



AI FOR CxOs & Board Members

An AI Strategy Masterclass for Leaders

JAN 2026

Program Outline



Audience
CxOs and Board



Class Size
15 maximum



Duration
3.5 Hours

Objectives

- Distilling 40 hours of knowledge in 3.5 hours for busy executives
- Demystifying AI and Machine Learning concepts
- Establishing a foundational knowledge of AI at a strategic level
- Understanding the role of Data Strategy in AI
- Understanding the role of AI in Digital Transformation
- Learning how to build an AI Strategy and aligning it with the organization's business strategy
- Learning how various industries are using AI across the world
- Understanding the AI market and landscape: players, technologies, capabilities, trends
- Understanding the infrastructure behind AI: Chips, Modules, Data Centers
- Understanding the Software layers of AI: Frameworks, Platforms, Models
- Understanding the latest Gen AI models: LLMs, LAMs, LMMs
- Understanding the costs of different AI projects
- Learning the current state of the art of AI
- Envisioning future AI trends globally
- Identifying potential investment opportunities in AI
- Understanding the role of Sovereign AI in geopolitics, national strategy and national security
- Learning the Art of the Possible with AI Solutions
- Learning the threats and challenges of AI
- Learning Ethical & responsible AI Frameworks

01 Introduction to AI

What is and is not an AI
How Machines Learn
How Data Fuels AI
Narrow AI vs General AI
Real Life Examples of AI categories
What's the Relationship between AI and ML
The Turing Test

02 A Brief History of AI

AI Timeline from 1940s to Present
The 3 Key Pillars for AI Success

03 Data Strategy for AI

Big Data Lifecycle
Big Data Tools & Landscape
The Types of Analytics in Big Data
Data Strategy as a mandatory step towards AI Strategy
Job Roles in Big Data
Data Economy
Data Governance
Case Study - Tesla: How Big Data Fuels AI in a Real World Application

04 Real Life Applications of AI from around the World

Amara's Law
Fastest Growing AI Use Cases
AI Applications in various industry sectors around the world
Industry Focus: AI Applications in client's industry
Case Study - Shein: How AI Disrupted the e-commerce industry
AI Disrupting Business Models: AI as a Service

05 The Machinery behind AI

AI & ML Hardware: Nvidia, Dojo and the rise of Super Computers
AI & ML Software Stack
MLOps: The DevOps of Machine Learning
Strategic Considerations for Hardware, Software, and Ops capabilities in an Enterprise

06 Intro to Generative AI



Introduction to Generative AI
How Generative AI differs from Classifier AI
LLMs (Large Language Models)
Top Players in the LLM market
How to Train a Generative AI

07 Generative AI Assistants



Difference between Generative AI and Search Engines
Prompt Engineering Deep Dive: Roles, Modes, Frameworks, Tones, Format
Live Demo: Chat GPT, Gemini, Claude
The AI wars: Microsoft co-pilot vs Google Bard vs other smaller players (Claude, etc.)
Gen AI for Office Work: Report Summary, Data Analysis, Legal, HR, etc.

08 Generative AI for Art, Images, Design, A/V



Gen AI for Art, Images, Design
Live Demo: Midjourney
Gen AI for Video & Animation
Live Demo: Sora

09 Generative AI for Enterprises



Gen AI powered by the Company Data – Grounding and RAG
Corporate Data privacy concerns
Strategic options to mitigate Data privacy: On Prem & Open Source LLMs
AI Development Strategies for Enterprise:
Proprietary AI Platforms: Open AI, Microsoft, Google
Open Source AI Platforms: Meta AI, Hugging face

10 Gen AI vs Trad AI



Impact at the Enterprise level
Impact at the workforce level

11

AI in Digital Transformation Strategy



AI Strategy as a part of the Enterprise Digital Transformation Strategy
When to consider AI or any emerging tech in your business strategy?
How to align AI strategy with business strategy?

12

How to Start an AI Initiative in your Company



How to start an AI PoC
How to Scale an AI initiative
How to build an AI team

13

Sovereign AI



Impact of AI on National Strategy, National Security
Geopolitics of AI
AI Strategy and Energy Strategy

14

Future Trends in AI



AI Agents & Agentic AI
LLM As a Platform
Reasoning & System 2 Thinking
Vertical AI

15

Responsible & Ethical AI



Threats & Challenges of Generative AI
Copyright, Plagiarism, Fair Competition, Job Loss, Fake News
Responsible & Ethical AI
Self Regulation Initiatives
Laws and regulations around AI

About Synaptica

Synaptica is an applied artificial intelligence company focused on transforming complex business challenges into intelligent, scalable products. We operate at the intersection of AI strategy, software engineering, and industry-specific innovation, helping organizations move from experimentation to measurable outcomes.

Mission

At Synaptica, we empower organisations to unlock the full potential of Artificial Intelligence by transforming visionary ideas into executable strategies and intelligent systems. Through expert consultancy, applied AI design, and tailored software development, we guide businesses from ideation to implementation, bridging innovation with measurable operational and economic impact across the GCC and beyond.

Vision

To build a future where artificial intelligence is seamlessly woven into business strategy and operational infrastructure, empowering organisations to move from ideation to execution and lead with intelligence. Synaptica aspires to become a trusted builder of applied AI systems and knowledge platforms in the Middle East, advancing responsible AI adoption and strengthening the region's role in the global AI ecosystem.

Values

Intelligence with Purpose

We build artificial intelligence to solve real problems and deliver measurable impact. Innovation is meaningful only when it improves decisions, operations, and outcomes.

Regional Relevance, Global Standards

We build AI solutions grounded in the language, culture, and regulatory realities of the Middle East while meeting global technology and engineering standards.

Knowledge as Infrastructure

We believe structured knowledge, language, and domain expertise are the foundations of intelligent systems. Building knowledge platforms enables long-term intelligence and innovation.

From Strategy to Systems

We move beyond ideas and prototypes into operational intelligent systems. Execution is the bridge between innovation and value.

Responsibility by Design

Trust, transparency, and ethical AI development are embedded into every system we create. Responsible AI is a foundational principle, not an afterthought

The senior team behind Synaptica has more than 40 years' of experience in developing Digital Transformation strategies in GCC/MENA



THE SCIENCE OF CONNECTIONS

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