AETHEIS Technology Different

# AI Strategy, Governance and Economics

*What AI does to your business, and what you decide*

Registered with the MQA as: AI Strategy, Governance and Economics

## THE PROBLEM

Executives hear two stories about AI: everything changes, or nothing does. Both remove the need to decide anything. This session replaces them with work on your own business: where margin moves, who attacks first and what the board must own.

## YOU LEAVE WITH

1. A map of where AI changes the margin and price of your own value chain.
2. The specific ways a faster competitor could attack you, and the defence each needs.
3. A board-level AI agenda and a portable test for any AI proposal.

## LEARNING OUTCOMES

- Decompose their organisation's value chain and estimate the effect of AI on margin and price.
- Identify where their business is most exposed to a faster-moving competitor, and the defence each exposure requires.
- Produce a board-level AI agenda with decision rights, oversight items and escalation triggers.

**DURATION**
Half-day, 09:00 to 13:00

**HANDS-ON**
2h50 practice, 0h40 theory (19%)

**FORMATS**
Public or in-house

**GROUP SIZE**
Up to 24 participants

**LANGUAGE**
English; French on request

**TOOLS**
Laptop; the AI assistant your organisation uses

**REFUND**
MQA-registered; eligible for the HRDC refund

**ATTESTATION**
Certificate of attendance

## WHO SHOULD ATTEND

CEOs, managing directors, board directors, COOs, CFOs, heads of business unit, transformation leads.

## WHERE THIS SITS ON THE PORTOLAN ROUTE

Every AI course can feed a Portolan roadmap

| 1 · next | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|
| **Session** | Bearings | Route | First Crossing | Fleet | Harbour |

## PROGRAMME

| Time | Block | Theory | Practice |
|---|---|---|---|
| 09:00–10:40 | **Where your margin comes from.** Value-chain and margin decomposition on your own organisation | 15 min | 85 min |
| 11:10–12:25 | **The competitor who moves first.** Sector-blind teams build the attack on a real business | 10 min | 65 min |
| 12:25–13:00 | **What the board must own.** Decision rights, escalation triggers, portable evaluation test | 15 min | 20 min |
| **Total** | Breaks not counted | **0h40** | **2h50** |

## LABS, ON YOUR OWN MATERIAL

**Margin decomposition**
Your value chain, activity by activity: what AI compresses and what it leaves.

**Competitive attack**
A team plays your fastest competitor; you answer the attack.

## WHAT TO BRING

A description of your organisation's main revenue lines and principal competitors, declared at booking.

## AFTER THE COURSE

Atlas, the AI coach on Learn N' Succeed, follows up at day 3, 7 and 30. Your work and the prompt kit stay in your space and can feed a Portolan roadmap.

## LEARNING PATH

| BEFORE | THIS COURSE | AFTER |
|---|---|---|
| GOV1 AI Oversight for Boards | **STR1 AI Strategy, Governance and Economics** | BLD1 AI Roadmap Design, executive committee edition |

## FORMATS AND PRICE

**Rs 18,000 · €350 · USD 400**

per participant

Half-day, excluding VAT; refreshments and materials included
Public sessions through the year
In-house on request, Up to 24 participants

**Not sure where to start?**
Book the Portolan 20-minute call →
aetheis.com/portolan