Workshop on
AI Leadership
in Business

📅 May 13, 2025 | 🕒 09:00 AM – 05:30 PM | 📍 Movenpick Hotel, Karachi

Introduction

The AI Leadership in Businesses Workshop is aimed at providing business leaders and finance professionals with practical insights and tools specifically tailored for businesses aiming to effectively leverage Artificial Intelligence (AI) in daily operations. As AI transforms the business landscape, integrating AI-driven automation and efficiency becomes crucial for professionals aiming to remain competitive and agile.

Participants will explore practical, hands-on applications of AI across key business areas such as marketing, sales, finance, operations, and communication. By examining local and real-world examples, engaging in interactive exercises, and exploring actionable frameworks, attendees will discover how AI can streamline processes, reduce workload, and boost productivity.

Learning Objectives

Participants will:

- Understand practical applications of AI and generative AI in everyday business tasks.
- Explore case studies demonstrating AI's impact on marketing, sales, finance, operations, and communications.
- Identify automation opportunities to save time and improve efficiency.
- Learn techniques to smoothly integrate AI into existing business processes.
- Adopt user-friendly AI tools designed specifically for SMB environments.

Enabling Objectives

By the end of the workshop, participants will be able to:

- Quickly implement AI-driven solutions for business improvement.
- Identify repetitive tasks suitable for automation through AI.
- Apply generative AI to boost marketing creativity, enhance sales outreach, optimize financial analysis, streamline operations, and facilitate clearer communication.
- Develop a practical action plan to introduce AI solutions with minimal disruption.

Digital Organization and Process

- **AI:** Navigating the process of transforming organizations to thrive in the digital age.
- **Technology leadership:** Developing the skills and knowledge to effectively lead and manage technology initiatives.
- **People agility:** Building adaptability and flexibility into an business structure and processes.
- **Managing complex projects:** Effectively planning, executing, and managing technology projects.
- **Data strategy for decision-making:** Leveraging data analytics and insights to make informed strategic decisions.

Leading Technologies

- **Global technology trends:** Staying updated on the latest advancements and trends in technology on a global scale.
- **Digital marketing analytics:** Utilizing data analytics to gain insights and optimize marketing strategies in the digital landscape.
- **AI and GenAI strategies and frameworks:** Developing effective strategies and frameworks for implementing AI and GenAI technologies.
- **Data privacy and security:** Understanding the importance of safeguarding data and ensuring privacy and security in the digital era.
- **Innovation and disruption:** Embracing innovation and understanding how disruptive technologies can shape industries and create new opportunities.

Leadership Development

- **AI and data governance:** Understanding the ethical and legal considerations in the use and governance of AI and data.
- **Business sustainability and best practices:** Integrating sustainable and environmentally responsible practices into business operations.
- **Managing change:** Leading and managing change initiatives to navigate the digital journey.
- **Adaptive leadership:** Developing the ability to adapt and lead in a rapidly changing digital landscape.
- **Ethical decision-making:** Applying ethical principles in decision-making processes related to emerging technologies.
- **Talent development and retention:** Fostering a culture of continuous learning and attracting and retaining top digital talent.
- **Stakeholder engagement:** Effectively engaging and communicating with stakeholders to drive digital initiatives and gain support.
- **Innovation mindset:** Cultivating an innovation-focused mindset to foster creativity and drive digital innovation within the organization.

Agenda

Time	Particulars
9:00 AM – 9:30 AM	**Registration & Networking**
9:30 AM – 9:40 AM	**Opening Reamarks:** Mr. Usama Rashid, CPD Convener SRC
9:40 AM – 11:00 AM	**Introduction: AI for Business** • The future of AI's practical benefits for businesses, it's challenges and opportunities. • Highlighting accessible AI tools for daily use. **AI for Marketing and Sales:** • Automating customer engagement and marketing campaigns with AI. • Enhancing sales strategies through AI-driven analytics and lead generation. • Interactive Activity: Develop an AI-powered marketing or sales campaign for your business.
11:00 AM – 11:15 AM	**Tea Break**
11:15 AM – 01:00 PM	**AI in Finance and Operations:** • Streamlining financial processes and forecasting with AI tools. • Automating routine operational tasks and inventory management. • Group Exercise: Identify specific financial or operational tasks suitable for AI automation.
01:00 PM – 02:00 PM	**Lunch & Prayer Break**
02:00 PM – 03:00 PM	**Generative AI for Everyday Business Innovation:** • Using generative AI for content creation, marketing assets, and product innovation. • Practical demonstrations of generative AI tools that boost creativity and efficiency. • Workshop: Create content or solve a business challenge using generative AI tools.
03:00 PM – 04:00 PM	**Improving Communication and Collaboration with AI:** • Leveraging AI for internal communication and customer interaction. • Practical tools to enhance teamwork and client communication effectiveness. • Case Study: Real-world examples of improved business communication through AI.
04:00 PM – 04:30 PM	**Tea Break**
04:30 PM – 05:00 PM	**Your AI Integration Action Plan:** • Develop a realistic and actionable roadmap to start integrating AI in your business immediately.
05:00 PM – 05:15 PM	**Closing Remarks:** Ms. Moneeza Usman Butt, Chairperson SRC
05:15 PM – 05:30 PM	**Mementos & Certificate Distribution**

Esteemed Trainer

Futurist, Warren Knight is an award-winning Digital Leadership and Transformation leader, keynote speaker a top 100 Global Influencer 2022 and top 100 Tech Influencer, he's internationally recognized as a corporate trainer and executive coach on Digital Transformation, with over 15 years digital experience he's an award-winning technology entrepreneur, certified Agile leader and author of Think #Digital First and Everyday Transformation. The Every ay Transformation methodology has been designed by Warren Knight an expert facilitator and certified Agile leader for profitability, growth and standards of excellence fueling future economic leadership. Inspired by a visionary ability to excel and innovate, providing best-in-class speaking, training and coaching, delivering knowledge transfer expertise centered on agile digital leadership. His expertise focuses on future-proofing your business through information technology and disruptive innovation. His vision is to, by 2035, help 1,000,000 leaders globally build a workplace based on culture, community, and technology for generation Alpha.
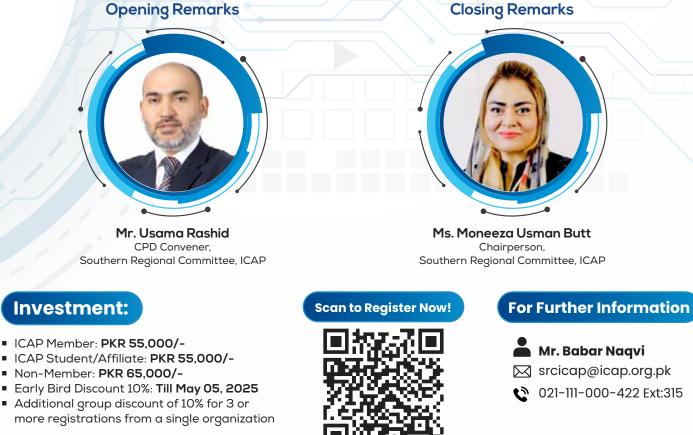
Mr. Warren Knight
Digital Leadership &
Transformation leader

Experience & Past Clients:
Having worked globally around the world for 30 years, Warren has worked in over 30 countries in 5 continents and for the past205 years helped leaders transform themselves and their organisation to think beyond digital and create company-wide transformation.

Qatar Government, P.I.F, Nakheel, PwC, Neom, DGDA, ADNOC, Aramco, STC, LinkedIn, NESMA, Zain, MiSK, BAYER, Aramco, Hiscox insurance, 3M, Arab National Bank, Prudential, NetBase Quid, Shell, GSK, Phonak, Capita, Royal Mail, Brittany Ferries, Omantel, PDO Oman, Nizwa Bank, Bank Muscat, Prudential, QNB, Ahli Bank, Safaricom, Avon, Qatar Foundation, Qatar Insurance, Saudi Electricity, Ministry of Justice Oman, Dealtrak, NMBS, NHS, WGC Group, Garmin, Brother UK, McCurrach, Toshiba, Dominos, Dermalogica, Chester Zoo, NHS, Sharp Business, Milton Keynes and Chester Council, EPG (Malaysia Government), Glenair, NHS, RTI International, IHS, Voltamp, Oman Development Bank, Safaricom, JX Nippon, Qatar National Bank, CIMB Bank, Qatar Stock Exchange, Kenya Electricity, TNB Malaysia, Vodafone.

Opening Remarks

Mr. Usama Rashid
CPD Convener,
Southern Regional Committee, ICAP

Closing Remarks

Ms. Moneeza Usman Butt
Chairperson,
Southern Regional Committee, ICAP

Investment:

- ICAP Member: **PKR 55,000/-**
- ICAP Student/Affiliate: **PKR 55,000/-**
- Non-Member: **PKR 65,000/-**
- Early Bird Discount 10%: **Till May 05, 2025**
- Additional group discount of 10% for 3 or more registrations from a single organization

*Fee is exclusive of Sindh Services Sales Tax of 5%

Scan to Register Now!

For Further Information

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