QUEEN'S
UNIVERSITY
BELFAST

ESTP1845

WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE

PEACEPLUS
Northern Ireland - Ireland

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European Union | UK Government

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AI

DIGITAL INNOVATION AND AI FOR LEADERS

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SHAPING
A BETTER
WORLD
SINCE 1845

QUEEN'S UNIVERSITY BELFAST

WILLIAM J. CLINTON LEADERSHIP INSTITUTE

DIGITAL INNOVATION AND AI FOR LEADERS

PROGRAMME DATES

Spring and Summer

PROGRAMME FORMAT

Six half-days online

LOCATION

Online

LANGUAGE

English

PRICE

£1250
Funding available for eligible applicants through PEACEPLUS INNOVATE+

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

We are living through an era of unprecedent digital change. Artificial intelligence and emerging technologies are transforming how organisations innovate, compete, and create value. For business leaders, this shift offers extraordinary opportunities, but also new challenges that demand strategic vision and adaptability.

The Digital Innovation and AI for Leaders programme features as the second of three steps in the Leading Change and Transition series, part of the PEACEPLUS INNOVATE+ project. The series of high calibre leadership courses accelerates a high-performance culture, promoting productivity improvements and driving sustainable growth through innovation.

INNOVATE+ is a cross-border project funded through the PEACEPLUS Programme and managed by the Special EU Programmes Body (SEUPB). It is supported by the European Union, the UK Government, the Northern Ireland Executive and the Irish Government. The project supports small and medium-sized businesses across Northern Ireland and the border counties to strengthen competitiveness, improve sustainability and plan for the future.

Crafted by Queen's Business School executive education experts, the course equips managers with the knowledge and confidence to embrace digital technologies and AI to drive tangible improvements in the business.

Delivered online across six engaging half-day sessions, this course explores how to transform digital disruption into a source of competitive advantage. The course combines practical tools, actionable insights and forward-thinking strategies to help you harness the power of digital technologies. Learn how to implement innovation effectively, create lasting value and drive meaningful, positive change within your business.

Technologies covered include Generative AI, AI agents, digital twins, low-code tools, and decision-automation systems, examined through practical business lenses to assess strategic fit, opportunity and impact.

Develop the mindset, frameworks and tools to identify opportunities, make informed technology decisions and shape a culture ready for continuous innovation.

Walk away at the end of the programme equipped to leverage digital innovation and AI to create lasting impact, enhanced performance and future-ready enterprise.

Walk Away With the Skills To

1. **Cut Through the Noise:**
   Understand how Generative AI, intelligent agents, and automation fit into the broader logic of digital transformation–without falling for industry hype.

2. **Diagnose Readiness:**
   Use a behavioural and structural diagnostic to assess where your organisation is truly prepared (or not) to adopt emerging technologies.

3. **Support smarter decision-making:**
   Ensure your business data is reliable, structured and usable for analytics and AI, and use AI-ready analytics for faster, more confident decisions.

4. **Apply AI to drive value:**
   Automate routine tasks, generate ideas, improve processes and enhance personalisation, responsiveness, and creativity in operations.

5. **Lead responsible adoption:**
   Deploy agentic AI systems with human oversight, empower teams with AI copilots, and develop forward-looking policies to manage risk, ethics, and compliance.

6. **Plan and execute effectively:**
   Translate digital ambitions into a realistic, phased strategy, engage stakeholders across the organisation, and leave with a practical roadmap tailored to your organisational context, priorities, and readiness.

WHO IS THIS PROGRAMME FOR

The Digital Innovation and AI for Leaders programme is for business managers who wish to lead digital transformation with confidence.

This dynamic online programme is designed for managers who want to turn digital disruption and AI into real opportunities for innovation and growth. Across a series of six expert-led, interactive sessions, you'll gain practical tools, frameworks and a clear roadmap to drive meaningful change in your organisation.

Explore how to extract value from emerging tools such as Generative AI, AI agents, digital twins, low-code platforms and decision-automation systems. Learn how to implement these technologies responsibly, creating solutions that are socially, economically, and environmentally sustainable.

Take the next step in your digital transformation journey and equip yourself with the knowledge, confidence, and capabilities to lead disruption in your organisation.

PROGRAMME STRUCTURE AND CONTENT

MODULE 1 Prof Ganna Pogrebna	MODULE 2 Dr V Charles	MODULE 3 Prof Ganna Pogrebna	MODULE 4 Dr V Charles	MODULE 5 Dr V Charles	MODULE 6 Prof Ganna Pogrebna
Digital Landscape and Digital Transformation	**AI-Ready Data and Analytics**	**Exploring Digital Technologies**	**GenAI for SME Productivity**	**Beyond GenAI for SME Productivity**	**Digital Strategy Road mapping**
Explore the shifting digital landscape.	Demystify what it means for an organisation to be "AI-ready".	Offer a practical guide to emerging technologies.	Introduce SMEs to the transformative potential of Generative AI.	Explore the next wave of AI-driven productivity for SMEs.	Equip participants with practical tools to design a digital strategy roadmap.
Explore how new technologies challenge existing assumptions.	Learn how to assess your organisation's data maturity, improve data quality and usability.	Gain a structured way to evaluate new technologies.	Focus on applications to enhance productivity, creativity, and efficiency.	Learn how AI agents can act autonomously, collaborate with humans, and integrate across workflows.	Explore digital initiatives to balance ambition with capacity and create stakeholder alignment.
Introduce a behaviourally grounded framework to assess digital maturity.	Take the practical first steps toward data-driven and AI-enabled decision-making.	Understand measurables such as ROI, use cases and risks.	Gain an understanding of GenAI tools and learn how to safely and effectively integrate them into operations.	Emphasise Future-First AI Policy Design, developing proactive governance and ethical frameworks.	Identify key enablers and blockers of successful implementation.
Reflect on what it means to adopt technologies with strategic clarity and ethical awareness.	Develop a simple, phased roadmap for progressing from current state to AI readiness.	Reflect on how leaders can decide what (not) to adopt strategically.	Develop a simple roadmap for introducing GenAI into your organisation.	Apply frameworks and rules that guide agentic AI adoption and human-AI collaboration, enabling SMEs to scale responsibly.	Apply a strategic approach to AI adoption.

All sessions are delivered live, online by Queen's Business School executive education faculty.

PROGRAMME FACULTY

PROFESSOR GANNA POGREBNA

Professor Ganna Pogrebna is a pioneer in Behavioural Data Science, an award-winning academic executive, and a leading expert on the intersection of Artificial Intelligence, Behavioural Science, and Organisational Transformation. She is the inaugural David Trimble Chair at Queen's Business School and has held research roles at the University of Sydney, the Alan Turing Institute, Columbia University, and the University of Warwick, among others.

With an academic background spanning economics, decision theory, engineering, and computer science, Professor Pogrebna brings a unique interdisciplinary lens to her work. She specialises in helping organisations unpack the value of digital, data, and emerging technologies for strategic, operational, and cultural transformation.

She has advised governments, international bodies, and private sector organisations in sectors such as finance, defence, agriculture, healthcare, and cybersecurity. Professor Pogrebna has taught extensively in Executive Education, including at Warwick Business School, the University of Sydney Business School, AI and Cyber Futures Institute and currently designs and delivers leadership and AI training at the William J Clinton Leadership Institute.

She has attracted more than $30 million in competitive research funding across projects in AI ethics, behavioural cybersecurity, and strategic resilience. She has authored over 100 peer-reviewed publications and several books, including Navigating New Cyber Risks, The Big Bad Bias Book, and the Cambridge Handbook of Behavioural Data Science. A frequent media commentator, she is a contributor to Harvard Business Review, an editor of the Behavioural Data Science Week newsletter, and host of the Data Driven YouTube channel.

PROGRAMME FACULTY

DR V CHARLES

Dr V Charles is a Reader in AI for Business and Management Science at Queen's Business School. He is also the Programme Director for the MSc AI in Business, and he leads and contributes to a range of executive education courses at the William J Clinton Leadership Institute, showcasing his expertise in the topic of AI and digital transformation. He is an AWS Accredited Educator. A recipient of numerous international academic honours and awards, he holds honorary visiting professorships worldwide.

He is Vice Chair of the British Computer Society (BCS) Northern Ireland. He has also been recognised as a Fellow of the BCS and the Royal Statistical Society (RSS), a Senior Member of INFORMS, a Senior Fellow of the UK Higher Education Academy, and a Senior Member of The Society for the Study of Artificial Intelligence and Simulation of Behaviour (UK).

His research lies at the intersection of AI and Management Science, with a particular emphasis on boosting business productivity, fostering regional competitiveness, enhancing societal welfare, and informing policy, all underpinned by a strong commitment to delivering positive, multidimensional impact. He publishes his research in top-tier journals and holds various editorial positions as a Special Issue Editor and Associate Editor for many journals of repute.

With over 25 years of experience across academia, industry, and consultancy, he has served as a full professor and director of research at triple-accredited business schools. He has also led executive education programmes across the Globe. He is a Six Sigma Black Belt and holds EdX certificates from MIT, Harvard, IE Business School, and the RSS.

Over the past five years, he has attracted £7.5 million in funding from various funding bodies and industry.

WE EDUCATE LEADERS
WHO MAKE A DIFFERENCE IN THE WORLD

Queen's Business School is one of the top business schools in the UK and Ireland and prides itself on a range of world-class postgraduate degree programmes in Accounting, Finance, Management, Human Resource Management and Marketing.

As the School's executive education specialists, the William J. Clinton Leadership Institute provides impactful executive courses designed to develop leadership skills, transform performance and boost competitive edge. Our portfolio of short executive courses and customised leadership options synergise the rich academic foundation of Queen's Business School, Queen's University research and industry insights for professionals.

PURPOSE BUILT FOR MANAGEMENT

Queen's Business School and the William J. Clinton Leadership Institute is located at Riddel Hall, situated within the Stranmillis Conservation Area adjacent to the main University campus. The new campus site now encompasses a state of the art student hub, academic and teaching facilities and world class Executive Education and conference facilities.

A RUSSELL GROUP UNIVERSITY

A Russell Group University, Queen's Business School is ranked in the top 1% of business schools worldwide by achieving triple accreditation – AACSB, EQUIS (EFMD Global), and AMBA (Association of MBAs). We are one of the UK's 24 leading universities, providing our students with a world-class education underpinned by world-class research. Queen's researchers work closely with more than 250 universities around the world.

RESEARCH AND TEACHING EXCELLENCE

Our teaching quality is recognised as being of the highest standard. Queen's students are taught by academics who are informed by the latest discoveries in their fields. The University has won seven Queen's Anniversary Prizes for Further and Higher Education, underlining our status as an outstanding UK educational institution and a centre of excellence.

The latest UK Research Excellence Framework (2021) – a UK-wide assessment of the quality of research in universities undertaken by expert review panels – revealed that 99% of our research environment was assessed as world-leading or internationally excellent. The results demonstrated our research excellence across a range of disciplines and confirmed our place as a world -leading university.

QUEEN'S UNIVERSITY BELFAST

WILLIAM J. CLINTON LEADERSHIP INSTITUTE

How to get more information

Visit our website
www.leadershipinstitute.co.uk or contact us on **028 9097 4665**
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