



# Creating and Capturing Value Through Generative AI

27-28 June 2024

# Technology Ireland Digital Skillnet

The Technology Ireland Digital Skillnet is a national business network providing workforce development solutions for companies in executive, technology and digital Skills. Led by Technology Ireland, the Digital Skillnet creates innovative solutions for talent development in enterprises.



Digital Skillnet programmes enhance the performance and competitiveness of companies and the workforce in the digital technology sector. We support companies to accelerate digital capacity, transformation and strategic innovation and co-fund training to achieve these goals.

The Technology Ireland Digital Skillnet is co-funded by Skillnet Ireland and Network Member companies. Skillnet Ireland is funded from the National Training Fund and the European Union through the Department of Higher Education, Research, Innovation and Science.



# Creating and Capturing Value Through Generative AI

**A Two-Day, High impact, Interactive Masterclass for Senior Leaders**

In an era defined by speed, innovation, and disruption, Generative AI has emerged as a force that senior executives cannot afford to ignore.

This new capability unlocks vast opportunities for organisations. Internally, it can enhance productivity and restructure how we organise work. Externally, it can create and capture value by offering innovative ways to interact with customers and stakeholders.

This Masterclass is designed to equip senior executives with a clear understanding of what Generative AI technology is, how it works, and how it can positively transform existing workflows and processes. The Masterclass also aims to raise awareness of the technology's significant limitations.

During the Masterclass, senior executives will be supported in formulating a strategic response to Generative AI, thus enabling them to unlock value and future-proof their organisations through innovative offerings and the exploration of previously unimaginable opportunities.

**This Masterclass enables Organisations to understand the potential of Generative AI, navigate the limitations and champion the evolution in their Organisation. Taking place on 27-28 June at the cost of xxxxx per participant.**



**To apply for a place, visit xxxxxxxxxxxxxx**

**Apply Now**



# Masterclass Content Breakdown

## Content will be delivered across the following classes:

### Decoding Generative AI

Understanding Generative AI's building blocks, exploring its capabilities, discussing insights into the impact of Generative AI and exploring the potential strategic impact of using Generative AI in leadership.

### Hands-on Application with Generative AI

Capturing ideas of daily use-cases, as well as seeing real-world examples of AI applied in an organisation. As well as this, we will explore how Generative AI can be used in a controlled environment and discuss potential real-life use cases.

### Value Creation Use-Cases - Internal and External

We will review applications across industries, discovering how Generative AI can lead to value creation. Discover the role of Generative AI in quality improvement, explore how AI can enhance efficiency internally and how to use Generative AI to identify new markets and customer segments.

### Navigating the Ethical Landscape

Receive insights on the legal terrain including copyright and privacy issues and the ethical aspects of using Generative AI. Review the implications of the European Union's AI Act. Learn how to develop a framework for ethical and legal use of AI within an organisation and learn strategies to mitigate potential risks of Generative AI usage.

## Learn from London Business School Faculty Thought Leaders in Generative AI



### Nicos Savva

Professor of Management Science and Operations;  
Chair, Management Science and Operations Faculty

Specialising in the practical applications of data science across diverse sectors, he teaches a number of elective and executive education courses on data science and machine learning, drawing upon his experience in both the academic and practical realms.



### Julian Birkinshaw

Vice-Dean; Professor of Strategy and Entrepreneurship;  
Academic Director, Institute of Entrepreneurship and Private Capital

Julian Birkinshaw is Fellow of the British Academy and has Honorary Doctorate degrees from the Stockholm School of Economics and Copenhagen Business School. He is regularly ranked among the Thinkers50 list of the top global management thinkers.

## **The Creating and Capturing Value Through Generative AI Masterclass is delivered in association with London Business School.**

At London Business School we aspire to be a trusted learning partner to our corporate clients, supporting them in identifying and addressing their needs and challenges, and in so doing achieving their goals.

London Business School faculty have been at the forefront of studying the algorithms and analysing the data that power the cutting-edge Generative AI technologies. They appreciate the potential impact the technologies can make on the way the world does business and are keen to support organisations that want to learn, understand and start to experiment with them.

