



## ARTIFICIAL INTELLIGENCE FOR EXECUTIVES

A NON-TECHNICAL BUSINESS FOCUSED  
MASTERCLASS ON AI, FOR BUSINESS LEADERS WHO  
WANT TO FUTURE PROOF THEIR BUSINESS AND MAKE  
AI A BUSINESS REALITY

SEE THE OPPORTUNITY  
PARTICIPATE IN THE FUTURE



LENS.Ai







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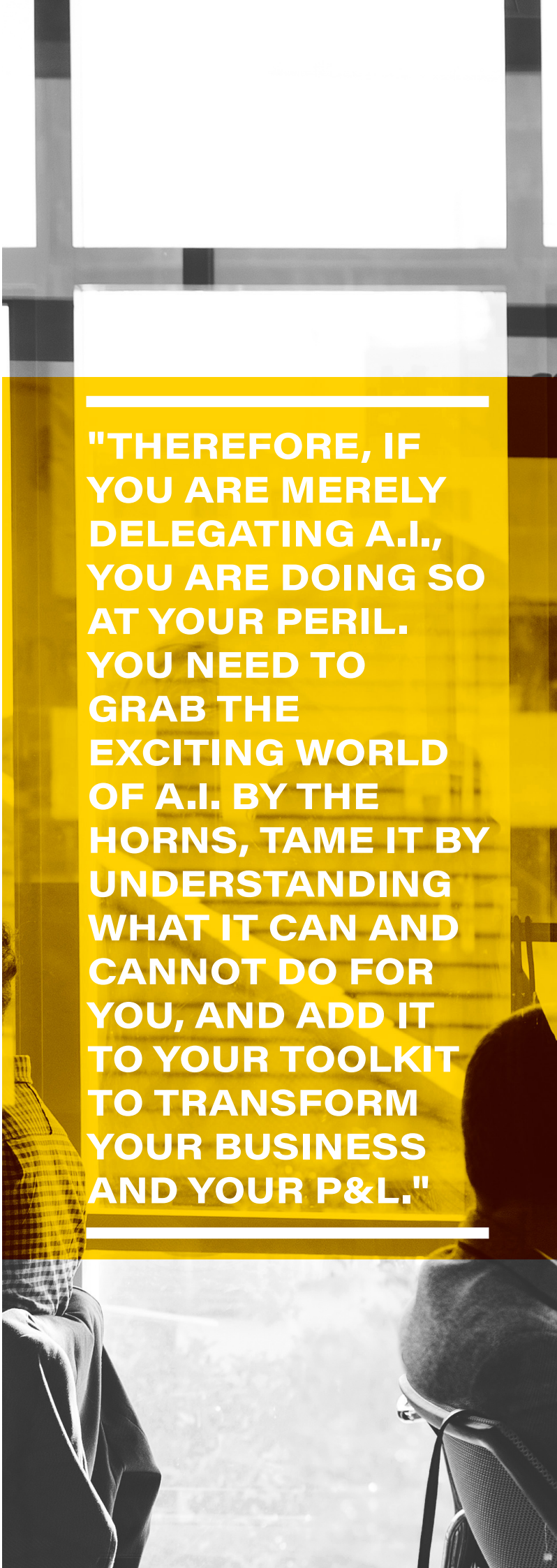
# BACKGROUND

It's a mistake to simply delegate Artificial Intelligence (A.I.) to your technical team. To truly see the game-changing benefits that A.I. promises it is you, the executives, that need to understand how you can use it to transform every aspect of your business.

A.I. allows companies to imagine the previously unimaginable. While it may seem like an opportunity only available to the tech companies who have it at their very core, many organisations outside of technology have routinely found ways to harness its potential. Therefore, going on to experience superior growth, increased return on capital, and enhanced management risks.

The evidence that A.I. is transformational in every industry vertical is clear. Research consistently shows that irrespective of the business domain that you operate in, companies who have successfully deployed A.I. significantly outperform those that haven't. The key message, however, is that the deployment has to be successful. Merely dipping your toe into the ocean of A.I. will not give you any return on that investment.

Success in A.I. is only achieved when your executives, leadership and management teams have a business-level understanding of Artificial Intelligence. This is true for every single A.I. success story.

A person wearing a yellow shirt is seen from the back, looking out a large window at a city skyline. The scene is bright and sunny. A large yellow text box is overlaid on the right side of the image.

**"THEREFORE, IF  
YOU ARE MERELY  
DELEGATING A.I.,  
YOU ARE DOING SO  
AT YOUR PERIL.  
YOU NEED TO  
GRAB THE  
EXCITING WORLD  
OF A.I. BY THE  
HORNS, TAME IT BY  
UNDERSTANDING  
WHAT IT CAN AND  
CANNOT DO FOR  
YOU, AND ADD IT  
TO YOUR TOOLKIT  
TO TRANSFORM  
YOUR BUSINESS  
AND YOUR P&L."**





Few executives realise that A.I. can help them achieve their business objectives and shape their growth. Most will turn to organisational re-design, cost-cutting measures, acquisitions, new product launches and geographic expansion to fulfil their growth expectations but many fail to see that A.I. is a powerful, non-negotiable tool, that has to be added to their toolkit.

Since most executives of non-tech companies don't know how to integrate A.I. into their business strategies, they tend to delegate the A.I. work to their technical teams. This is where most will fail to see any results. For A.I. to be transformational to a business, there must be a shift in perspective from technology to business growth and P&L. The latter needs senior business leaders to fully understand and appreciate how A.I. can help them.

To help executives re-imagine their business and P&L with the help of A.I., they need to be able to understand how A.I. can help drive superior growth, increase return on investment and manage risk. This is what we do at LENS.AI. We have developed a unique executive masterclass which excites and educates executives about the world of Artificial Intelligence. Without exception, every leader who attends our masterclass leaves armed with an understanding of the game-changing transformation that A.I. can bring to their organisation, what they need to get there and what role they will play to ensure success.





# ABOUT THE COURSE

It's natural to feel that if you are not a maths genius or you don't have a PhD from Stanford that you couldn't possibly hope to understand what's going on with A.I., much less get involved. While there may be some truth to this, as an executive, you do play a crucial but different role when it comes to A.I. Without you, the A.I. opportunities will not exist, without your involvement and understanding of the business they will not succeed, and without your empathy, for the process, the algorithms that your team builds will never deliver results. This masterclass addresses these needs head-on equipping attendees with the essential understanding to future-proof their company, department and even their respective careers.

Our one-day executive masterclass will help attendees understand that in today's business and commercial environment, A.I. is not a luxury but an absolute necessity to survive and thrive in the increasingly machine-driven world that we live in.

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**"AI IS A RELATIVELY  
COMPLEX SUBJECT,  
BUT MIKE CAN REALLY  
HELP YOU SEE THE  
OPPORTUNITIES AND  
CLARIFY HOW IT  
WORKS WITHOUT YOU  
NEEDING A DEGREE IN  
DATA SCIENCE"**

**FOUNDER,  
CRYPTON.AI**

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Backed by extensive research and real-life examples, attendees understand that this is critical for them. The course is centred around the five keys that every exec needs to follow to unlock the game-changing success that A.I. promises.

These five keys help separate the hype from the reality enabling executives to appreciate what A.I. looks like, understand what is and what is not possible with these exciting new tools. Most importantly, executives will build a clear understanding of how A.I. can add value to your business and link directly to key business metrics and their P&L.


Our frameworks will help find opportunities that are truly unique and utterly different from what the competition will not be thinking of. They will be able to enhance their collaboration and have structured discussions on A.I. with the technical teams. Also, we have frameworks that will address the problems associated with cognitive bias, sacred cows and pet projects. This course really speaks to the hearts of the detractors in the room and brings them along the journey for the remainder of the class.

When executives understand the role that they play WITH A.I. they make the subtle move from fearing it, to working together with it as we clearly show how A.I. will augment their existing roles.



# WHO IS THIS COURSE FOR?

This course has been specifically designed for senior non-technical executives. This includes board members, c-suite executives, senior executives and those who are responsible for critical strategic decisions within the organisation. A.I. will have both strategic and operational impacts, which means that anyone leading a business unit may become responsible for the sponsorship, oversight, and assurance of an A.I. project associated with change in your organisation or department.



**"AS A NON-TECHNICAL  
FOUNDER, MIKE REALLY  
HELPS EXPLAIN A.I. IN A  
NON-TECHNICAL WAY  
THAT PREPARES ME TO  
WORK EFFECTIVELY  
WITH MY DATA  
SCIENTISTS"**

**FOUNDER,  
IMPULSE.COM.**

# CORE SYLLABUS

The overall masterclass programme is built as a tailored composite of five core modules:

1

## DEMYSTIFY

This is focussed on removing the hype and the picture that Hollywood has created around what artificial intelligence is and what it can do. Attendees will move from a poor understanding of what the world of A.I. is to the more realistic picture of what A.I. is, and what it looks like when it has been delivered in a corporate context.

2

## DEVELOP

It is essential that attendees understand at a high level how A.I. works and what ingredients it needs to deliver results. We find that this creates an appreciation of what it takes to get A.I. to work and generate true value for your business. It also goes a long way to help manage expectations of what A.I. can and cannot do.

3

## DISCOVER

Popular misconceptions tend to place A.I. on an island with robots, chatbots and self-driving cars. However, this fails to recognise artificial intelligence's major practical applications for your organisation. This part of the course helps attendees understand how to identify valuable opportunities in their organisation. They will gain an appreciation of where in the business A.I. can be beneficial as well as the reality of what that looks like.

4

## DESIGN

At this stage, attendees will have all the ammunition required to speak with others about A.I. They will be able to understand how it works and how to identify new high-value opportunities within their organisation, but there are still more pieces required to complete the puzzle. Including business planning for A.I. and an understanding of how to correctly align A.I. investments directly to business goals.

5

## DELIVER

It's not just an algorithm but a lot more. What does it take to get this thing from an idea to a real business value-generating asset? This model will cover the remaining ingredients which will include data requirements (internal and external), technology and infrastructure requirements (in-house vs outsourced solutions), scalability, human resource requirements, organisational structure and the necessary cultural changes.




# WHAT DO EXECUTIVES GAIN AT THE END OF THE COURSE?

Executives will establish the required foundational understanding of what A.I. is and why it is so important. The course will cover definitions of A.I. and associated technologies together with simple-English explanations of how it works, and how machines learn. It will help build an understanding of key misconceptions, present-day usage, significance and urgency.

With an increased focus on the investment in A.I. and the corresponding value that it promises, this course introduces several unique frameworks that help executives:



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- Find the real game-changing opportunities for A.I. and identify the ones to avoid. It is easy to replicate what your competitors are doing, but this would have a poor ROI if low-hanging valuable opportunities are left on the table. With an extensive number of examples, executives can see how other organisations are capitalising upon them, and how their own organisation can do so too.
  - Assess the size of the prize. Not every opportunity will yield the same result. Therefore it is essential to try and understand how to analyse the value of the opportunities available.
  - Create a direct link between the investment in A.I. and the business levers that drive superior growth, increase return in investment, and manage risks.
  - Understand the ingredients needed for success; including data, technology and infrastructure requirements, human resource requirements, organisational structure and the necessary cultural changes.
  - Adopt the essential language and a framework that will arm executives of all backgrounds to have an informed discussion on A.I., as well as hold your own with the technical experts and facilitate the type of collaboration essential for the success of the project.



# INSTRUCTORS

Our team are a mix of extremely experienced award-winning consultants, best-selling authors, international speakers and executive advisers, helping organisations use data and A.I. to transform their businesses and products to grow.

Collectively they have worked with organisations internationally across a range of industries from fin-tech and health, to non-profits and government agencies. Together we developed a unique approach to A.I. strategy, rooted in the interplay between data, A.I. and behavioural economics, helping shift the power of this new technology from the technical teams to the business domain experts; those who really get the business.

As a result of our work in A.I. and data, we have members of the team who have been named as some of the most influential people in data-driven business and have received a range of awards. Their work has been featured in a variety of top publications including, but not limited to, the Guardian, Forbes and Computer Weekly. You can also hear from them on a range of podcasts and keynotes around the world, where they are often sharing the stage on panels with influencers such as Gary Kasparov, and the late Professor Stephen Hawking.

**theguardian**

**Forbes**

**ComputerWeekly**



# PRICING

We work with a simple book-price-per-person, consistent with industry benchmarks for corporate training. For additional customisation, we charge a small fee for the diagnostic process. We typically work with class sizes of a minimum of 12 attendees and a maximum of 20. This is done in order to maintain a high level of interactivity and personalisation.

When delivering in-house training, we offer a diagnostics and modification service. This is a three-step process that includes market research, company information analysis

and interviews with key members of staff. The output from this diagnostic is used as additional material in our training, enabling us to hyper-personalise the training to specific industry verticals and organisations.

We use the key findings to inform the discussions on opportunities and risks during the training. During the masterclass, we go through a range of frameworks which serve as a useful foundation for agreed next steps between the internal technical and business teams.

Outlined below are the three key steps of the diagnostic process.

## STEP ONE

Market Research of A.I. and machine learning use-cases in your specific or related industry verticals.

## STEP TWO

Key Internal interviews to get a better picture of the organisational context, capabilities, deployments and challenges.

## STEP THREE

Modifications of our masterclass to include results of the market research and internal interviews.



# ABOUT LENS.AI

Lens.AI is an Artificial Intelligence Training and Strategy firm established in 2018, in London England.

We work with our clients to educate and demystify the world of A.I. for their senior leaders. When senior stakeholders have the right understanding of A.I. they are better placed to see the opportunity and willingly participate in the future.

Much of our work comes from frustrated tech/data science teams who realise that one of their key challenges, is simply the

limited understanding that their business stakeholders have of the work that they do, the process and the corresponding outcomes. Other business leaders get in touch when they are about to invest in A.I. and want to, as much possible, ensure the success of their investment.

All of our research, as well as research carried out by the larger institutions such as McKinsey and Forrester, show that the message is clear.

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**"TO TRULY REALISE THE  
GAME-CHANGING BENEFITS  
THAT A.I. AND MACHINE  
LEARNING PROMISE, BUSINESS  
STAKEHOLDERS NEED TO HAVE  
A BETTER APPRECIATION OF  
WHAT IT IS, HOW IT REALLY  
WORKS, HOW TO SPOT THE  
OPPORTUNITIES AND HOW IT  
DELIVERS VALUE."**

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Leaders with this level of understanding have clear managed expectations, are armed with the language to join the conversation and understand what role they play in ensuring the success of their A.I. investments.

We run the fastest growing A.I. for Execs Masterclass designed to help non-technical decision-makers. Over the last year, we have trained more than 100 business executives from a range of organisations, receiving excellent feedback from both the business and technical teams who have subsequently benefited from a more informed business team.



# LOCATION

We can conduct training at your organisation's offices, or at dedicated Lens. AI training rooms and offices at WeWork on 199 Bishopsgate, London, EC2M 3TY, United Kingdom, a short walk from Liverpool Street tube station.

# CONTACT

For more information about our training programmes, please contact:

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Emmie Ballico  
Email: [Emmie@lens.ai](mailto:Emmie@lens.ai)  
Phone: +44 (0)7746 211435

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