

AI Essentials for Executives & Leaders

This AI for business course has practical tools for evaluating, governing, and scaling AI initiatives as an executive. You'll explore different frameworks: when to go with automation vs. human oversight, how to measure the ROI of using AI in 30-60-90 days, and how to balance the risks and rewards that come with adoption. Most leaders deploy AI without a strategy, leading to wasted time, compliance issues, and security risks. Get back into the drivers seat with this expert-led AI training for business leaders.

[CBT Nuggets course material](#) →

WEEK 1

Harness AI Principles Beyond Generative AI

What is Artificial Intelligence?

Building a Mental Model of AI

What is Software 1.0?

What is Software 2.0?

What is Software 3.0?

Challenge

Create Business Value with Generative AI

Introduction

Creating Business Value

Create a Better Onboarding Experience

Comparing ChatGPT Vs RAG

Comparing RAG Vs Fine Tuning

Challenge

Evaluate Automation Vs Human-in-the-Loop (HITL)

Introduction

Working with AI

Why HITL Exists

A Shared Language for Risk

Use Case Implementation of AI

Use Case Implementation of AI

Lean HITL at Scale

Challenge

Choose When to Use Vanilla AI, RAG, or Fine-tuning

Introduction

Vanilla AI Vs RAG

RAG Vs Fine Tuning

Choose What You Own

Real World Example

WEEK 2

Real World Example

RAG Behind the Scenes

Challenge

Governance-Lite & Risk Controls for Small Orgs

Introduction

Sensitive Data Bootcamp

The Three Governance Guardrails

The Data Boundary Rule

The Governance-Lite Pipeline in Action

The AI Use Policy in a 3 page PDF

No Code Vendor Solutions

Challenge

Measuring Success & Scaling Adoption (30/60/90)

Introduction

Performance Metrics

Quick Dashboard Draft

30-Day AI App Rollout

60-Day AI App Rollout

90-Day AI App Rollout

The AI App Dashboard

Documentation is Key

Challenge