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Transforming Business with AI: Generative and Agentic AI for Business Leaders Course

4 – 8 April 2027
Amman (Jordan)



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Ref: 64_362706 **Date:** 4 – 8 April 2027 **Location:** Amman (Jordan) **Fees:** 4900 GBP

Introduction:

Transforming business with AI is the practice of using artificial intelligence, including generative AI and agentic AI, to change how an organisation creates value, runs its processes and makes decisions. This immersive one-week course equips business leaders, executives and senior managers with the knowledge and skills to lead that change: understanding the latest AI technologies and their business applications, spotting where they raise efficiency and create value, shaping AI-driven business strategies and transformation initiatives, and building the capabilities an AI-enabled organisation needs. Taught at leadership level through case studies and guided exercises, it ends with each delegate building and presenting an AI-driven transformation strategy and roadmap for their own organisation.

Course Objectives:

- Explain how generative AI, large language models, agentic AI and multimodal AI work at a business level, and what each can and cannot reliably do
- Identify and prioritise AI opportunities that raise efficiency, improve customer experience or create new sources of value, using value and feasibility scoring
- Build a business case for an AI initiative with costs, benefits, risks and measures of success
- Develop an AI strategy aligned to business goals, with a portfolio of initiatives, build-buy-partner choices and a pilot-to-scale roadmap
- Design the leadership, operating model, talent and governance capabilities needed to lead an AI-enabled organisation, including oversight of AI agents
- Present an AI-driven transformation strategy and roadmap for their own organisation, with priorities, owners, milestones and value measures

Target Audience:

- Business leaders and executives who set direction and must decide where AI and AI agents should change how their organisation works
- Senior managers and department heads accountable for results, judging which processes and services to transform with AI first
- Strategy professionals who shape corporate plans and must build AI into strategic priorities and investment choices
- Digital transformation and innovation professionals who coordinate change portfolios and new AI-enabled products and services
- Managers preparing to lead AI initiatives who need a working grasp of generative and agentic AI before sponsoring projects



Course Outline:

Day 1: The Latest AI Technologies and Their Business Applications

- Generative AI and Large Language Models: How They Produce Text, Images and Code
- Agentic AI: AI Agents That Plan Tasks, Use Tools and Act Across Business Systems
- Multimodal AI: Combining Text, Images, Voice and Data in a Single Model
- What AI Can and Cannot Do: Hallucinations, Reliability Limits and the Role of Human Judgement
- Real Business Use Cases: Generative and Agentic AI in Service, Operations, Finance and Sales

Day 2: Identifying Opportunities to Enhance Efficiency and Create Business Value

- AI Use-Case Discovery: Mapping Pain Points, Repetitive Work and Decision Bottlenecks
- Value vs Feasibility Scoring: Ranking Opportunities by Impact, Data Readiness and Risk
- Process Automation With AI Agents: Redesigning Workflows Rather Than Adding Tools
- Productivity and Customer Experience Gains: Where Generative AI Changes Daily Work
- New Products, Services and Business Models: Building the AI Business Case

Day 3: Developing AI-Driven Business Strategies and Transformation Initiatives

- AI Strategy Aligned to Business Goals: Setting Ambition, Priorities and Guiding Principles
- Portfolio of AI Initiatives: Balancing Quick Wins, Core-Process Change and Strategic Bets
- Build, Buy or Partner: Choosing Platforms, Models and Vendors for Each Initiative
- Data and Technology Foundations: Data Quality, Access, Integration and Security for AI
- Pilot-to-Scale Roadmap and Value Measures: Stage Gates, Adoption Metrics and Financial Impact

Day 4: Building the Capabilities to Lead in an AI-Enabled Organisation

- AI Leadership Mindset: Sponsoring Experiments, Deciding Under Uncertainty and Setting Direction
- Operating Model and Talent: Centre of Excellence, AI Roles and Workforce Upskilling Plans
- Human–Agent Collaboration: Redesigning Roles, Hand-Offs and Accountability When AI Agents Act
- Change Management and Adoption: Building Trust, Overcoming Resistance and Sustaining Use
- Responsible AI, Governance and Risk: Bias, Privacy, Compliance and Oversight of AI Agents

Day 5: Case Study and Capstone: Building an AI-Driven Transformation Strategy

- Case Study Analysis: Tracing How an Organisation Moved From AI Pilots to Enterprise-Wide Use
- Capstone Opportunity Map: Selecting and Scoring AI Opportunities for Your Organisation
- Capstone Strategy Design: Setting Goals, Initiative Portfolio and Capability Requirements
- Capstone Roadmap: Phases, Owners, Milestones, Governance Controls and Value Measures
- Strategy Presentation and Peer Challenge: Defending the Roadmap Before Fellow Leaders



Skills You Will Gain:

- Generative and Agentic AI Literacy
- AI Opportunity Identification
- Value and Feasibility Scoring
- AI Business Case Development
- AI Strategy Formulation
- Transformation Roadmap Planning
- AI Change Leadership
- Responsible AI Governance

Why Attend This Course:

- From uncertainty about generative and agentic AI to a clear view of what each can do for your business and where its limits lie
- From scattered ideas and vendor pitches to a scored portfolio of AI opportunities backed by business cases
- From isolated pilots to an AI-driven strategy with a pilot-to-scale roadmap, owners and value measures
- From leading a traditional organisation to building the talent, operating model and governance an AI-enabled organisation needs

Conclusion:

Transforming business with AI is a leadership task in which generative and agentic AI are used to change processes, services and decisions in line with business goals, rather than adopted as isolated tools. The course draws three distinctions: what AI technologies can do against what they cannot, efficiency gains against new value creation, and running pilots against leading organisation-wide transformation. It suits business leaders, executives, senior managers and strategy, transformation and innovation professionals who must set AI direction, rather than technical specialists building models or readers looking for a function-by-function survey of AI applications.

Frequently Asked Questions FAQ:

Do business leaders need a technical background to attend a course on transforming business with AI?

No. No coding or data science knowledge is needed. The course explains generative and agentic AI in business terms, and delegates benefit from bringing knowledge of their organisation's goals, processes and any AI tools already in use.



What is the difference between generative AI and agentic AI in business transformation?

Generative AI creates content such as text, images or code in response to a prompt. Agentic AI uses AI agents that break a goal into steps, call tools and systems, and act with limited human input, so it can run parts of a process rather than only assist a person.

How does this course differ from a course on applied generative AI or on AI applications by business function?

It focuses on leadership: setting AI strategy, choosing and sequencing initiatives, and building the capabilities and governance to lead an AI-enabled organisation. Applied and function-based courses concentrate on using AI tools within particular tasks or departments.

What does a delegate take back from a course on transforming business with AI?

Each delegate takes back an AI-driven transformation strategy and roadmap for their own organisation: scored opportunities, an initiative portfolio, capability and governance needs, and a phased plan with owners and value measures, tested in the capstone presentation.

