

AI for Business Leaders

A strategic two-day executive program designed to transform non-technical leaders from AI curious to AI competent. Master the art of knowing where artificial intelligence creates genuine business value - value—and where it introduces risk across global markets.

Strategic Focus

Build executive judgment for AI deployment decisions - not coding skills

Business-First

Practical frameworks for evaluating ROI, prioritizing high-impact use cases, and implementation readiness

Risk-Aware

Navigate ethics, governance, emerging AI regulations and change management with confidence



Demystifying the AI Landscape

Establish a common language and understand the "why" and "how" behind today's AI technologies. From foundational concepts to hands-on prompt engineering, Day 1 builds your AI fluency.

AI Fundamentals for Business

9:00 AM – 10:30 AM

- Navigate the 2026 landscape: Predictive vs. Generative AI
- Demystify Machine Learning, LLMs, and Agentic AI
- Understand the AI tech stack from data to interfaces

Functional Use Cases (Part 1)

1:30 PM – 3:30 PM

- Marketing: Hyper-personalization and content at scale
- HR: Resume screening with bias checks and onboarding automation
- Real case studies: 35% higher CTR, 40% fewer HR queries

1

2

Generative AI & Prompt Engineering

10:45 AM – 12:30 PM

- Master prompting as a core management skill
- Leverage multi-modal AI for business communication
- Hands-on lab: Build a custom departmental AI assistant

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Data: The Fuel for AI

3:45 PM – 5:00 PM

- Assess data readiness and avoid "garbage in, garbage out"
- Protect proprietary data with RAG implementations
- Build secure AI systems for sensitive company documents

Strategy, Ethics, and Implementation

Move from understanding to action. Day 2 equips you with frameworks for building roadmaps, measuring ROI, managing governance, and leading your team through AI-driven transformation.

01

Functional Use Cases (Part 2)

9:00 AM – 10:30 AM

Finance automation, fraud detection, supply chain forecasting, and agentic customer support workflows

02

AI Strategy & ROI

10:45 AM – 12:30 PM

Buy vs. build decisions, P&L impact tracking, and hands-on use case prioritization workshop

03

Ethics, Risk, and Governance

1:30 PM – 3:00 PM

Navigate hallucinations, bias, HITL policies, and 2026 legal regulations for AI deployment

04

The Human Side of AI

3:15 PM – 4:30 PM

Address AI anxiety, redesign roles, and create your personalized 90-day action plan

Proven Impact

An e-commerce giant used predictive AI to forecast inventory needs, reducing warehouse dead stock by 22% and improving cash flow.

A logistics firm deployed AI agents to autonomously reschedule delayed shipments, saving 15 hours of manual work per week.

AI Transformation by Function

Each business function unlocks unique value with AI. Here's how leading organizations are deploying artificial intelligence to drive measurable results across marketing, finance, HR, and operations.



Marketing

Primary Benefit: Personalization at Scale

A global retail organization created 5,000 unique ad variations for different customer segments, achieving a 35% increase in click-through rates.



Finance

Primary Benefit: Predictive Accuracy

Automated reconciliation, fraud detection, and inventory forecasting drive better cash flow management and reduce dead stock.



Human Resources

Primary Benefit: Operational Efficiency

A global organization deployed reduced HR query volume by 40% while improving new-hire satisfaction scores significantly.



Operations

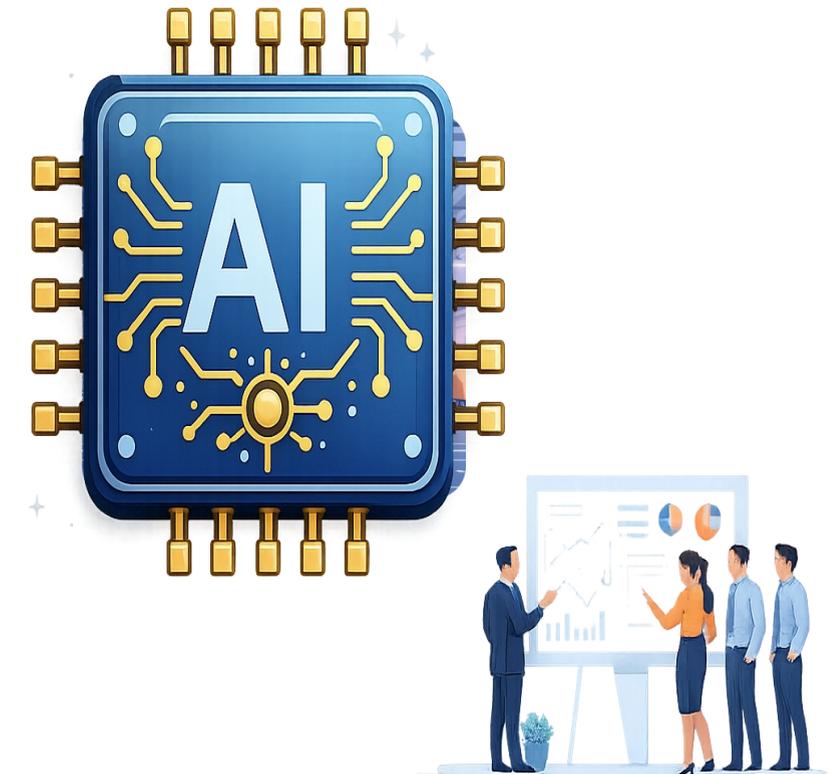
Primary Benefit: Autonomous Problem Solving

AI agents autonomously reschedule delayed shipments and notify customers, eliminating 15 hours of manual work weekly.

Program Outcomes

Participants leave with:

- A structured **AI investment evaluation** framework
- Clarity on **governance** and **risk considerations**
- Identified **high-impact** enterprise use cases
- A **90-day prioritized AI execution roadmap**



Contact us @ info@panaasheexperts.com.
Whatsapp or call +919810534110