AI Essentials – Online

Create value with artificial intelligence

McGill | Executive Institute

Program Overview

Montreal continues to develop as a hub for artificial intelligence research labs and incubators as managers seek to demystify how AI technology will change the way they do business.

This practical workshop spells out why AI can have such an important impact on your operations, strategies, employees, customers, and markets. Moreover, hands-on learning, success stories, and take-away tools will help you make well-informed decisions about how to improve your organization through AI.

Key Benefits

► Demystify AI technologies – distinguish what is hype and what is real

► Review real-life examples of AI integration creating competitive advantages

► Build a business case that introduces AI, based on your needs and your particular context

► Examine infrastructural and organizational changes required to make AI initiatives successful

► Understand how AI readiness calls for changes in processes, capabilities, and culture

► Learn tangible ways to implement AI integration and pitfalls to avoid

Who should attend?

This program is designed for managers, executives, and strategists seeking to understand the implications of AI and the opportunities it represents for growth and efficiency. It is also valuable in helping team leaders, HR, and talent managers prepare for changes in workflow processes, technical capabilities, management, and culture to successfully adopt AI.

What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.

More information at **executive.mcgill.ca**

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Key Themes

Understanding AI and Machine Learning

- Explore what it was, what it is, and what it can and can't do
- Rise of deep learning and neural networks
- Areas where AI can create value

Core AI Technologies

- New generation of AI technology systems and applications
- Prediction and classification
- Social informatics and behavioural modelling

AI for Business Improvement and Growth

- AI success stories – how it has helped organizations across sectors
- Implement AI across the value chain
- Competitive advantages and challenges

Making Well-Informed Decisions With AI

- What problems can AI help solve for your business?
- Impact on your operations, processes, employees, customers, and offerings
- Forecasting, sourcing, optimizing, automating, and enhancing user experiences

Bringing AI Into Your Organization

- When is the right time to incorporate AI?
- Key elements of successful AI transformations
- AI readiness – changes to your processes, capabilities, and culture

AI Execution – Your Business Case for Success

- Maximize positive impact and mitigate risk of failure
- Build AI capacity – tools, consultants, internal teams
- Project scoping and infrastructure

Faculty and Learning Approach

As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team comprises McGill University professors and lecturers as well as highly rated academic and business experts from around the world.

Please visit our website for a full list of the faculty team assigned to this program.