



MAKERS LEADERS

EXECUTIVE AI OFFSITE

CAPTURE THE AI OPPORTUNITY

**By the end of the day your leaders
will be ready to:**

Reset your strategy to be AI-first.

Capture the highest value AI use cases.

Build the organisation, skills and data
infrastructure to deliver.

Optimise their personal AI capability.

Delivery:

1 day workshop in Central London.

Cross-company group of executives with
company-specific breakouts.

Minimum of 3 representatives from any
individual executive team.

Pricing:

£1500 per person.

CURRICULUM

MORNING: VALUE IDENTIFICATION

SESSION ONE

Strategy: make AI a tailwind, not a headwind

In this session, we will explore how to position your business so that AI is a tailwind. If AI is a headwind, your business model will not work.

We will explore what drives your business today and what needs to change so that as AI becomes more capable, your business becomes more successful.

SESSION TWO

Use cases: transform your business with AI today

We'll consider three layers of use case: (i) Top down: the executive-driven levers of change (ii) Middle cases: how your Engineers quickly build AI products to respond to team-wide use cases (iii) Bottom up: improvements in individual efficiency and effectiveness from using enterprise AI tools.

We'll introduce our framework of Efficiency, Intelligence, and Complexity use cases.

We will spend time on the Top Down executive-driven opportunities in particular. What are the 3-5 biggest drivers or cost / value in your business, and how can AI slash / 10x them.

AFTERNOON: VALUE CAPTURE

SESSION THREE

Delivery: build the structure, skills and data

We will set out what the organisation needs to capture AI value. We will think about objectives and skills for the SMT, your AI engineers and your broader workforce in an agentic environment.

We will discuss the data infrastructure required and the approach to ownership and data security that creates guardrails for effective usage.

We will introduce some of the quirks of AI upskilling - how to preserve quality control in a world where humans do less the work; how to manage the span of control in thousand-agent orchestration; how to prepare for a future where the most important skill is learning.

SESSION FOUR

Mastery: hone your personal AI capability

Here we will get practical and talk about the levels of AI mastery everyone - including the leaders in the room - need to achieve.

We will talk through three tiers of expertise: (i) best practice prompting (ii) deploying custom bots (iii) building and using agents.

We will do some real work and consider how to continue to refine these skills.

SESSION FIVE

Roll out: roadmap to launch

We will work together on the roadmap to launch. We will set out the phases and timeframes to quick wins.

We will then raise our sights to the next wave of AI - as the economy is rebuilt around AI and this reimagining cycle starts again - and how to continue to learn and pivot over the weeks, months and years ahead.

ALSO AVAILABLE IN THIS SERIES:



AI ENGINEERING BOOTCAMP

Upskill your software engineers to develop AI-assisted code and build AI products.



AI ESSENTIALS

Use the apprenticeship levy to transform the performance of your wider team with AI.

“The Makers AI Exec Strategy offsite blends strategy with practical, technical mastery. It helped our leadership team align around the key AI challenges, sparked interesting and strategic debate, and provided the framing for our next phase of implementation. Highly recommended for any senior team.”

Christina Scott, RWS Group, Chief Product and Technology Officer

ARE YOU READY FOR THE AI TRANSITION? GET IN TOUCH.

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MAKERS LEADERS

Certified



Corporation