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WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE

BEYOND GenAI

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QUEEN'S UNIVERSITY BELFAST | WILLIAM J. CLINTON LEADERSHIP INSTITUTE

BEYOND GenAI

PROGRAMME DATES

Autumn and Spring

PROGRAMME FORMAT

Blended- two days in-person, four half days online

LOCATION

Riddel Hall and Online

LANGUAGE

English

PRICE

£2000
Payment options are available

WHO SHOULD ATTEND

This course is suited to personnel at all levels who are keen on understanding the fundamentals of Generative AI and integrating AI into their organisation.

OVERVIEW

This is a four-day blended learning programme tailored for mid- to senior-level professionals aiming to leverage Generative AI strategically without requiring technical expertise. Participants will build a solid understanding of GenAI fundamentals, how large language models and related technologies function and their practical applications in customer service, marketing, operations, and talent management. The curriculum emphasises identifying high-value use cases, crafting a clear, value-driven AI roadmap, and developing business cases with measurable ROI.

Throughout the programme, learners engage in interactive workshops, real-world case studies, and peer discussions to practise designing and optimising GenAI workflows. Emphasis is placed on ethical considerations and governance, guiding participants to responsibly analyse potential biases, privacy concerns, and regulatory compliance. Participants also acquire change-management strategies to foster cross-functional collaboration and build an AI-ready organisational culture that supports continuous learning and innovation.

By the end, attendees will be able to articulate core AI concepts in a business context, pinpoint opportunities where GenAI can drive efficiency and growth, and propose governance frameworks to mitigate risks. They will leave with a tangible AI strategy roadmap aligned to organisational objectives, equipped to lead AI-driven initiatives responsibly. This immersive, non-technical programme empowers leaders to drive competitive advantage, improve operational efficiency, and cultivate an ethical, innovation-oriented culture - accelerating sustainable business impact through Generative AI.

Walk Away With the Skills To

1. Understand core concepts of (Gen)AI and their business applications

2. Pinpoint and evaluate high-potential AI use cases

3. Architect and refine generative AI solutions

4. Navigate ethical, compliance, and governance considerations

5. Formulate a practical AI strategy and implementation roadmap

6. Cultivate change leadership skills to champion AI adoption

WHO IS THIS PROGRAMME FOR

This blended programme is suitable for mid- to senior-level professionals from any industry who wish to understand the power of GenAI, advance into AI leadership roles, drive ethical, responsible GenAI adoption, and learn how their organisation may apply and optimise the opportunities it offers.

PROGRAMME STRUCTURE AND CONTENT

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Responsible AI for Business Leaders	Crafting a GenAI-Enabled Strategy & Scaling GenAI Solutions	Risk, Ethics, Governance, and Future-Ready Leadership	Lead AI-Powered Digital Transformation

MORNING SESSION

Understanding AI & GenAI Fundamentals

- Overview of AI, ML, and Generative AI: Capabilities and limitations
- AI readiness: Assessing organisational and leadership preparedness
- The role of business leaders in AI adoption
- Case studies

GenAI Strategy Development

- Identifying high-impact GenAI opportunities
- Aligning AI with business goals and KPIs
- Building an AI-powered value proposition
- Introduction to prompt engineering for business use cases

Navigating AI Risks and Governance

- Comprehensive risk management for AI: Legal, reputational, operational
- Setting up AI governance frameworks and steering committees
- Managing third-party AI tools and vendor ecosystems
- Scenario simulation: Responding to an AI crisis

Change Leadership in the AI Age

- Vision-setting for AI-powered transformation
- Stakeholder management: Building cross-functional alignment
- AI leadership styles: From technocrat to transformer
- Interactive exercise: Diagnose your AI leadership profile

AFTERNOON SESSION

Responsible & Ethical AI Principles

- Principles of Responsible AI: Fairness, transparency, accountability
- AI maturity models: From experimentation to full-scale adoption
- Bias, explainability, and regulatory landscape (e.g., EU AI Act)
- Case studies

Implementation and Scaling GenAI

- Operating models for GenAI integration
- Change management for GenAI adoption
- Scaling pilots: Governance, infrastructure, data readiness
- Activity: Develop a GenAI roadmap for your organisation

Leading Ethically in an AI Era

- The evolving role of leaders in AI-augmented organisations
- Leading with empathy and integrity in the age of automation
- AI maturity vs. leadership maturity
- Discussion: Balancing innovation with responsibility

Driving Culture & Capability for AI at Scale

- Embedding AI in culture: Upskilling, collaboration, experimentation
- Building internal capability: AI literacy and citizen development
- Future of work: Co-creating with GenAI, human-AI collaboration
- Final workshop: Create a 90-day action plan for AI-led transformation

PROGRAMME FACULTY

EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

DR. V. CHARLES

Dr V. Charles is a Reader in AI for Business and Management Science at Queen's Business School, specialising in enhancing business productivity, fostering regional competitiveness, and advancing societal welfare. Dr Charles has proven academic experience in the HE sector, with more than 25 years of teaching, research, and consultancy experience.

Charles has served as a professor and director of research for more than a decade in triple-crown business schools. He is a Six Sigma Black Belt and earned edX Certificates from the MIT Sloan School of Management, Harvard Business School, IE Business School, and the Royal Statistical Society..

Charles has been recognised as a Fellow of the British Computer Society and the Royal Statistical Society, as a Senior Member of INFORMS, and as a Senior Fellow of the UK Higher Education Academy. He is also a Senior Member of The Society for the Study of Artificial Intelligence and Simulation of Behaviour, UK.

He is an AWS Accredited Educator and Certified Cloud Practitioner. He also serves as a Special Issue Editor and an Associate Editor for many prestigious top-ranked journals. He is a recipient of numerous international academic honours and awards.

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CONTACT US

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The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

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