Artificial Intelligence for Executives

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Artificial Intelligence for Executives is a 5-day senior-leader course delivered by Mars Training Centre UK at our international training centres — in London, Dubai, Amsterdam, New York, and Tokyo — designed for directors, vice presidents, and general managers who need to govern, fund, and lead the use of AI in their organisations.

Boards and executive teams are now expected to make sound decisions about artificial intelligence: what to deploy, what to refuse, what to invest in, and what to govern. Most senior leaders did not grow up with the technology and have been asked to lead it anyway. This programme is built for the senior executive who needs to be a credible decision-maker in the room, not a technical practitioner at the keyboard.

Across five focused days, you will build the working vocabulary, judgement, and governance instincts of an executive who is comfortable directing AI initiatives. You will look at real enterprise cases, examine where AI delivers value and where it does not, work through model-risk, data-protection, and ethical questions, and leave with a personal action plan for the AI programme you lead or sponsor. The week moves from executive foundations and AI economics, through strategy and value cases, into governance, risk and ethics, then the people and operating-model work of an AI-enabled organisation, closing with a personal 12-month roadmap.

What You Will Learn

- Distinguish between machine learning, generative AI, agentic AI, and traditional automation in business terms.
- Evaluate AI investment proposals using a structured commercial and risk lens.
- Identify the use cases in your organisation where AI is most likely to create value.
- Apply a governance framework for AI risk, ethics, and accountability at board level.
- Interrogate AI vendors and internal teams with the right executive-level questions.
- Lead the cultural and workforce implications of deploying AI in your organisation.
- Assess the international regulatory landscape for AI, including the UK, EU, and Gulf positions.
- Design a 12-month AI roadmap aligned to your business strategy.

How You Will Benefit

You will leave with the executive vocabulary, decision frameworks, and governance instincts to lead AI conversations with confidence, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can challenge AI proposals on commercial merit, govern AI risk responsibly, prioritise the right use cases, and avoid the costly mistakes that come from delegating these decisions entirely to technical teams.

Who This Programme Is For

The programme is designed for chief executives and managing directors, senior vice presidents and vice presidents, directors leading business units or functions, general managers and country managers, heads of strategy, operations and transformation, board members and non-executive directors, senior public-sector executives and policymakers, and family-business principals overseeing modernisation. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.