

PUBLIC: 1 500 € Excl. VAT*

PRIVATE: from 7 500 € Excl. VAT*

*Applicable rates from 1/1/25 to 12/31/25

1 DAY (8h)

AI FOR LEADERS

FROM CONCEPT TO VALUE

Understand the strategic importance of AI for your business, identify real-life opportunities and build an action plan to start moving forward immediately.

Target audience and prerequisites

- ✓ This course is designed for organizational leaders (e.g., Directors, VPs, Department Heads, Senior Managers) seeking to understand the strategic implications of AI, identify relevant use cases, and guide their teams in adopting AI effectively.

No specific technical AI pre-requisites are required. Participants should have a strategic role within their organization and an interest in leveraging AI for business value.

Training objective



Gain the knowledge and framework to strategically lead AI initiatives within your organization.



- ✓ **UNDERSTAND:** Grasp the strategic importance of AI for business today.
- ✓ **IDENTIFY:** Pinpoint high-potential AI applications within your organization.
- ✓ **DEVELOP:** Build a framework for prioritizing and implementing AI initiatives.
- ✓ **GOVERN:** Recognize key considerations for responsible AI governance.
- ✓ **ACT:** Create an initial action plan for implementing AI.

AI for Leaders

Training program



Training program

1 DAY (8h)

MODULE 1 Introduction and AI Landscape

- Define key concepts: AI, Machine Learning, Deep Learning, Generative AI.
- Understand the current AI hype cycle vs. reality.
- Grasp the strategic importance of AI for business now.
- Recognize current AI capabilities and limitations.

AI FUNDAMENTALS

STRATEGIC CHANGES

GENERATIVE AI

MODULE 2 AI in Production: Real-World Applications

- Explore practical AI use cases across diverse industries.
- See concrete examples of Predictive Analytics, NLP, and Computer Vision.
- Discuss the impact and application of Generative AI in various sectors.
- Identify how AI solves real business problems.

USE CASES

INDUSTRY EXAMPLES

AI APPLICATIONS

MODULE 3 AI as a Strategic Value Driver

- Learn to align AI initiatives directly with business strategy and goals.
- Identify key areas where AI drives value: efficiency, revenue, customer experience.
- Understand how AI can create and sustain a competitive advantage.
- Frame AI investments in terms of business outcomes.

BUSINESS VALUE

STRATEGY ALIGNMENT

COMPETITIVE ADVANTAGE

MODULE 4 AI Implementation Best Practices

- Establish effective data strategies and governance as the foundation for AI.
- Evaluate technology stack considerations and make informed build vs. buy decisions.
- Implement Responsible AI principles, focusing on fairness, transparency, and accountability.
- Understand the necessary talent mix and skills for successful AI projects.

TALENT & SKILLS

DATA STRATEGY

RESPONSIBLE AI

TECH STACK

AI for Leaders

Training program



MODULE 5 Building an AI-Ready Organization

- Master change management techniques specific to AI adoption.
- Foster a data-informed culture that encourages experimentation and learning.
- Develop strategies for upskilling and reskilling your workforce for AI.
- Promote effective collaboration between technical and business teams.
- Embed ethical considerations throughout the AI lifecycle.

CULTURE

CHANGE MANAGEMENT

SKILLS

ETHICS

MODULE 6 Taking Action and Wrap-up

- Develop a framework for creating a strategic AI roadmap.
- Learn how to identify, prioritize, and launch impactful AI pilot projects.
- Create a concrete 30/60/90-day action plan to initiate progress.
- Master communicating the AI vision and strategy across the organization.
- Define key metrics to measure the success of AI initiatives.

ACTION PLAN

ROADMAP

PILOT PROJECTS

COMMUNICATION

Thiga Academy

Our support



Teaching method

Practical work accounts for around 40% of the course. This is complemented **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context.

Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 participants**. We can organize training on **our premises in Zurich, Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

PUBLIC



Sessions are designed for groups of **6 to 12 participants in Zurich or Paris**. Registration is open **until the day before the training** session, subject to availability of places and receipt of a **signed agreement** before the session.

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

- ✓ Onboard new team members
- ✓ Internal transformation support
- ✓ Retain talents
- ✓ Create internal career paths

Thiga Academy

Our training path



Product Basics

Product Owner
2 days

PRIVATE

Figma Advanced
1 day

PRIVATE

PUBLIC

Product Culture awareness
1 day

PRIVATE

Advanced Product Owner
2 days

PRIVATE

PUBLIC

Agile Awareness
1 day

PRIVATE

Product Builders 0 - 2 years

Product Manager
2 days

PRIVATE

PUBLIC

Product Marketing
2 days

PRIVATE

PUBLIC

Product Designer
2 days

PRIVATE

PUBLIC

Tech for PM
avec  le wagon
1 day

PRIVATE

Product Builders 4-5 years and above

Lead Product Manager
2 days

PRIVATE

PUBLIC

Product Builders 2-4 years

Data Informed PM
2 days

PRIVATE

PUBLIC

Advanced Product Manager
2 days

PRIVATE

PUBLIC

Design System
2 days

PRIVATE

PUBLIC

Product Soft Skills
2 days

PRIVATE

Discovery Discipline
2 days

PRIVATE

PUBLIC

Product Leaders 4-5 teams and more

Building a great product organization
1 day

PUBLIC

Unlock your team's power
avec  WILL
18 hours

PUBLIC

Create and implement a Product strategy
1 day

PUBLIC

Scaling your Product organization
1 day

PUBLIC



Thiga Academy

About Thiga



Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles. In short, original content to get you through the doors of the best tech companies.

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