



MAKERS LEADERS

AI EXECUTIVE

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.

OUTLINE OF THE DAY

MORNING: VALUE IDENTIFICATION

SESSION 1:

Making AI a tailwind: Understand how AI reshapes markets and how to build a competitive advantage as the cost of intelligence falls.

ART OF THE POSSIBLE

SESSION 2:

Use case identification: Identify where AI can reduce cost, improve decisions, and unlock new opportunities using our use case frameworks. **FRAMEWORK**

AFTERNOON: VALUE CAPTURE

SESSION 3:

Hands on – Vibe Coding: Understand how people are using AI assisted code to reimagine work. **ART OF THE POSSIBLE**

SESSION 4:

Hands on – Personal Mastery: Master personal AI capability using elements from Makers tried and tested upskilling programme. **ART OF THE POSSIBLE**

SESSION 5:

Data, the great enabler: Understand the data requirements for AI.

ART OF THE POSSIBLE

SESSION 6:

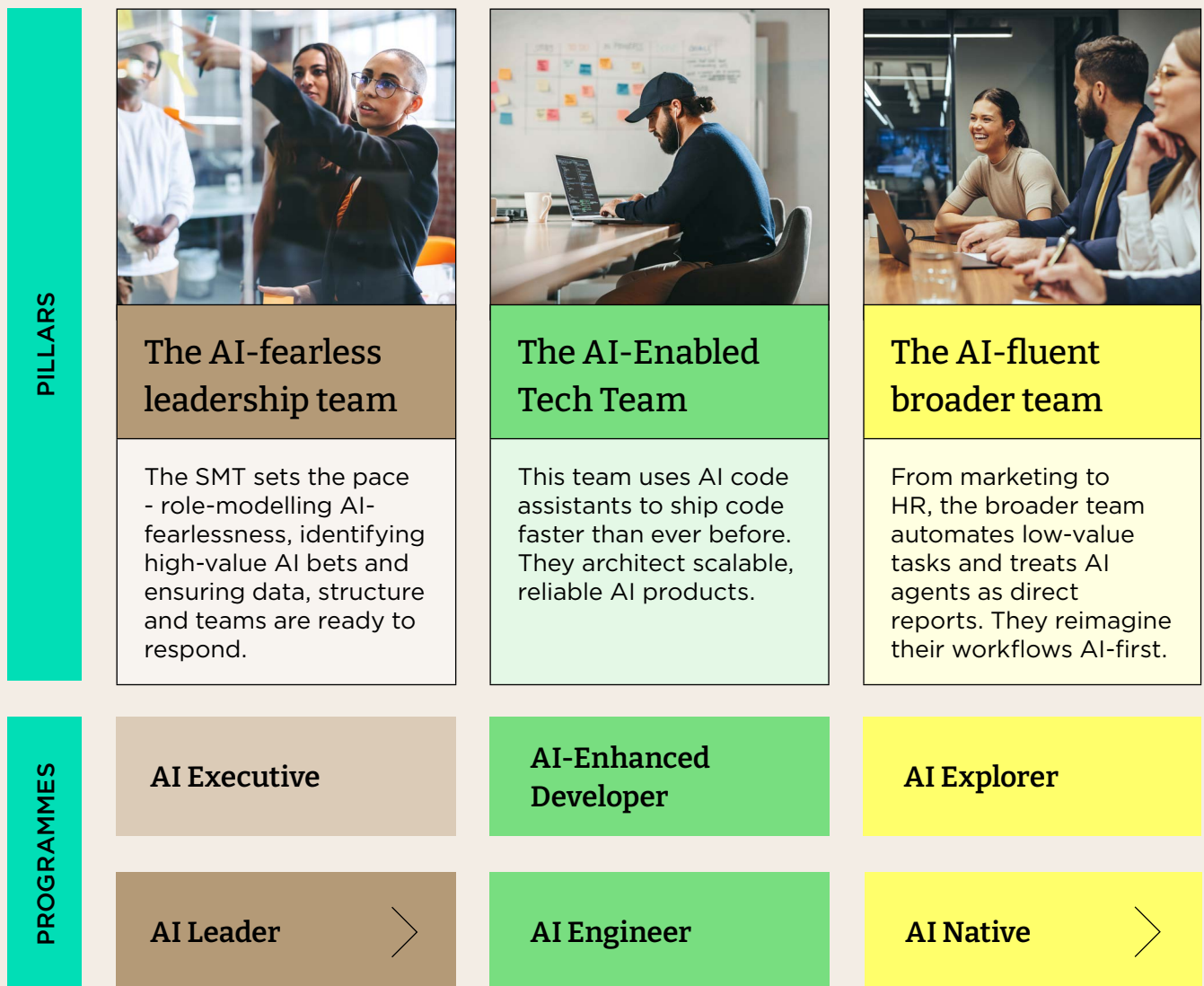
Organisational readiness: Define the skills and team needed to capture AI value. **FRAMEWORK**

At the end of the programme, leaders will:

Understand the art of the possible in terms of AI strategy and personal AI mastery.

Have a set of practical frameworks that can be used to support use case identification and organisational readiness.

AI Academy: AI skills for the whole business



“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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