AI Strategy for Executives

Introduction

Artificial Intelligence is becoming a strategic business capability, not simply a new technology. Organizations use AI to improve productivity, enhance customer experience, create new products and services, and, in some cases, transform their business models. This executive briefing explains how senior leaders can approach AI systematically: identify the right opportunities, align initiatives with business strategy, evaluate organizational readiness, choose between building, buying, or partnering, define measurable outcomes, and scale successful initiatives responsibly. Executives will gain a practical framework for moving from scattered experimentation toward focused investment and sustainable business value.

Audience

This executive briefing was designed for CEOs, CTOs, CIOs, CFOs, COOs, VP R&Ds, business unit leaders, product leaders, innovation managers, transformation leaders, HR and learning leaders, and senior decision-makers responsible for AI adoption, digital transformation, business strategy, technology investment, or organizational change.

Duration

This executive briefing includes 90 minutes of executive-level content and discussion. It can be delivered online, onsite, or in a hybrid format.

Executive Briefing

This briefing can be delivered in English or Hebrew. The session combines strategic frameworks, business examples, AI adoption patterns, investment considerations, organizational readiness perspectives, responsible AI principles, and practical recommendations that executives can immediately apply when shaping their organization's AI strategy.

The Presenter

This executive briefing is delivered by Haim Michael, a technology executive, entrepreneur, lecturer, trainer, and consultant with more than 30 years of teaching and professional experience. Haim Michael is an AWS Certified AI Business Strategist and holds an MBA (Cum Laude) from Tel Aviv University. His work combines software development, AI-assisted development, business strategy, professional training, and organizational transformation. He helps leaders and technology teams identify valuable AI opportunities, evaluate readiness, manage risk, measure business impact, and move successfully from experimentation to enterprise-scale adoption.

Topics

This briefing focuses on the strategic decisions executives need to make when introducing AI across the organization, and it includes the following topics:

- Why AI Strategy Must Start with Business Strategy
- AI Optimization vs. Business Transformation
- Identifying High-Value AI Opportunities
- Prioritizing Use Cases by Value, Feasibility, and Risk
- Build, Buy, or Partner?
- Competitive Advantage and Industry Maturity
- Assessing Organizational AI Readiness
- Data, Technology, and Capability Readiness
- Responsible AI, Governance, Privacy, and Compliance
- Ownership, Accountability, and Cross-Functional Alignment
- AI Champions and Centers of Excellence
- Moving from Pilot to Production
- Scaling Successful AI Initiatives
- Defining KPIs and Establishing Baselines
- Measuring Tangible and Intangible Benefits
- Calculating ROI for AI Initiatives
- Leading Cultural Change
- Executive Action Plan

Key Outcomes

The following points summarize the insights executives will gain from this briefing, which focuses on building an effective AI strategy.

- Connect AI initiatives to business strategy and competitive advantage.

- Distinguish optimization initiatives from business transformation.
- Identify and prioritize AI opportunities that justify investment.
- Decide when to build, buy, or partner for AI capabilities.
- Assess readiness across data, technology, people, processes, and governance.
- Recognize the main risks associated with AI adoption.
- Define meaningful KPIs and baselines before launch.
- Evaluate initiatives using business value, cost, risk, and ROI.
- Understand how leadership and cross-functional teams enable adoption.
- Develop a practical roadmap for enterprise-scale AI adoption.

Business Value

Upon completion of this briefing, participants will have a clearer understanding of how to formulate an AI strategy that aligns with business goals, how to choose where to invest, how to prepare the organization for adoption, and how to lead AI initiatives from initial opportunity discovery through measurable business impact and enterprise-scale deployment.

Related Resources

Participants will receive references to additional materials, strategic frameworks, articles, recommended learning paths, and practical resources for further exploration of AI opportunity discovery, AI readiness, responsible AI, investment decisions, KPI definition, ROI, governance, and scaling AI initiatives.