

EXECUTIVE EDUCATION PROGRAMS · EXECUTIVE

AI Strategy & Competitive Advantage

Win with AI.

20 HOURS · 5 MODULES

SAM-AISSTRAT · 2026

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LEVEL	Executive
DURATION	20 Hours
MODULES	5
CERTIFICATE	SAM-AISSTRAT

Why this program

Build an AI strategy that creates competitive advantage.

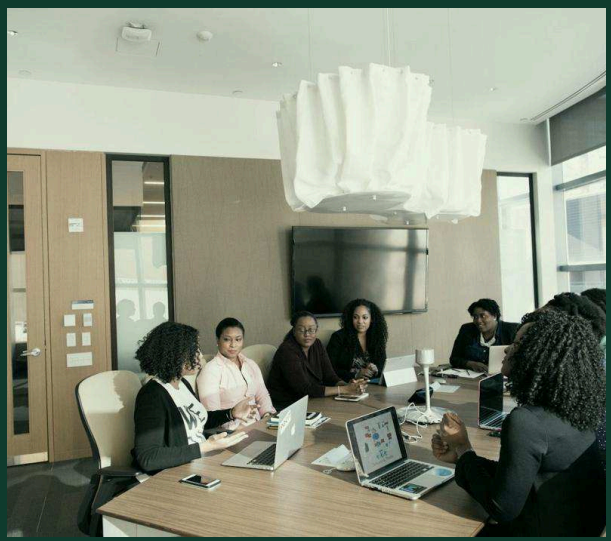
Most organisations are experimenting with AI, but few turn pilots into lasting competitive advantage. Success depends on choosing the right use cases, building data and talent foundations, and governing risk. This program helps leaders identify AI value pools, prioritise investments, design operating models and capabilities, and measure AI impact so initiatives deliver real business outcomes.



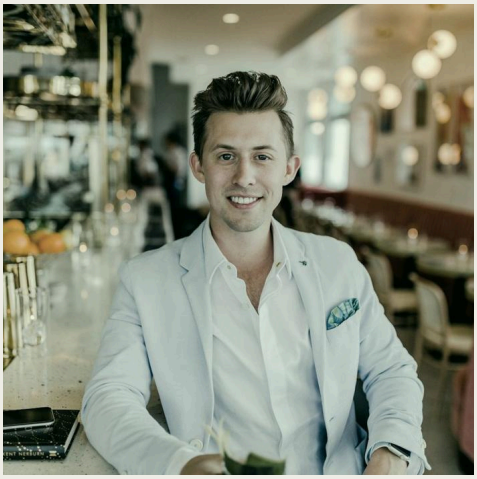
20 hours of compact, practical sessions

5 focused modules, built around real work

3 projects plus a capstone presentation



Who this program is for



01

Board members & directors

AI and technology risk governance

02

CXOs

AI strategy, data-driven leadership

03

CISOs & CIOs

CISO leadership program

04

Senior government officials

National security & cyber policy

PREREQUISITES

- Senior leadership or strategy role
- Understanding of business models and P&L
- No coding or data science required

DESIGNED FOR

- CEO or Business Unit Head
- Chief Strategy Officer
- Chief Digital or AI Officer
- Product and Innovation Leader
- Transformation Director

What you'll be able to do.

01 Identify AI value pools across products, operations and customers

02 Assess competitive dynamics and AI-driven industry disruption

03 Prioritise AI use cases by value, feasibility and risk

04 Design an AI operating model, talent and data foundation

05 Govern AI responsibly with appropriate controls and oversight

06 Define metrics to track AI adoption and business impact

How the program works

AI and Competitive Strategy

Generative AI and agents explained, Sources of AI advantage, Industry disruption patterns, Data network effects.

Finding AI Value Pools

Value chain analysis for AI, Customer experience use cases, Operational efficiency use cases, New AI-enabled products.

Prioritising AI Investments

Value, feasibility and risk scoring, Build, buy or partner, AI business cases, Pilot to production pathways.

Building AI Capabilities

AI operating models, Data foundations and platforms, AI talent and upskilling, Vendor and model ecosystem.

01 · AI and Competitive Strategy	4 hrs
02 · Finding AI Value Pools	4 hrs
03 · Prioritising AI Investments	4 hrs
04 · Building AI Capabilities	4 hrs
05 · Measuring and Scaling AI	4 hrs

★ Capstone · AI Strategy and Roadmap Pitch



The curriculum

MODULES 01–03

01 AI and Competitive Strategy

4 HOURS

Practical: Analyse how AI could change competition in your industry using a strategy canvas.

- Generative AI and agents explained
- Sources of AI advantage
- Industry disruption patterns
- Data network effects
- Commoditisation and differentiation

02 Finding AI Value Pools

4 HOURS

Practical: Generate and map AI use cases across your organisation's value chain.

- Value chain analysis for AI
- Customer experience use cases
- Operational efficiency use cases
- New AI-enabled products
- Use case discovery workshops

03 Prioritising AI Investments

4 HOURS

Practical: Prioritise AI use cases with a scoring matrix and select three pilots.

- Value, feasibility and risk scoring
- Build, buy or partner
- AI business cases
- Pilot to production pathways
- Portfolio balancing



Curriculum, continued

MODULES 04–05

04 Building AI Capabilities

4 HOURS

Practical: Design an AI operating model and capability plan for a case company.

- AI operating models
- Data foundations and platforms
- AI talent and upskilling
- Vendor and model ecosystem
- Responsible AI governance

05 Measuring and Scaling AI

4 HOURS

Practical: Build an AI impact scorecard with leading and lagging indicators.

- AI success metrics
- Adoption and change management
- Measuring ROI and value
- Scaling across business units
- AI strategy roadmap



What you'll focus on.

AI and Competitive Strategy 01

Finding AI Value Pools 02

Prioritising AI Investments 03

Building AI Capabilities 04

Measuring and Scaling AI 05



Projects & capstone

01

AI Value Pool Map

Map AI opportunities across your organisation's value chain, assessing the qualitative value and strategic importance of each.

02

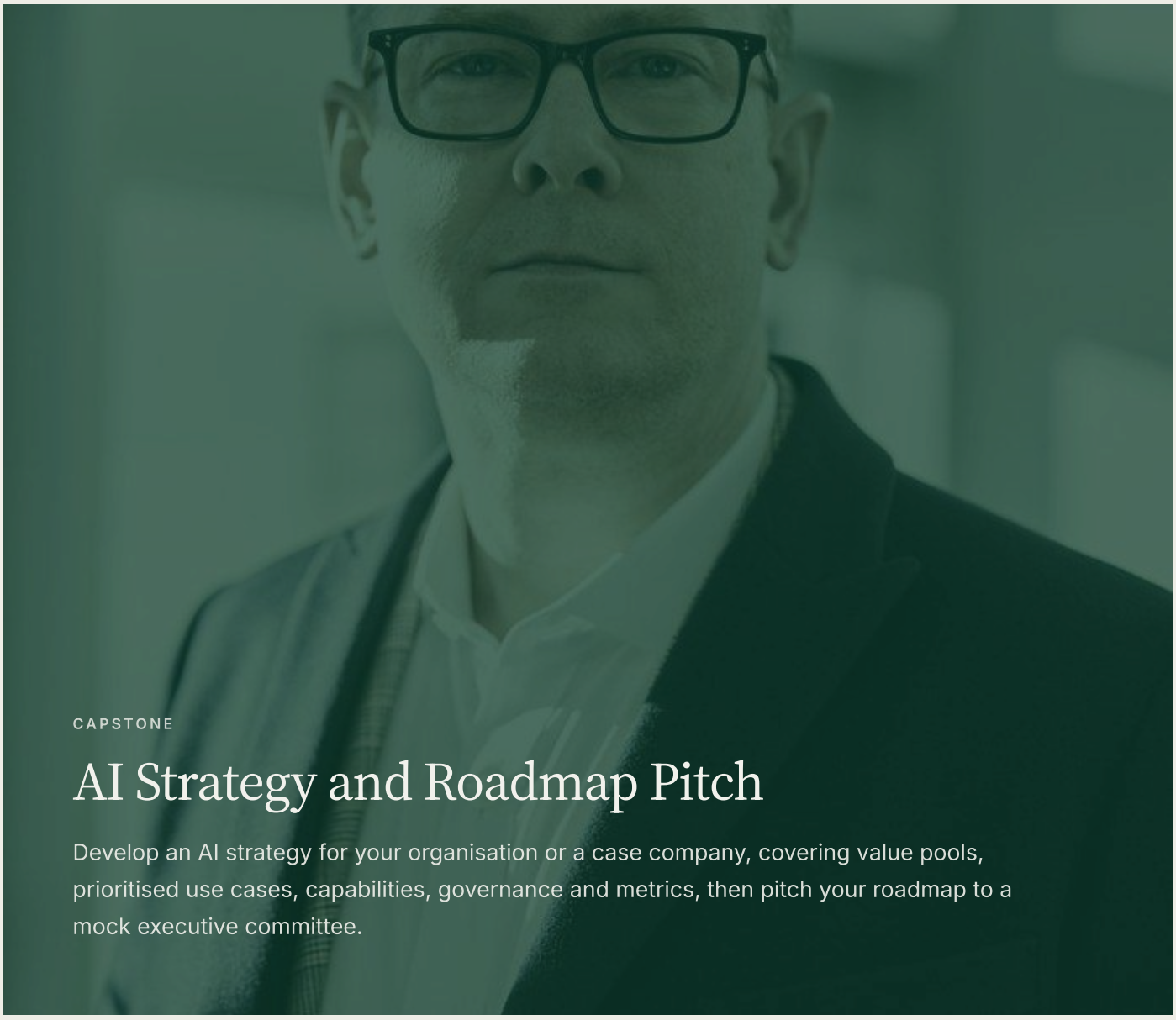
Use Case Prioritisation

Score candidate AI use cases on value, feasibility and risk and recommend a balanced pilot portfolio.

03

AI Impact Scorecard

Design a scorecard tracking AI adoption, model performance, risk indicators and business impact for regular leadership reviews.



CAPSTONE

AI Strategy and Roadmap Pitch

Develop an AI strategy for your organisation or a case company, covering value pools, prioritised use cases, capabilities, governance and metrics, then pitch your roadmap to a mock executive committee.

CERTIFICATION

SAM-AISSTRAT

Awarded on successful completion of the program assessments.

- MCQ assessments
- Practical lab evaluation
- Project & capstone review
- Final presentation

HOW YOU LEARN · THE SAM LEARNING FRAMEWORK™

01 Scenario

Real-world attack and use-case scenarios open every module.

02 Apply

Hands-on lab work, CTF challenges and live projects.

03 Master

Assessment, peer review and certification prep.

04 Mentor

Post-program career guidance and support.



Delivery: Instructor-Led (ILT) · Virtual Instructor-Led · Self-Paced Online · E-Learning Licensing · Blended Learning · Corporate Onsite

Where this program fits

Executive

You are here

BEFORE THIS

A starting point — no prerequisite program needed.

UP NEXT

The top of this pathway — explore related programs.



Questions, answered

Do I need prior experience to join?

No technical or data science background is needed. The program is designed for business and strategy leaders, explaining AI concepts in strategic terms and focusing on decisions, investment and governance.

How is the program delivered and scheduled?

Delivery is instructor-led, either live virtual or blended with in-person sessions. Batch timings, weekday or weekend options and corporate cohort schedules are confirmed at enrolment, with session materials provided for revision.

What certification will I receive?

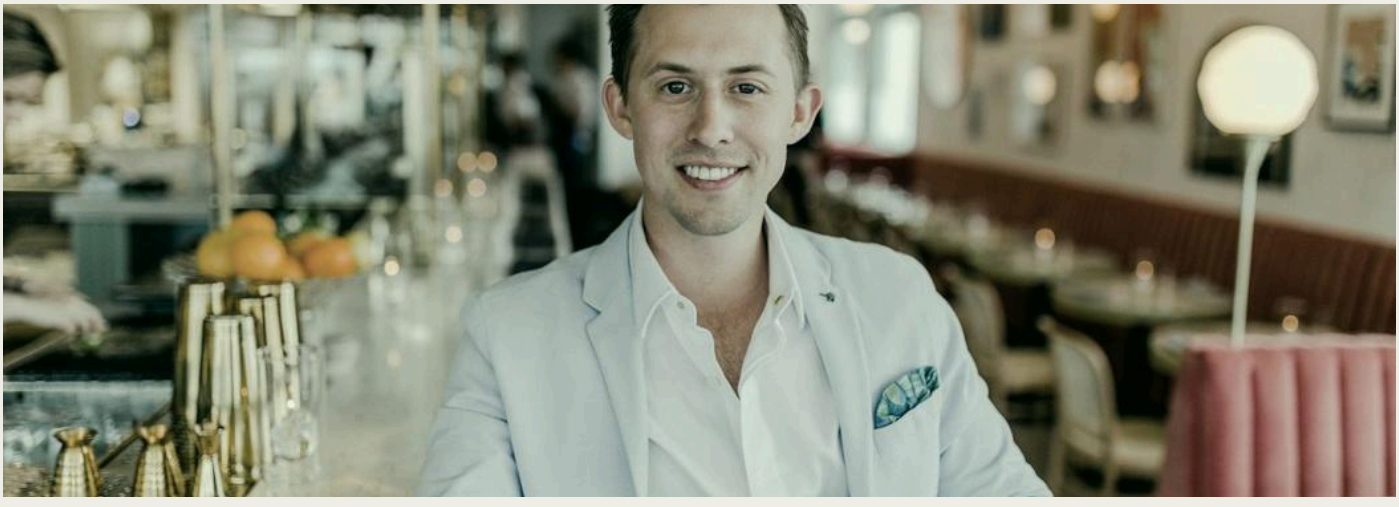
Learners who attend the sessions and pass the required assessments receive the Samcommunity Academy SAM-AISSTRAT certificate of completion. It recognises the skills demonstrated in the program and is not a third-party vendor credential.

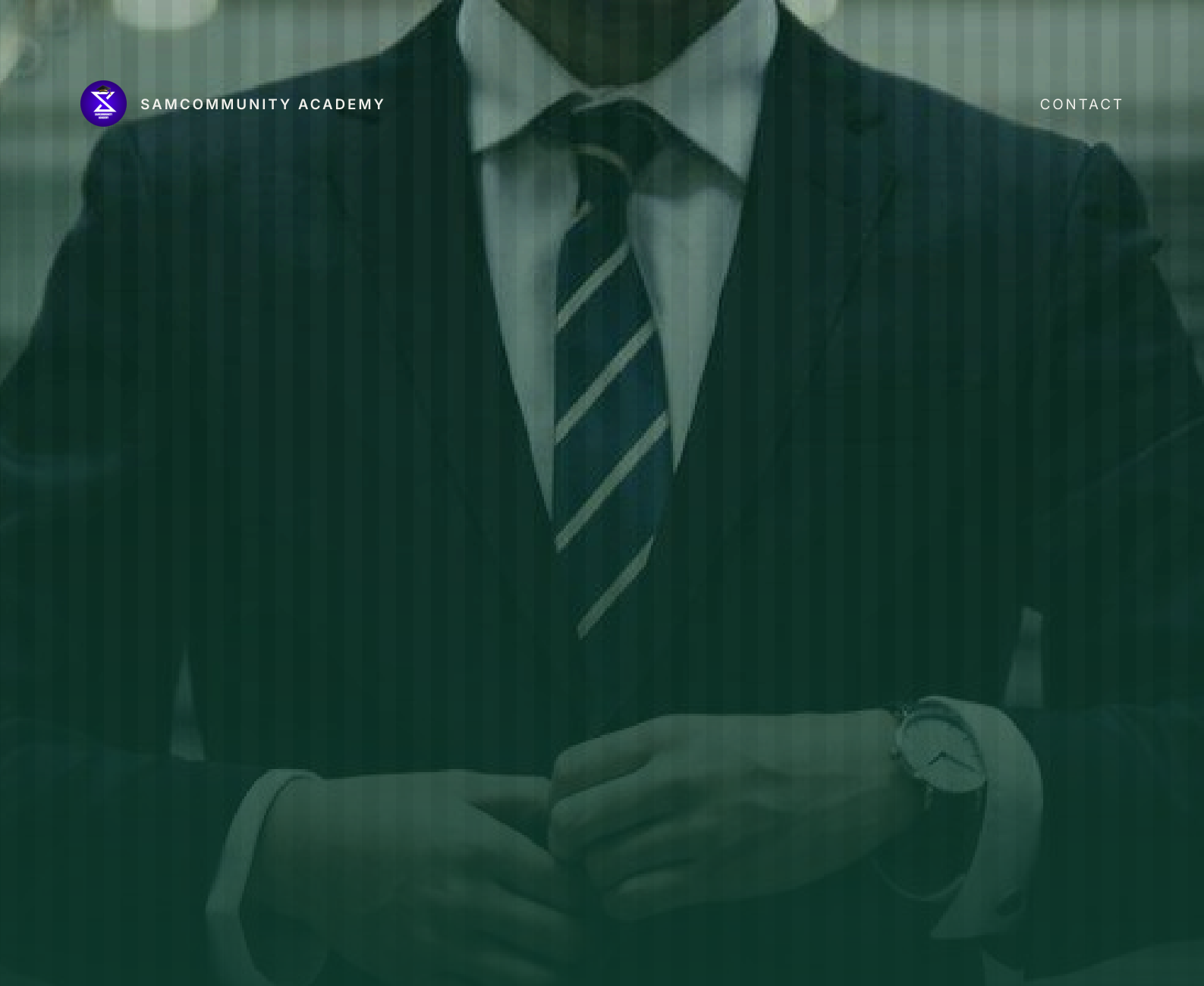
Will I get access to labs, tools and materials?

Yes. Sessions use realistic case studies, board-style simulations, discussion exercises and decision templates. Participants receive briefing materials and reusable frameworks; short demonstrations of AI tools are included without technical setup.

Is career support included?

Learners receive guidance on applying the skills at work, including mentor discussions and, where relevant, resume or portfolio feedback. Samcommunity Academy does not guarantee jobs, promotions or salaries; outcomes depend on individual effort.





SAMCOMMUNITY ACADEMY

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