BPP
LYCEUM EDUCATION GROUP

Leading AI Strategy

Find where AI can create value across your business. **Build the case for investment and report the return.**

AI for Work: where an answer is only as good as the person standing behind it.

AI strategy skills for senior decision-makers

- Instructor-led or self-paced learning
- Applied to your own business
- For senior leaders, directors and heads of function
- From AI ideas to a case you can defend
- Guided practice and expert review

Turn AI potential into measurable value.

Assess your readiness, weigh the costs and decide which opportunities to back and how far AI can act on its own.

Why this matters now

The pressure to act on AI is real. You're expected to invest and show results, often while enthusiasm runs ahead of evidence. Choosing which opportunities deserve your time, budget and leadership attention is one of the most consequential decisions you'll make.

You'll leave with a framework for making that decision, from tying opportunities to business priorities to building the evidence that defends an investment and measuring what it delivers.

AI strategy

Make the right investment decision

Decide what to fund, what to stop and where a person must sign off.

Work you'll recognise: ranking a long list of AI ideas against clear criteria, deciding which are worth further investment, and showing senior stakeholders what a pilot delivered against its original promise.

You'll leave able to

1. **Assess your AI readiness and rank AI opportunities by business value, feasibility and risk**
2. **Build and defend AI business cases with realistic costs, evidence and performance baselines, and report realised value honestly**
3. **Apply AI governance with clear accountability, manage regulatory risk, including GDPR and the EU AI Act, and set boundaries for AI autonomy and human oversight**

At a glance

Learn

10 hours over two days
Live online and instructor-led
Also available on demand, self-paced

Apply

Within two weeks
In the workplace
One approved task based on a real decision in your business
Instructor feedback

Review in group

1 hour group clinic
Live online and instructor-led
Shared peer learnings

Ongoing support

Templates, checklists and case examples available from day one, plus 90 days of support.

Ways to join

Courses run in cohorts of 15 learners.

Have enough people for a full cohort? Train your team together, on your own AI opportunities and decisions and in your organisation's approved AI tool. We can even explore tailoring, including longer bespoke versions.

Not quite enough people, or want to test it first? Talk to us about your team's needs.

Prefer your own pace? The course is also available on demand and self-paced.

£7,000	£750
Full closed cohort	per person on demand

Cost is per course. Prices exclude VAT.

What you'll learn

Practical skills to make AI investment decisions you can stand behind.

Three modules show you how to find the opportunities, make the case and set the limits.

1 Find where AI can pay off

Assess how ready your business is across people, process, data and technology. Separate genuine opportunities from hype, and spot the workflows that need redesign before AI is introduced. Move on from isolated AI initiatives to coordinated capability, strengthening performance and creating competitive advantage.

2 Build and evaluate AI business cases

Rank AI opportunities and develop credible investment cases based on expected value, feasibility, risk and readiness. Assess total cost of ownership, establish performance baselines, and measure realised value so you can communicate results clearly and make more informed AI investment decisions.

3 Govern AI risk and autonomy

Clarify decision rights, accountability and escalation processes for AI systems. Recognise the main AI governance and regulatory risks, including bias, privacy, security, intellectual property and reputation, and decide appropriate levels of autonomy, human oversight, and control for agentic AI systems.

Who it's for

Roles

Senior leaders, directors and heads of function evaluating AI value across business areas.

Starting knowledge

No previous AI experience is needed. If you're looking to build practical day-to-day AI skills first, start with Working Effectively with AI.

Not sure which course?

Leading AI Strategy
"I've been asked where AI could add value in my function or business area, and I need a case I can defend."

Leading AI Transformation
"Direction is set. Now I need AI working properly across my function."

Time and support

Learn live for 10 hours

Three modules, guided labs and feedback take place over two days. Materials are available from day one; no advance study is required.

Apply one task

Within two weeks, apply the approach to one real decision in your business. Rank a set of AI ideas or report on a pilot, or use a supplied case. Keep your reviewed work and a question for the instructor.

Return with your questions

Join a one-hour group clinic around day 30. Use the templates, checklists, worked cases and feedback for 90 days.

Learning on demand

Prefer your own pace? Work through the same three modules on demand, when it suits you.

See your progress

A multiple-choice diagnostic at the start sets your baseline. A measure at the end shows what you've gained, and where to practise next.

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Not sure where AI fits in your work?

Here's what you could learn to do.

- Rank several competing AI opportunities for value, feasibility, risk and readiness
- Develop the first version of an investment case
- Assess whether a pilot delivered what was promised
- Decide whether an initiative should be scaled, changed, or stopped
- Ask key questions such as
  - What business priority could AI support and what measurable value could it create?
  - Are our people, processes, data and technology ready, and how do we increase our readiness?
  - What will implementation and operation really cost, and what must remain under human control?
  - Are we as an organisation ready for this implementation, and how do we increase our readiness?

Why learn this with BPP?

Lecture
See an example explained

Lab
Try it in practice

Review
Review your result with an expert

Our accelerated learning framework moves learners between focused instruction, hands-on application and structured reviews. Built on practice, feedback and repetition, it turns knowledge into reliable, in-role performance.

Co-created with AI and data leaders across sectors to deliver workplace-ready AI capability

Built on research-led AI expertise from our dedicated AI Centre of Excellence

Mapped to BPP's AI Adoption and Capability Framework, informed by leading global standards

We teach AI judgement that holds across tools and roles, applied to your own tasks.

Planning AI skills beyond one team?

Once the direction is set, Leading AI Transformation takes it from decision to everyday practice across your organisation. Connect pathways across apprenticeships, degrees, certifications and short courses, so your people strategy keeps pace with your AI strategy.

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