



**Venue**

Birkbeck, University of London  
Malet Street, London WC1E 7HX

19 June 2026, 10 am - 5 pm

PROFESSIONAL CERTIFICATE IN

# AI for Business Leaders and Executives

Empower leaders with practical AI knowledge to drive innovation, strategy, and business growth in the age of intelligent technologies.



## About the programme

This one-day programme is designed specifically for business leaders, managers, executives, and professionals who want to understand how AI is changing decision-making, operations, strategy, and competitive advantage.

You do not need to be technical. The focus is on practical business application, leadership confidence, and understanding how AI can be used responsibly within an organisation.

## Who is it for?

### This course is perfect for:

- C-Level Executives (CEO, COO, CFO, CIO, CHRO)
- Senior Managers and Decision-Makers
- Strategy and Transformation Leaders
- Business Unit and Functional Heads
- Entrepreneurs and Business Owners

## Benefits & career impact



### Benefits to You

- ▶ Become an AI-Ready Leader
- ▶ Improve Decision-Making
- ▶ Become Confident Using AI Tools
- ▶ Build a Future-Proof Skill Set



### Benefits to Organization

- ▶ Improved Innovation
- ▶ Increased Productivity
- ▶ Reduced Operational Risks
- ▶ Enhanced Customer Experience

## What will you learn?

### Module 1: AI Strategy for Executives

- Developing an AI strategy aligned with business goals
- Prioritizing AI initiatives
- AI investment and ROI considerations
- Building AI capabilities and partnerships

### Module 2: Generative AI for Business Leaders (Practical)

- Introduction to Generative AI (ChatGPT, AI tools)
- Practical use cases in business
- Prompt engineering basics
- Using AI tools for productivity and decision-making

## Programme highlights

**Expert Trainers:** Specialists keeping pace with the latest global trends.

**Quality Delivery:** Annually assessed trainers ensuring high engagement.

**Practical Training:** Real-world case studies from leading iconic houses.

Join the League of Leaders

Apply now to propel your career.

## Lead with AI confidence

This programme equips business leaders with the strategic understanding and decision-making frameworks needed to leverage AI effectively. Develop confidence in AI concepts, learn to identify opportunities for AI-driven innovation, and understand ethical considerations and governance.

Our Professional certificate in AI for Business Leaders and Executives gives you practical, non-technical learning you can apply immediately. Through interactive sessions in AI strategy, data governance, and organisational transformation, you build the skills to lead AI initiatives and drive competitive advantage.

With a focus on real-world applications, the curriculum is designed to empower you with the tools and insights necessary to make informed decisions in an increasingly AI-centric business environment. Engage with industry experts and peers through collaborative projects and case studies that simulate challenges faced by today's leaders.

## By attending, you will learn how to:

- ✓ Understand the real impact of AI on modern business
- ✓ Identify practical AI opportunities within your organisation
- ✓ Use AI thinking for leadership, strategy, and decision-making
- ✓ Explore responsible implementation of AI
- ✓ Strengthen your professional profile with an official certificate



## Lead the AI revolution



✉ [exed@lsbuk.com](mailto:exed@lsbuk.com)  
☎ +44 (0)20 3305 8124

📍 Boardman House, 64 Broadway  
Stratford, London E15 1NT

🌐 [www.lsbuk.com](http://www.lsbuk.com)

