

# AI for business leaders

This training is designed for business leaders who want to adopt AI in their organizations. The course covers creating business value from AI, leveraging AI tools and resources, embracing responsible AI principles and practices, and scaling AI within organizations. Participants will learn to define a Microsoft AI strategy tailored to their specific industry sector. The training is available in six industry-specific versions: finance, healthcare, manufacturing, retail, sustainability, and nonprofit. Through a practical approach combining presentations, demonstrations, and discussions, participants will gain the knowledge necessary to effectively implement AI solutions in their business context.

Duration: 3,5 h

Training time: 8:30-12:00



## Training recipients

- Business leaders responsible for AI adoption and strategy implementation in their organizations who want to understand how to create business value from AI technologies.
- Executives and decision-makers who need to leverage AI tools and resources to drive digital transformation and competitive advantage in their industry sector.
- Senior managers and directors who must embrace responsible AI principles and practices while scaling AI initiatives across their organizations.
- Industry professionals in finance, healthcare, manufacturing, retail, sustainability, or nonprofit sectors who want to define a Microsoft AI strategy specific to their business domain.



## Benefits

- Industry-specific AI strategy – You'll learn to define a Microsoft AI strategy tailored to your specific

sector (finance, healthcare, manufacturing, retail, sustainability, or nonprofit), enabling you to create targeted business value.

- Comprehensive AI adoption framework – You'll gain knowledge across all critical areas of AI implementation, from business strategy and technology foundations to organizational culture and governance.
- Responsible AI implementation – You'll understand guiding principles and governance systems for responsible AI, ensuring your organization implements AI ethically and securely.
- Practical tools and resources – You'll discover Microsoft AI tools including Copilot, agents, and Azure platforms that you can immediately apply to drive transformation in your business.
- Scalable AI deployment – You'll learn proven approaches to unlock AI value, organize for success, and empower both business users and subject matter experts with AI capabilities.
- Real-world success stories – You'll explore case studies from leading organizations in your industry, providing concrete examples of successful AI implementation and measurable business outcomes.



## Training program

Modules 1-4 are common for all participants. Module 5 is industry-specific – during the training, we will cover one selected variant, while the remaining options will be available in the additional materials.

1. Create business value from AI
  - Introduction
  - Business strategy
  - Technology and data strategy
  - AI strategy and experience
  - Organization and culture
  - AI governance
2. Leverage AI tools and resources for your business
  - Introduction
  - Identify basic AI technology concepts
  - Understand the foundations of AI
  - Learn the Microsoft AI approach
  - Explore Copilot and agents at work
  - Drive transformation with Azure cloud and AI platforms
  - Secure AI for a strong foundation
3. Embrace responsible AI principles and practices
  - Introduction
  - Prepare for responsible AI
  - Identify guiding principles for responsible AI
  - Design a system for AI governance

- Apply systems for AI governance
- Responsible AI at Microsoft
- Put responsible AI frameworks in action
- 4. Scale AI in your organization
  - Introduction
  - Unlock AI value
  - Organize for AI success
  - Empower business users with AI
  - Empower subject matter experts with AI
- 5. Industry-specific module (selected by the instructor):
  - 5a. Finance – Defining Microsoft AI strategy for creating business value in financial services
  - 5b. Healthcare – Defining Microsoft AI strategy for creating business value in life sciences and medicine
  - 5c. Manufacturing – Defining Microsoft AI strategy for creating business value in the manufacturing sector
  - 5d. Retail – Defining Microsoft AI strategy for creating business value in retail
  - 5e. Sustainability – Defining Microsoft AI strategy for creating business value in sustainability
  - 5f. Nonprofit organizations – Defining Microsoft AI strategy for creating business value in the NGO sector



## Expected preparation of the participant

- Basic understanding of IT concepts
- Basic understanding of business concepts

To improve working comfort and the effectiveness of the training, we recommend that each participant use an additional screen/monitor.



## Training Includes

- manual in electronic form available on the platform: <https://learn.microsoft.com/pl-pl/training/>
- access to Altkom Akademia's student portal

Training method:

- Lecture (70%)
- Demonstrations (20%)
- Discussion (10%)



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## Language

- Training: English
- Materials: English