UX GUERRILLA™
ACADEMY

AI
PEOPLE
BUSINESS
INNOVATION
CHANGE
IMPACT

AI for Leaders & Stakeholders

A practical introduction to AI, its opportunities and how to use it responsibly to create real business and service value.



UNDERSTAND AI IN PRACTICE

EXPLORE REAL USE CASES

IDENTIFY BUSINESS OPPORTUNITIES

LEAD RESPONSIBLE ADOPTION

Turn AI into Real Value

2 DAYS (16 HOURS)

FOR LEADERS, MANAGERS & STAKEHOLDERS

01 / THE OPPORTUNITY

Make AI useful for business

A practical, business-focused introduction to artificial intelligence for leaders, managers and stakeholders who want to turn emerging capabilities into measurable organisational value.

2 DAYS

16 HOURS

LIVE ONLINE

Optional on-site / hybrid delivery

WHO THIS COURSE IS FOR

Business leaders, managers, decision-makers, programme sponsors, stakeholders and business teams seeking a confident, practical understanding of AI without programming or technical development.

THE APPROACH

Realistic business scenarios, interactive demonstrations, collaborative workshops and practical exercises. Participants explore AI tools, intelligent agents and automation, while learning to evaluate value, feasibility, risks and responsible adoption.

THE GOAL

Move beyond AI hype: identify worthwhile opportunities and make informed, responsible decisions about adoption.

02 / LEARNING FRAMEWORK

Four core learning areas

01 UNDERSTANDING AI & ITS BUSINESS POTENTIAL

AI fundamentals, generative AI, LLMs and machine learning; capabilities, limitations, emerging trends and realistic opportunities.

02 AI TOOLS, PRODUCTIVITY & AUTOMATION

Copilots, digital assistants and AI agents for communication, content, analysis, knowledge management and workflow support.

03 AI STRATEGY & BUSINESS VALUE

Identify and prioritise use cases; assess feasibility, data readiness, cost, benefits, organisational impact and return on investment.

04 LEADING RESPONSIBLE AI ADOPTION

Human oversight, workforce readiness, change, stakeholder engagement, governance, security, GDPR and the EU AI Act.

03 / COURSE STRUCTURE

Two days. Practical progress.

DAY 01

Understand AI & find opportunities

AI and generative AI fundamentals; how LLMs work; ChatGPT, Copilot and Gemini; productivity; intelligent agents and automation; practical business use cases; data-driven decision support.

DAY 02

Lead strategy & responsible adoption

Prioritise opportunities; business value and ROI; organisational and data readiness; people and cultural change; governance and accountability; legal and ethical considerations; risks and adoption roadmaps.

PRACTICAL COURSE DELIVERABLE

Working collaboratively on a realistic business challenge, participants identify potential AI applications, assess value and risk, and produce a prioritised AI opportunity map with an initial adoption action plan.

FROM UNDERSTANDING TO ACTION

Recognise opportunities / Evaluate value / Lead responsible change

04 / WHAT YOU WILL ACHIEVE

Confident, informed AI leadership

- ✓ Explain AI fundamentals, capabilities and limitations.
- ✓ Recognise how AI is changing business and decision-making.
- ✓ Apply generative AI tools to everyday productivity challenges.
- ✓ Understand AI agents and intelligent automation use cases.
- ✓ Assess opportunities for value, feasibility, cost and impact.
- ✓ Consider data quality, readiness and human oversight.
- ✓ Recognise ethical, legal, security and governance risks.
- ✓ Support informed investment and implementation decisions.
- ✓ Develop an initial AI adoption roadmap aligned to objectives.

LEARN. EXPLORE. IDENTIFY. LEAD.

Practical AI knowledge for real business and service value.

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Course pricing & details

AI FOR LEADERS & STAKEHOLDERS | 2 DAYS / 16 HOURS

COURSE PRICE Live online corporate course	**GBP 2,495 + VAT**
PARTICIPANTS First five places included in base price	**Up to 15 total**
ADDITIONAL SEATS Each participant beyond the first five	**GBP 195 + VAT**
ON-SITE DELIVERY Optional UK classroom delivery supplement	**+ GBP 750 + VAT**
HYBRID DELIVERY Optional hybrid delivery supplement	**+ GBP 950 + VAT**
CROSS-SALES Second core-course booking	**10% discount***
MULTI-COURSE Three or more core-course bookings	**15% discount***
TARGET AUDIENCE Leaders, managers, business owners, programme and delivery leads, sponsors and stakeholders	**Business-focused**
REQUIRED EXPERIENCE No prior AI, coding or technical experience required. Familiarity with your organisation and its challenges is helpful.	**None required**

WHAT IS INCLUDED Course materials / practical exercises / attendance certificate

*Discounts are not cumulative. Delivery supplements and any venue/travel costs are separate.

Pricing is exclusive of VAT. Final scope and availability are confirmed in the quotation.