AWS Cloud Essentials for Business Leaders Training

Duration: **4 Day**

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Overview

AWS Cloud Essentials for Business Leaders is designed for executives, managers and decision-makers who want a clear business-level understanding of cloud computing and its potential organisational value.

Rather than focusing deeply on technical configuration, the course explores how a cloud strategy can support wider business objectives. Participants examine why organisations move from traditional IT infrastructure to the cloud and how cloud adoption can influence cost, agility, resilience and workforce productivity.

Customer examples, industry trends and the **Cloud Value Framework** are used throughout the course to help participants understand the commercial and operational value of building on AWS.

The programme gives business leaders a structured way to evaluate cloud computing not only as a technology model, but also as an enabler of business transformation.

Prerequisites

No previous technical experience or cloud knowledge is required.

Who Should Attend

This course is particularly suitable for:

- Line of Business (LoB) owners
- Business unit leaders
- IT leaders
- Executives
- Decision-makers who need to understand the business value of cloud adoption

What You Will Learn

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

- Explain the role of information technology in supporting business transformation
- Understand the customer value proposition for cloud adoption across different industries
- Describe the cloud business model
- Recognise key security practices associated with cloud computing
- Identify common reasons organisations move from traditional infrastructure to the cloud
- Evaluate the cost and value implications of cloud adoption
- Use the core concepts of the Cloud Value Framework to discuss potential business benefits

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Outline

Module 1: Course Introduction

An introduction to the programme, key concepts and learning objectives.

Module 2: Information Technology for Business Transformation

Explore how information technology supports organisational change and why businesses are moving away from traditional infrastructure models.

- The role of IT in business transformation
- A brief history of information technology
- Traditional and legacy approaches to IT
- Key factors driving customers from traditional infrastructure to the cloud

Module 3: Cloud Computing

Develop a clear understanding of the cloud model and its principal characteristics.

- Defining cloud computing
- Key characteristics of cloud technology
- The cloud business model
- Core security practices within cloud environments

Module 4: Business Value of the Cloud

Examine how cloud adoption creates value for organisations and their customers.

- The customer value proposition
- Examples of organisations using cloud computing
- Industry trends
- Customer examples
- Connecting cloud adoption with business objectives

Module 5: The Cloud Value Framework

Explore the Cloud Value Framework as a structured way to assess the business impact of building on AWS.

- Introduction to the Cloud Value Framework
- **Cost Savings:** Reducing and optimising technology costs
- **Staff Productivity:** Enabling teams to work more efficiently
- **Operational Resilience:** Strengthening reliability and continuity
- **Business Agility:** Responding more quickly to change and new opportunities

Module 6: Business Value Activity

The course concludes with an applied exercise based on a fictional customer case study.

Participants use the concepts covered throughout the programme to:

- Review the customer situation

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- Identify business needs
- Apply the Cloud Value Framework
- Evaluate the potential value of a cloud-based approach

The emphasis of this course is not on configuring AWS services. Instead, it helps participants understand why organisations adopt cloud technologies and how cloud strategy can contribute to measurable business outcomes.