

DIGITEX ACADEMY

LEVEL 5 AI UNIT · UNIT ONE OF THREE · AU0009

AI STRATEGY AND OPPORTUNITY

For the leaders setting the direction. The unit to take when AI is being talked about in your organisation but nothing has actually been decided.

LEVEL	GUIDED HOURS	STRUCTURE
Level 5, leadership	30 hours	Six sessions, twelve mornings
COHORT SIZE	**DELIVERY**	**ASSESSMENT**
Capped at twelve	Face to face, Blackburn	No exams

WHY IT WORKS FOR YOUR BUSINESS

DECISIONS, NOT THEORY

Every activity is applied to your own organisation, so what comes out of the room is usable the week after.

ONE DOCUMENT TO KEEP

The unit builds, piece by piece, into a finished document written about your business, not a folder of notes.

TWELVE TO A COHORT

Capped at twelve so it runs as a discussion between peers rather than a lecture.

NO EXAMS

Assessed on workplace written work and a professional conversation, judged on your own evidence.

WHAT A LEADER WALKS OUT ABLE TO DO

ORGANISATIONAL LEADERSHIP

Set AI policy and strategy, with business cases covering workforce, perception and sustainability.

ORGANISATIONAL DEVELOPMENT

Evaluate opportunities using qualitative and quantitative evidence, including risk.

ORGANISATIONAL GOALS

Define, document and communicate a strategy aligned to your goals, values and risk appetite.

VIABILITY

Assess viability through use cases and pilots, balancing gains against feasibility and readiness.

STAKEHOLDER ENGAGEMENT

Build support for AI adoption across the organisation, including non technical audiences.

HORIZON SCANNING

Monitor implementation and respond to emerging technologies and trends.

AI STRATEGY AND OPPORTUNITY
TWELVE MORNINGS THIRTY GUIDED HOURS

Six sessions, each delivered across two mornings as Part A and Part B. Twelve mornings in all, thirty guided hours, every one applied to your own organisation. The unit builds, piece by piece, into a written AI strategy covering vision, principles, priority areas, governance, workforce, measurement and risk appetite.

1A Foundations of AI
Why you want to use AI, and whether there is a genuine business need.

1B Responsible AI and the Ethical Business Case
The five ethical pressure points, and ethics as commercial durability.

2A Identifying Opportunities
Where AI opportunities come from, bottom up and top down.

2B AI Use Cases, Pilots and Viability
Turning a scored opportunity into something a leader can actually test.

3A Building Your AI Strategy
The major build. The seven part strategy framework, drafted as you go.

3B Horizon Scanning and the Vendor Landscape
Making the strategy a living document, with a cadence and named sources.

4A Mapping Your Stakeholders
The power and interest grid, and what each quadrant changes about what you do.

4B Communicating and Leading Change
Engagement as two way, and five habits that make AI understandable to anyone.

5A Data, Security and Human Oversight
UK GDPR applied to AI, and where projects actually fail.

5B Governance and the Regulatory Horizon
Proportionate governance, sized for small, medium and large organisations.

6A Keeping Your AI Strategy Alive
Why strategies go stale, and the three disciplines that stop it.

6B Consolidation and Assessment Preparation
Drawing the six sessions together and preparing your evidence.

WHO IT IS FOR

Leaders and senior managers who set direction: directors, heads of department, operations and anyone who will be asked what the organisation is doing about AI.

ENTRY REQUIREMENTS

Employed, aged 19 or over, and in a leadership position with the autonomy to deliver technological change and inform investment decisions. Minimum Level 2 English and maths.

HOW IT IS ASSESSED

A workplace AI Strategy, drafted in session three and submitted at session four, followed by a reflective discussion within two weeks of session six.

ELIGIBILITY AND CONTACT

Ask us and we will confirm eligibility before you commit anybody to a place. Call 01254 679998 or email hello@digitexacademy.co.uk.

www.digitexacademy.co.uk