



# Creating and Capturing Value Through Generative AI

A Two-Day, High Impact, Interactive  
Masterclass for Senior Leaders

# Why Harness The Power of GenAI For Your Organisation?

In an era defined by speed, innovation and disruption, Generative AI has emerged as a force that senior executives cannot afford to ignore.

The London Business School Generative AI Masterclass enables organisations to understand the potential of Generative AI, navigate the limitations and champion the evolution in their organisation.

This Masterclass is designed to equip senior executives with a clear understanding of what Generative AI technology is, how it works, and how it can positively transform existing workflows and processes. It also aims to raise awareness of the technology's significant limitations.

Delivered by London Business School faculty thought leaders, the masterclass is a two-day high impact, interactive experience for Senior Executives.



**"Senior executives will be supported in formulating a strategic response to Generative AI, thus enabling them to unlock value and future-proof their organisations"**

***Nicos Savva,***  
***Professor of Management Science and Operations***

# What Does The Masterclass Look Like?

## Day 1

### Decoding Generative AI

- **Unpacking Generative AI**  
Understanding Generative AI's building blocks and how it differs from previous AI technologies.
- **Exploring the Capabilities**  
A deep dive into what Generative AI can do and what it cannot do.
- **Discussing Insights**  
Recent studies are discussed, exploring what they tell us about the impact of Generative AI for different applications.
- **Exploring Strategic Impact**  
How organisations are rethinking how work is structured and encouraging leadership to embrace Generative AI.

### Hand-on Application with Generative AI

- **Understanding Practical Uses of Generative AI**  
Real-world examples of applications of Generative AI.
- **Guided Application**  
Exploring how Generative AI could be used in a controlled environment.
- **Integrating Generative AI into Workflows**  
Capturing of ideas on how Generative AI can be used daily.
- **Identifying Use-Cases**  
Discussion on the potential use-cases in the participants' organisation and field.

## Day 2

### Value Creation Use Cases (*Internal and External*)

- **Streamlining Operations**  
How Generative AI can enhance efficiency internally.
- **Enhancing Quality**  
The role of Generative AI in quality improvement.
- **New Opportunities**  
Using Generative AI to identify new markets and customer segments.
- **Creating Value**  
Ways in which Generative AI can lead to value creation.
- **Case Studies**  
Review of applications across various industries.

### Navigating the Ethical Landscape

- **Ethical Implications**  
The moral and ethical aspects of using Generative AI.
- **Legal Considerations**  
The legal terrain, including privacy and copyright issues.
- **Review the European Union's AI Act**  
Detailed study and implications of the Act.
- **Mitigating Risks**  
Strategies to deal with potential risks associated with AI usage.
- **Responsible Use of AI**  
How to develop frameworks for the ethical and legal use of AI in an organisation.

# Learn from London Business School Faculty Through Thought Leaders in Generative AI

Learn from world-class faculty how to unlock value and future-proof your organisation by embracing cutting-edge Generative AI Technology



**Nicos Savva**

**Professor of Management Science and Operations;  
Chair, Management Science and Operations Faculty**

Specialising in the practical applications of data science across diverse sectors, he teaches on data science and machine learning, drawing upon his experience in both the academic and practical realms. Nicos acts as a consultant to a wide range of organisations, from biotech companies to high-tech start-ups and retail firms. His current course on Generative AI seeks to prepare senior executives for the new era of AI-driven business models.



**Keyvan Vakili**

**Associate Professor of Strategy and Entrepreneurship**

His research primarily focuses on platform businesses, digital innovation, and the drivers of innovation and creativity. He teaches digital strategy, platform businesses, artificial intelligence, and blockchain. With a background in engineering and computer science, Keyvan founded a video game production company in 2006, which Samsung Co. later acquired. He regularly provides advisory services to startups in the edtech, fintech, and sustainability sectors.

**"It was very interesting. Mix of the tech part in a very easy way to understand and the business/strategy. This makes the course very practical"**

***Former Masterclass Attendee***

**"Very insightful; clear and simple explanation of what AI is and isn't. I like the way AI was demystified, good real live examples as well."**

***Former Masterclass Attendee***



# Technology Ireland Digital Skillnet

Technology Ireland Digital Skillnet is Ireland's network for the development of the digital technology workforce. The Skillnet Network is led by Technology Ireland, an Ibec sector association and is co-funded by Skillnet Ireland. We create and co-fund future focused training and executive development solutions for companies. Since our establishment in 2006, we have supported over 1000 companies, fostering innovation and skills excellence within a rapidly evolving technology ecosystem.



## Some Recent Technology Ireland Digital Skillnet Initiatives



Digital Transformation



Tech Leadership Development



Sports Tech



Women in Tech



Tech Learn / On Demand Technology Skills



Data Skills



Digital Literacy For Non-IT Staff



Technology Product Management

London  
Business  
School

### The Creating and Capturing Value Through Generative AI Masterclass is delivered in association with London Business School.

London Business School is one of the world's leading business schools ranked number one by Financial Times. It combines academic excellence and a truly global experience. LBS bring together outstanding faculty recognised around the world for their expertise and impact.

LBS faculty have been at the forefront of studying the algorithms and analysing the data that power the cutting-edge Generative AI technologies.



# Key Details



## Date

**11-12 JULY 2024**

## Time

**9:00 AM - 5:30 PM**

## Location

**IBEC, Dublin**

**For costs and other details, please visit  
[www.genai.digitalskillnet.ie](http://www.genai.digitalskillnet.ie) or contact  
[shauna.honan@digitalskillnet.ie](mailto:shauna.honan@digitalskillnet.ie)**

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