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Training AI challenges for managers

2 days (14 hours)

Presentation

Artificial intelligence (AI) is profoundly transforming organizations, and raising questions among executives about their ability to use it as a lever for competitiveness, innovation and trust. This training course on the challenges of AI is designed for management committees and executives who wish to understand the issues, anticipate the risks and build a clear and responsible framework for the use of AI in their company.

Initially, you will explore the strategic, ethical and regulatory issues associated with AI. You'll learn to distinguish between the different technologies, decipher their impact on performance and understand the evolving legal framework (RGPD, AI Act, compliance).

You will then work to identify the opportunities and risks of AI for your businesses and stakeholders. Through practical workshops, you'll map possible uses, assess their feasibility and value, and anticipate their impacts on your employees, customers and partners.

One module will be devoted to providing managers with the tools they need to manage a responsible approach. You will learn how to define an IA roadmap, set up appropriate governance and monitor the value created using economic and ethical indicators. Case studies will illustrate the choices and trade-offs faced by managers.

Finally, you will participate in the co-construction of the outline of an AI charter adapted to your sector and your organization's values. This charter will serve as a guide to integrating AI into your processes and culture, while affirming your commitments to your employees, customers and society.

Objectives

- Understand the strategic, ethical and regulatory challenges of artificial intelligence in the corporate context.

- Identify the opportunities and risks of AI for the organization, business lines and stakeholders.
- Provide managers with the tools they need to take a responsible approach to integrating AI into their company.
- Co-construct the outline of a corporate charter on the use of AI, adapted to their sector and values.

Target audience

- Members of COMEX, CODIR, company managers

Prerequisites

- No prerequisites

Program for our Training course on the challenges of AI for executives.

[Day 1 - Morning]

Decoding AI for informed management

- Distinguishing between AI, machine learning, deep learning and generative AI
- Overview of AI solution families in the enterprise
- Deciphering AI buzzwords in business discourse
- Identifying weak signals and technological breakthroughs linked to AI
- Assess your company's AI maturity using a questionnaire with scoring (Strategy, Culture, Data, Skills, Impact, Ethics, Compliance, etc.)
- Put AI's strategic, regulatory and ethical challenges into perspective when making governance decisions
- Workshop: Mapping the potential uses of AI in your organization.

AI and business model transformation

- AI as a lever for value creation
- New business models induced by AI tools
- Risks of technological dependence and digital sovereignty
- Strengthening competitive advantage and redefining core competencies
- Competitive positioning: adopt or wait?
- Identifying the impact of AI on businesses, the value chain and internal/external stakeholders
- Workshop: AI Canvas: identifying business opportunities in 3 years' time.

[Day 1 - Afternoon]

Anticipating risks and building trust

- Algorithmic biases and their impact on image and HR
- Current regulations (AI Act, RGPD, etc.): what every manager needs to know.
- Organizational, social and reputational impacts
- AI transparency, explicability and auditability: what standards?
- AI governance: key roles and validation circuits
- Overview of strategic risks: reputation, legal liability, cybersecurity and supplier dependency.
- Case study: Study of an AI incident: identifying governance failures.

AI governance and ethics

- Principles of responsible AI: explicability, robustness, safety, fairness
- Organization of AI governance: committees, roles, arbitration
- Positioning executives in the face of ethical dilemmas
- AI & sustainable development: assessing your carbon footprint
- Compliance by design and legal liability
- Integrating CSR issues and alignment with corporate values into AI trade-offs
- Assessing your organization's ethical maturity using diagnostic grids
- Workshop: AI dilemma: ethics vs. performance. Collective arbitration in COMEX or CODIR.

[Day 2 after 2 weeks of intersession - Morning]

Integrating AI into strategic roadmaps

- Methodology for drawing up an AI roadmap
- Defining pilot use cases: quick wins vs. structuring projects
- Data governance: a prerequisite for any AI project
- Financing and managing a portfolio of AI projects
- Tracking value: KPIs, ROI, ethical indicators
- Equipping managers with a responsible management framework: balancing performance/innovation/compliance
- Workshop: Drawing up an AI action plan based on a business case.

Mobilize your organization around an AI charter

- Why an AI charter? Objectives, scope and target audiences
- Co-construction and governance of the AI charter
- Essential principles and application methods
- Integration into corporate culture and processes
- Defining concrete commitments to stakeholders (customers, employees, partners, society)

- Examples of inspiring corporate charters
- How can we embody and disseminate an ethical and exemplary AI culture among our teams?
- Workshop: Co-writing a corporate AI charter.

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced IT technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the forthcoming training course, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical training: 60% hands-on, 40% theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Certification

A certificate will be awarded to each trainee who has completed the entire course.