

# Harnessing AI: a Leadership Masterclass

## What does the AI masterclass include?

This innovative half day masterclass empowers, and educates, allowing instant action and application for organisations. It will provide a comprehensive understanding of the rapidly evolving landscape of AI and machine learning. It highlights the strategic role of large language models (LLMs) like ChatGPT and Microsoft 365 Copilot in driving innovation and operational efficiency while emphasising potential threats and ethical implications.

There are three core elements to the masterclass:

1. Defining what AI really is and why it is so important to our productivity and profitability.
2. Demonstrations of easy-to-use AI apps and associated quick wins for members and their businesses,
3. A framework to use for creating and implementing an AI strategy in any organisation

## The Harnessing AI masterclass delves into:

- Fundamental principles of Large Language models including ChatGPT, Microsoft 365 and others.
- Practical applications across various industries and functions.
- Identification and mitigation of risks associated with AI implementation.
- Ethical considerations in AI usage and governance.

This masterclass will not only help you to demystify the world of AI and Large Language Models, but it will also equip your leadership team with the insights needed to make informed decisions and steer the organisation towards a future powered by artificial intelligence



## Benefits of attending the AI Masterclass



### Strategic Advantage

By understanding the capabilities and implications of AI and Large Language Models, leaders will be better equipped to identify new opportunities for strategic advantage, be it in enhancing customer experience, improving operational efficiency, or driving innovation.



### Risk mitigation

The masterclass will facilitate the understanding of potential threats and ethical dilemmas presented by AI, enabling leaders to foresee and mitigate risks in a timely manner.



### Leadership in the AI era

By empowering leaders with knowledge about these state-of-the-art technologies, they will be able to lead teams more effectively in an increasingly AI-driven corporate landscape.



### Future-proofing the organisation

As AI continues to reshape the business world, this program will help leaders to stay ahead of the curve and ensure the organisation is prepared for the future.

## The AI masterclass is delivered by Rob May

Rob is our Executive Chairman and one of the co-founders of the business, he oversees our strategy and culture. He is a well-known author and speaker in the fields of AI and Information Security, his books 'Harnessing AI' and 'The Human Firewall' are available in 7 countries and he travels the world giving talks and provoking thought. He sits on several industry advisory boards. He is the UK Ambassador for Cybersecurity with the IoD and Rob is also a Leadership Fellow at Windsor Castle, a Fellow of The IoD, and a Fellow at BSDC where he also serves as the Patron for Employability.



### Find out more

Contact us to book your place on the AI Masterclass or for more information on how the masterclass can help your organisation prepare for AI.

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