AWS GenAI for Executives Training

Duration: **3 Day**

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AWS GenAI for Executives is a half-day program designed to help executives and decision-makers understand generative AI from a business, leadership, and transformation perspective rather than focusing primarily on technical implementation.

The course begins with the essential concepts behind Artificial Intelligence and generative AI before examining the business opportunities these technologies can create. Participants explore how GenAI can contribute to efficiency, creativity, and innovation across areas such as content creation, customer service, product development, and strategic decision-making.

Real-world use cases and case studies are used to examine how generative AI can be positioned within an organisation. This enables participants to consider not only what the technology can do, but also where it can generate meaningful business value.

An important theme throughout the program is that successful GenAI adoption requires more than technology alone. Learners consider how **people, processes, and technology** need to work together, how organisations can prepare for change, and how appropriate use cases can be selected to support strategic objectives.

The course also addresses the responsible adoption of AI, including data protection, safe and expected outputs, and the principles required to introduce generative AI in an ethical and secure manner.

By the end of the program, participants will have a clearer strategic perspective on how to begin their organisation's generative AI journey or move existing initiatives forward.

Prerequisites

There are no specific technical prerequisites for this course.

An interest in understanding AWS generative AI capabilities and their potential application within organisations is sufficient.

Who Should Attend

This course is particularly suitable for:

- Executives
- C-level leaders
- Senior management teams
- Business and technology leaders
- Strategic decision-makers
- Professionals responsible for AI and digital transformation initiatives

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What You Will Learn

By the end of the course, learners will be able to:

- Explain foundational Artificial Intelligence and generative AI concepts and terminology.
- Recognise practical applications of GenAI in real-world business environments.
- Assess the potential strategic value of generative AI for an organisation.
- Analyse different implementation approaches and lessons through GenAI case studies.
- Apply Responsible AI principles to organisational GenAI adoption.
- Consider data security, safe outputs, and responsible-use requirements.
- Develop an approach to GenAI transformation that considers people, processes, and technology.
- Identify strategic GenAI use cases that may contribute to competitive advantage.
- Define practical next steps for starting or advancing an organisation's generative AI journey.

Training Outline

Module 1: Introducing Generative AI

The first module establishes the concepts and terminology required to understand the GenAI landscape.

- Fundamental concepts of Artificial Intelligence
- Understanding generative AI
- Essential GenAI terminology
- Core capabilities of generative AI
- Business applications of GenAI
- Exploring real-world implementations
- Assessing GenAI potential through a case study

Module 2: Learning from Generative AI Case Studies

This module uses implementation examples to examine how different GenAI strategies can be applied in business environments.

- Exploring GenAI technology strategies
- Customer review case study
- Examining Amazon case studies
- Comparing different implementation approaches
- Identifying lessons from successful implementations
- Best practices for GenAI initiatives

Module 3: Practicing Generative AI Responsibly

As GenAI adoption expands, responsible use, security, and data protection become increasingly important. This module addresses these requirements.

- Understanding Responsible AI
- Responsible AI within an organisational context
- Generating safe and expected AI outputs
- Protecting organisational data

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- Security considerations for GenAI
- Ethical and responsible implementation principles
- Building trust in AI adoption

Module 4: Leading Generative AI Strategically

This module focuses on the leadership considerations involved in preparing an organisation for successful GenAI adoption.

- Preparing the organisation for GenAI
- Managing the people dimension
- Aligning organisational processes with GenAI
- Evaluating technology requirements
- Coordinating people, processes, and technology
- Identifying strategic GenAI use cases
- Creating competitive advantage with generative AI
- The leadership role in successful GenAI adoption

Module 5: Course Wrap-Up and Next Steps

The final module brings together the key themes of the program and helps participants consider practical actions for their own organisations.

- Reviewing key learning points
- Identifying priorities for the GenAI journey
- Defining actionable next steps
- Approaches for beginning organisational GenAI initiatives
- Options for advancing existing GenAI adoption