other advanced technologies. Dr Ameen's research has played a pivotal role in enhancing AI literacy, improving AI skills training, and developing responsible AI frameworks that align with business needs, benefiting businesses, policymakers, and underrepresented communities.

Dr Ameen has worked closely with senior management teams across sectors, focusing on aligning AI insights with practical business applications to drive growth and innovation. Recognised as one of the Top 100 Marketing Influencers in the UK, she frequently advises policymakers and business leaders on AI adoption, helping shape strategies that balance technological advancement with ethical responsibility. She has also secured significant funding for initiatives aimed at supporting SMEs in harnessing AI's potential and improving digital inclusion. With a strong international profile, she frequently speaks at major conferences and industry panels, inspiring the next generation of scholars and industry leaders.





## WHY THIS MASTERCLASS MATTERS

"Studying leadership in the Age of AI is crucial for managers and business owners today. Embracing AI is not just about technology; it's about reshaping our organisations and preparing for the future of work. This masterclass will empower leaders to leverage AI to drive innovation, enhance decision-making, and create sustainable competitive advantages."

### **DR NISREEN AMEEN**

Senior Lecturer in Digital Marketing  
Director of Digital Organisation and Society (DOS)  
research centre  
Ambassador for Research, Institute of Directors





# EXEC EDUCATION



Course dates and costs available via website:



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\*This brochure was created in January 2025 and the information given was correct at the time.