From Insight to Impact: AI Strategy for Leaders

Executive AI Mastery

Who Should Attend

- **Heads of Departments & Senior Managers –** Leaders responsible for strategy, transformation, or driving organisational change.
- **Team Leads & Supervisors –** Those guiding teams through new processes, innovations, or technology adoption.
- **Sales, Marketing & Brand Professionals –** Individuals seeking to leverage AI for demand generation, customer engagement, and growth.
- **IT Representatives** – Professionals supporting technology enablement, digital systems, and organisational readiness.
- **Legal & Governance Teams** – Those overseeing compliance, risk, and responsible AI use within the organisation.

Duration

2 Day - 9AM till 5PM
(8 contact hours/day)

HRDC Claimable

Overview

This 1-day executive program equips leaders with a clear, strategic understanding of AI and its impact on business transformation.

Through three proprietary tools—3 LENSES©, APERTURE©, and CANVASS©—participants analyse megatrends, uncover opportunities, minimise bias, and design actionable transformation pathways.

Combining theory with guided exercises, the workshop helps leaders sense future shifts, map strategic horizons, and build innovation-aligned strategies.

Program Objectives

- Provide leaders with a clear understanding of AI megatrends and the forces shaping industry change.
- Equip participants to sense emerging opportunities and overcome cognitive bias using structured foresight tools.
- Enable leaders to map future scenarios and align ideas across strategic horizons.
- Build capability to design practical, innovation-driven transformation blueprints for their organisation.
- Strengthen strategic thinking by mastering key principles of corporate entrepreneurship and digital renewal.

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Modules

1. Art of the Possible (Primer)
Explores AI fundamentals, global megatrends, and the forces reshaping industries today. Participants gain a clear view of what AI makes possible in their specific industry.

2. New Horizons (Theory + Activity)
Introduces opportunity sensing across multiple futures while uncovering cognitive biases and path dependencies. Participants map opportunities across three strategic horizons

3. Aperture (Application)
Applies opportunity sensing to real business challenges and strategic questions. Participants evaluate plausible innovation scenarios with practical relevance.

4. Future Now (Theory)
Clarifies the difference between innovation and operational modes within organisations. Participants learn how to design cycles of renewal

5. Canvass (Activity + Application)
Translates strategy into a digital transformation blueprint aligned with business goals. Participants build actionable renewal and venturing cycles for sustained growth.

Price

RM 3,000 / Pax
(For Public Seminar)
Held at Mercure Kuala Lumpur Glenmarie

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