MASTERCLASS

A.I. Strategy:
Driving Innovation and Growth
for the Future of Business

Prepared by: **Spark**
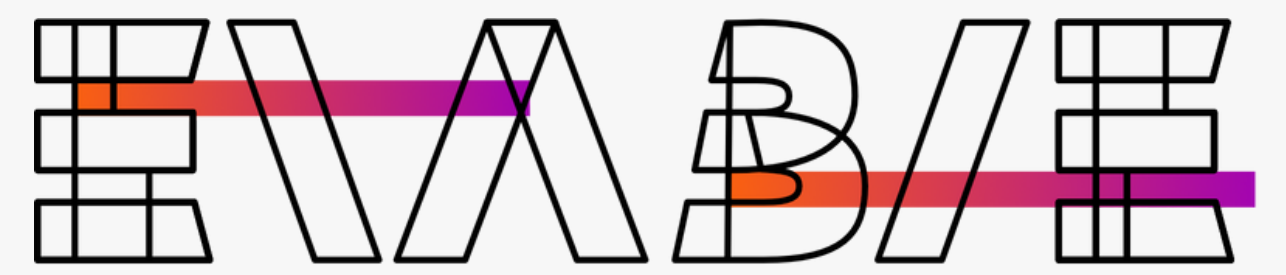
INTRODUCTION

Artificial intelligence (AI) is no longer just a tool for cutting-edge companies; it has become a critical driver of innovation and growth across industries. For CxOs, having a well-defined AI strategy is essential to leveraging the full potential of AI technologies to gain a competitive edge, optimize operations, and foster business transformation. This training program is designed to equip executives with the knowledge, tools, and frameworks to build and implement a comprehensive AI strategy that aligns with their business goals.

Artificial Intelligence is not just a technology—it's a strategic advantage that can unlock new growth opportunities and drive innovation across your organization. With a well-defined AI strategy, your business can leverage AI to optimize operations, enhance customer experiences, and future-proof against disruption. This training will equip you with the tools and knowledge to lead your organization into the AI-driven future.

Brought to you by:

About the SPARK Enable Programme

SPARK Enable brings together our valued community of tech partners to pledge their support in making outcome-based organisational learning and practitioner-peer advisory accessible for all organisations. Enable provides resources, financial and in-kind, for qualified organisations.
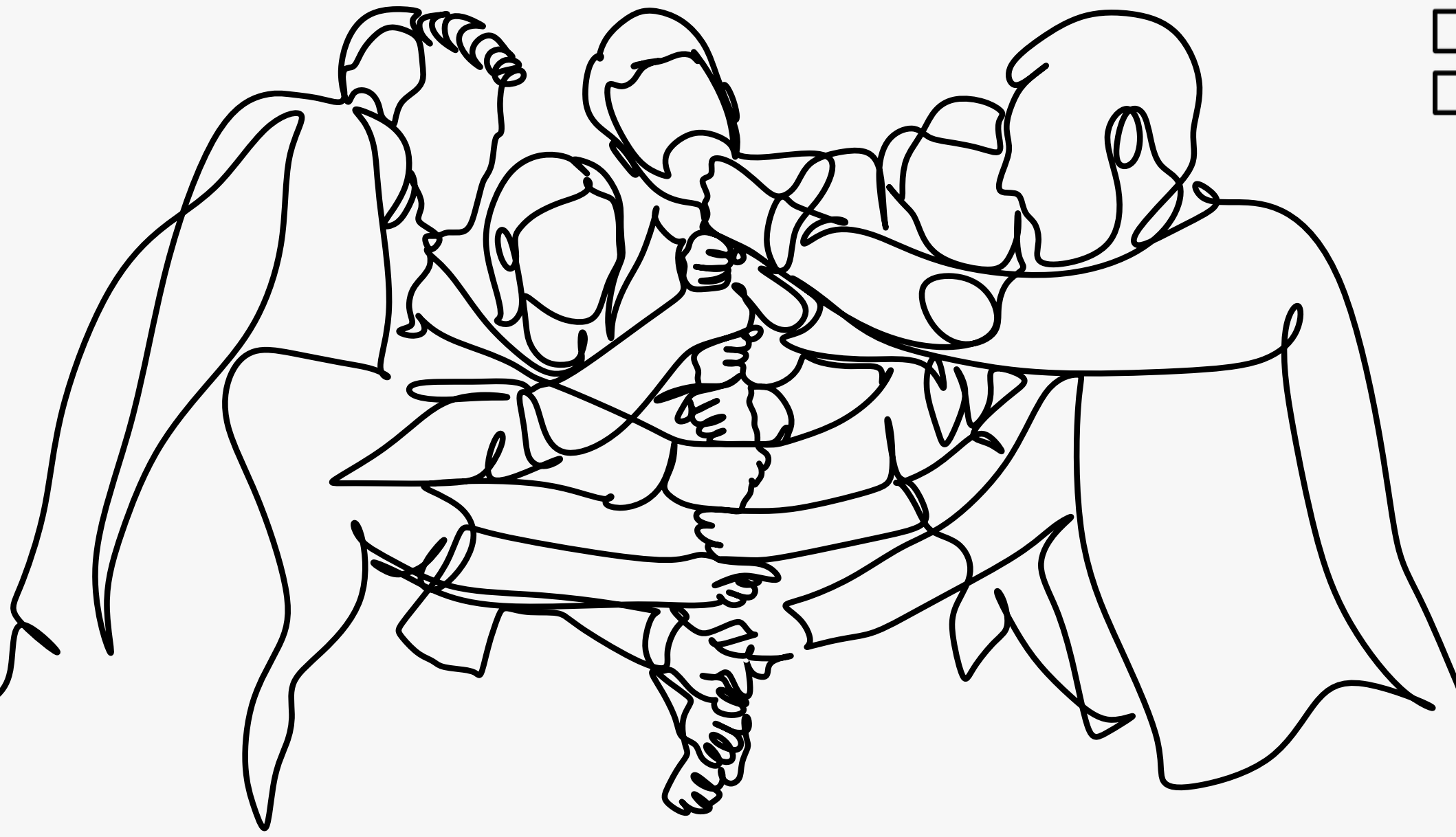
METHODOLOGY

Duration	• 2 x 4hr Blocks completed within 1 day or 2 consecutive half-day sessions
Engagement Model	• Hands-on workshops, expert presentations, and group discussions • Deep-dive into real-world challenges with expert facilitation • Tech expert presentation by supporting tech companies sharing cutting-edge tools and solutions
Funding by SPARK Enable	• 100% subsidy available for this masterclass • Up to 3 supporting tech partners • Clients are expected to ensure the attendance of key IT and business department leaders and managers
Standard Fee	• USD 10,000 per course

WHO SHOULD ATTEND?

- CxOs and Business Leaders: Gain strategic insights on how to develop and implement AI initiatives that align with your organization's vision and goals.
- Innovation and Digital Transformation Officers: Understand how to use AI to drive innovation and digital transformation across departments.
- Data and Analytics Leaders: Explore best practices for building the data infrastructure needed to support AI strategies and scale AI capabilities across the organization.

KEY LEARNING OUTCOMES

Develop a Strategic AI Roadmap:

Learn how to develop a clear, actionable AI strategy that aligns with your business goals, from innovation to operational efficiency.

Maximize AI ROI:

Understand how to prioritize AI initiatives based on their potential ROI, ensuring your investments deliver tangible business outcomes.

Foster an AI-Driven Culture:

Learn best practices for upskilling teams and building an AI-ready workforce, ensuring that AI adoption permeates every level of the organization.

Drive Innovation with AI:

Explore how AI can be leveraged to create innovative products, services, and customer experiences, positioning your organization as a leader in its industry.

Implement Responsible and Ethical AI:

Gain insights into how to build AI systems that are ethical, transparent, and aligned with regulatory requirements, while managing risks related to data privacy and bias.
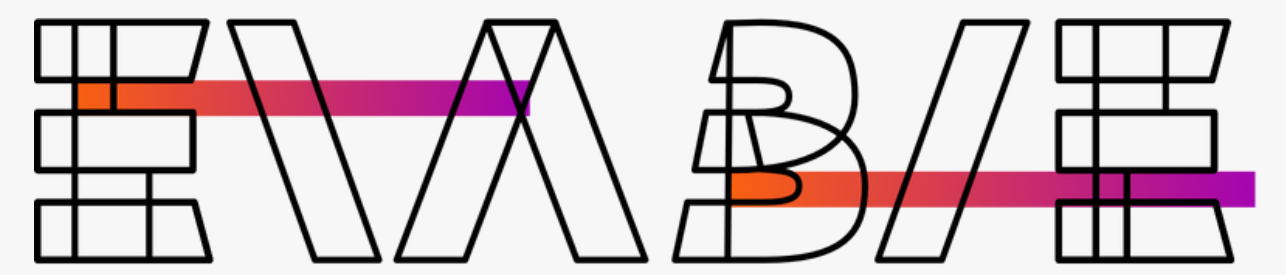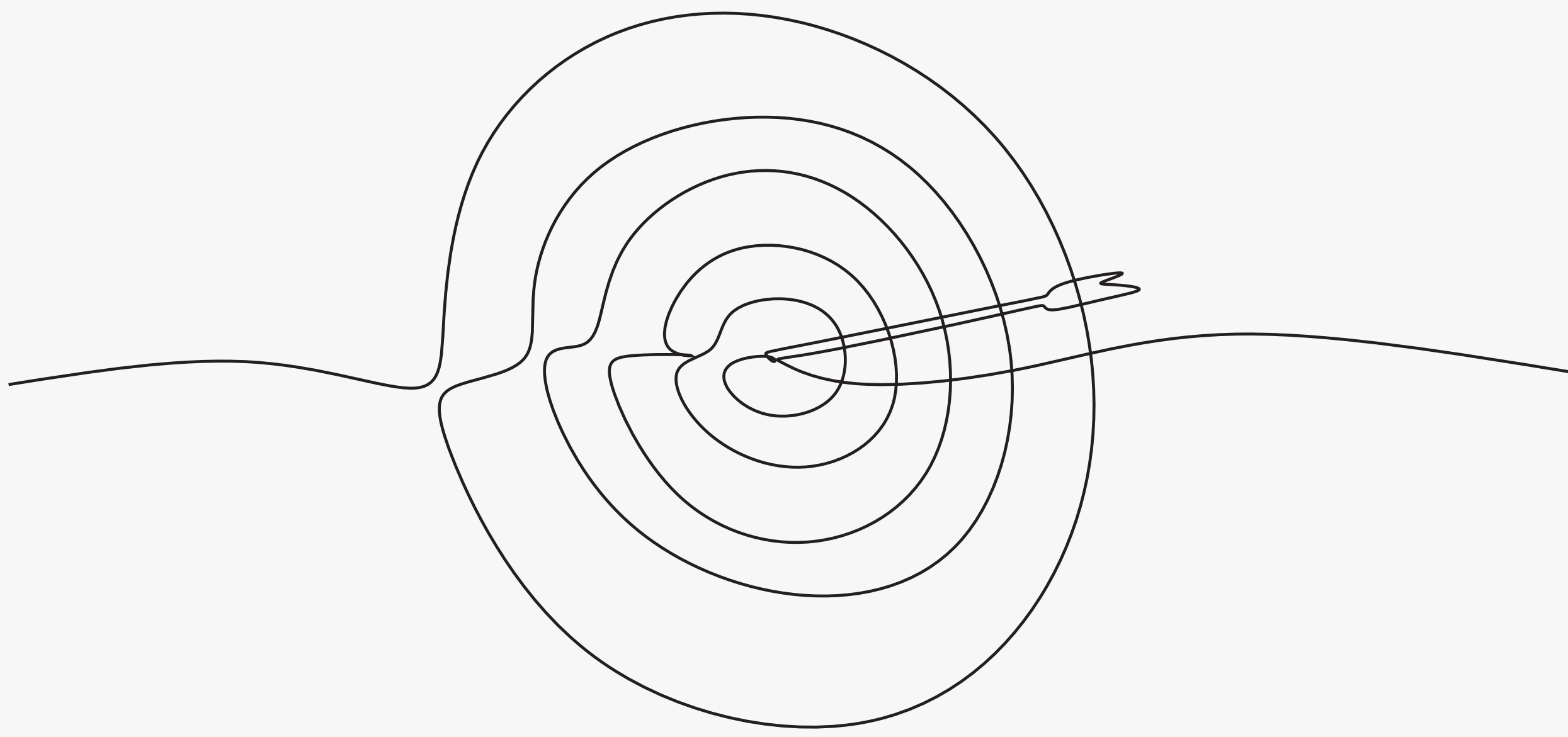
MASTERCLASS OUTLINE

9:00am — **Develop a Strategic AI Roadmap (30 min)**

9:30am — **Maximize AI ROI**
- Expert Masterclass (90 min)
- Tech Expert Presentation (30 mins)
- Breakout Group Discussions (30 mins)

12:00pm — **Lunch**

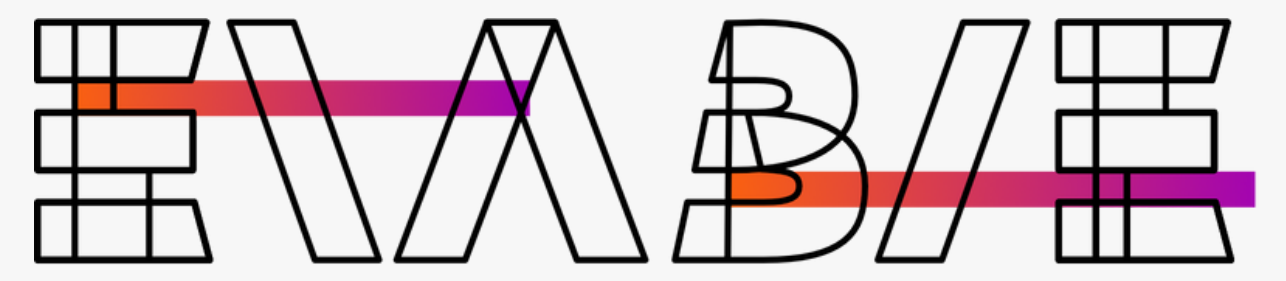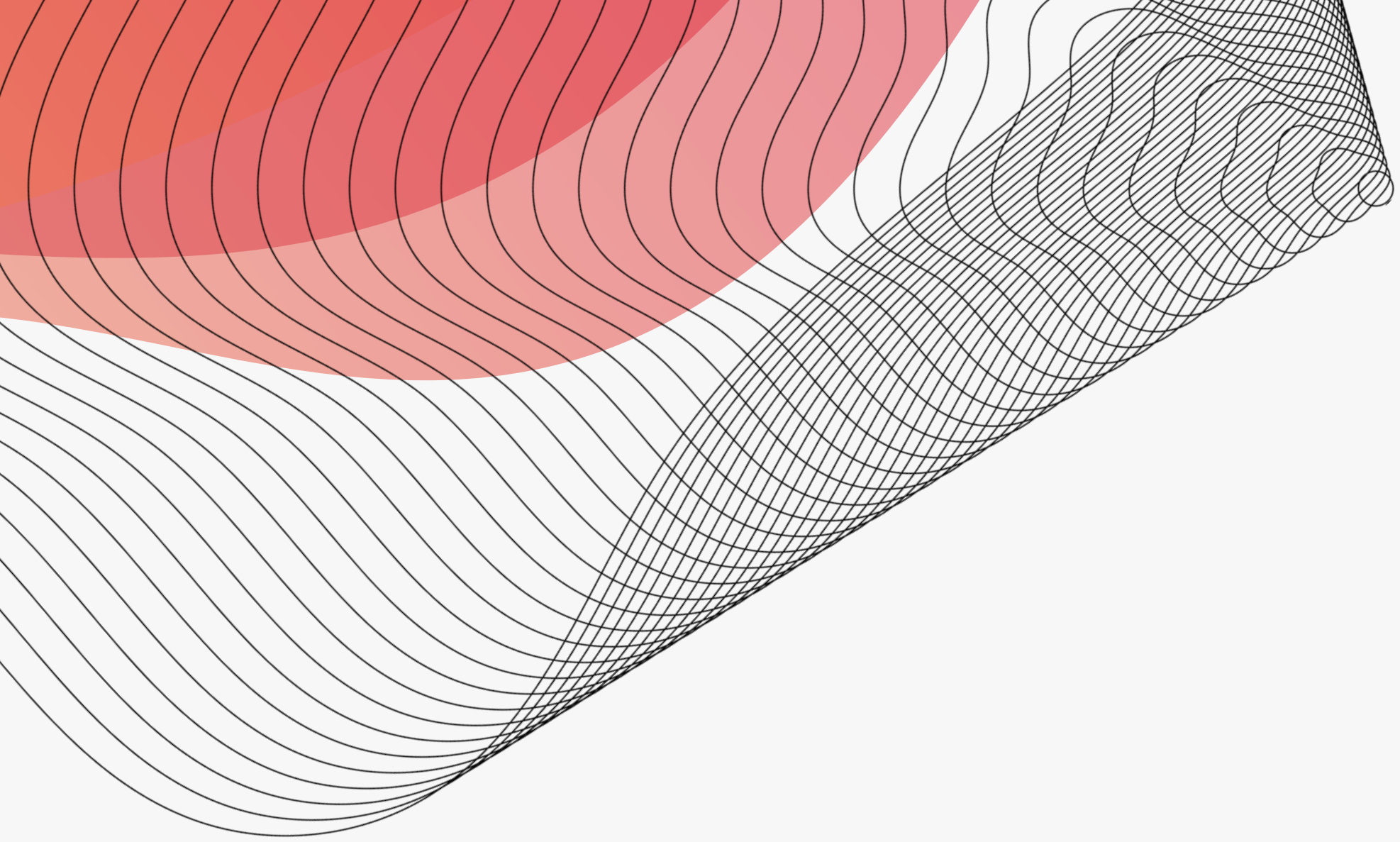**1:00pm** — **Foster and AI Culture with Innovation Drive**
- Expert Masterclass (90 mins)
- Tech Expert Presentation (30 mins)
- Breakout Group Discussions (30 mins)

3:30pm — **Implement Responsible and Ethical AI**
- Expert Masterclass (90 mins)
- Tech Expert Presentation (30 mins)
- Breakout Group Discussions (30 mins)

5:45pm — **Learning & Sharing**
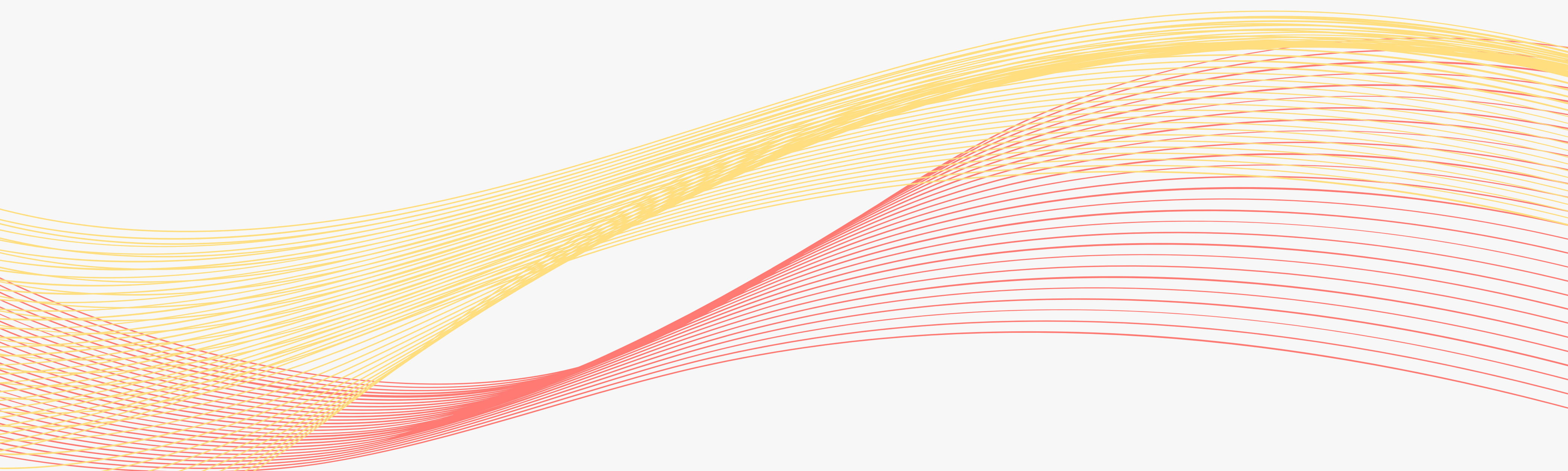
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