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Sign up

Supporting your teams in the integration of AI

2 days (14 hours)

Presentation

Artificial intelligence (AI) is profoundly transforming organizations, and is challenging managers' ability to turn it into 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. During this training course, you will learn to understand the fundamentals of artificial intelligence and analyze its implications for companies.

We will discuss its potential for innovation and performance, but also its limits, as well as the ethical, legal and organizational issues linked to its deployment. You will develop an enlightened leadership posture, essential for mobilizing your teams around projects integrating AI, even without technical expertise. You will be guided in managing change, communicating with your employees and building responsible governance. Finally, you'll reinforce digital confidence within your organization, by integrating issues of security, data confidentiality and detection of manipulation (deepfakes, misinformation). This action-oriented training course combines theoretical contributions, case studies and practical workshops to provide you with the tools you need to steer the integration of AI strategically and responsibly.

Objectives

- Understand the fundamentals of artificial intelligence and its implications for businesses.
- Identify the opportunities, limits and ethical, legal and organizational issues associated with the use of AI.
- Adopt an enlightened leadership posture to steer projects integrating AI, even without technical expertise.
- Reinforce digital trust by integrating issues of security, data confidentiality and detection of manipulation.

Target audience

- Managers
- Managers

- Executives

Prerequisites

- No prerequisites

Program of our training course Supporting your teams in the integration of AI

[Day 1 - Morning]

Fundamentals of artificial intelligence

- What is AI? Definitions and key concepts (symbolic AI, generative AI, machine learning).
- Overview of the main AI families: text, image, audio, video, predictive.
- Examples of applications in different sectors: finance, healthcare, HR, marketing, industry.
- The impact of AI on jobs: automation, changing skills, new roles.
- Interactive workshop: Mapping existing and future uses of AI in your own sector.

[Day 1 - Afternoon] Opportunities,

limits and challenges

- Benefits of AI: productivity gains, innovation, personalized services.
- Technical limitations: algorithmic biases, data quality, lack of transparency.
- Ethical issues: fairness, inclusiveness, social responsibility.
- Legal issues: RGPD, liability in the event of error, regulatory compliance.
- Organizational issues: AI governance, acceptability, change management.
- Case studies: Analysis of successful and controversial AI projects - success factors and points of vigilance.

[Day 2 after 2 weeks of intersession - Morning]

Leadership and change management: Developing enlightened leadership around AI

- The role of the manager: catalyst for innovation and facilitator of change.
- Adopting a pedagogical leadership posture to demystify AI for your teams.
- Knowing how to communicate on the uses of AI, and reassure when faced with concerns (fear of replacement, loss of control).
- Involve employees in experimentation and co-construct uses.
- Identify and overcome resistance to change (cultural, organizational, psychological).
- Case study: Simulation of a team meeting to launch an AI project.

[Day 2 - Afternoon]

Security, digital trust and governance

- Data confidentiality and security: legal issues (RGPD, digital sovereignty).
- Cybersecurity and risks associated with AI (intrusions, data leaks, technological dependency).
- Detecting manipulation: deepfakes, misinformation and counter strategies.
- Building responsible governance: usage charters, ethics committees, regular audits.
- Best practices in corporate digital trust: transparency, human control, traceability.
- Practical workshop: Creating an internal mini-charter of good AI practices for your teams.

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 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.