

## Strategies to Increase in AI world

How can your organisation turn AI disruption into measurable growth rather than fear of job loss?

Are you ready to use AI not just for efficiency, but to create new revenue streams in Asia's competitive markets?

What leadership strategies will help you stay relevant and trusted when AI is making faster decisions than humans?

### Introduction

Artificial intelligence is reshaping the way we live, work, and compete. What was once seen as futuristic is now part of everyday business – from predictive analytics in retail to robotic automation in manufacturing, and from AI-driven chatbots in customer service to advanced algorithms that guide investment decisions. Across Asia, organisations are racing to integrate AI into their strategies to keep up with the speed of change. In Malaysia, financial institutions are using AI to detect fraud in real time, while in Singapore, healthcare providers apply machine learning to predict patient needs and optimise resources. Yet, the challenge for leaders is not simply about knowing the technology. The bigger question is: how do we transform AI potential into real business impact? Many executives admit they invest in AI tools but struggle to see measurable returns. Others worry about the cultural and ethical implications – staff anxiety about job security, concerns about data privacy, or resistance to adopting new ways of working. Without clear strategies, AI can remain a buzzword instead of a growth engine. This program is designed to bridge that gap. It focuses on strategies that go beyond the technical side of AI and zoom in on leadership, decision making, and organisational transformation. Participants will learn how to position their companies for competitive advantage, manage workforce transition with empathy, and craft strategies that ensure AI adoption supports long-term sustainability. By combining insights from successful Asian companies and hands-on frameworks, the program equips leaders with the clarity and confidence to navigate the AI era.

#### *Program objectives*

The program aims to:

- Equip leaders with practical strategies to harness AI for growth and innovation.
- Explore industry examples where AI has increased revenue, reduced costs, and improved decision making.

- Develop participants' ability to anticipate risks, ethical concerns, and workforce shifts caused by AI.
- Provide frameworks for aligning AI adoption with organisational goals and cultural readiness.

### *Learning outcomes*

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

- Identify opportunities for AI application in their industry and organisation.
- Develop strategies that balance AI-driven efficiency with human-centred leadership.
- Design an action plan for integrating AI into operations, marketing, or service delivery.
- Strengthen decision making by combining AI insights with executive judgment.
- Build confidence in communicating AI strategies to boards, regulators, and employees.

### **Who should attend?**

Sales representative, sales executive, team leader, sales manager, marketing executive, marketing manager, middle management, senior management and anyone who has an interest in increasing their sales after the Pandemic

### **Methodology**

Lecturer, case studies, discussion, role-plays, presentations, gamification

### **Program Outline**

<b>Time</b>	<b>Day One</b>
<b>9.00am – 10.30am</b>	<p><i>Understanding the AI Landscape</i></p> <p>The journey begins with building clarity on what AI is and what it is not. Many leaders confuse automation with true artificial intelligence. In this module, participants will explore different categories of AI, from machine learning to natural language processing, and how they are applied across industries. Case examples include Grab using AI to optimise ride-hailing logistics in</p>

	Southeast Asia and Chinese e-commerce platforms deploying AI for personalised shopping. Leaders will leave with a clear understanding of AI capabilities and limitations, enabling them to separate hype from practical opportunity.
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-12.00pm</b>	<p><i>AI and Business Growth Strategies</i></p> <p>AI should not be seen as an isolated IT project but as a driver of organisational growth. This module covers how AI enables revenue diversification, cost optimisation, and market expansion. We discuss how Malaysian banks such as Maybank use AI for customer segmentation and credit scoring, and how Indonesian agriculture firms apply AI drones to monitor crops and improve yields. The focus is on aligning AI investments with measurable growth objectives.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><i>Building Organisational Readiness for AI</i></p> <p>Introducing AI is as much a cultural shift as it is a technological one. Leaders need to prepare their organisations to embrace change with confidence. This module examines how to assess workforce readiness, align training programs, and manage staff concerns about job displacement. Examples include Telekom Malaysia's digital academy for upskilling employees and Singapore Airlines' structured reskilling initiatives. Participants will learn to create a readiness checklist for their own teams.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>
<b>4.00pm-5.00pm</b>	<p><i>Data as the Fuel for AI</i></p> <p>No AI system can function without quality data. In this module, participants explore the foundations of data strategy: collection, governance, and ethical use. Asian case studies include Malaysia's MySejahtera app, which demonstrated how large-scale data could be mobilised quickly, and regional banks that use big data platforms for risk prediction. Participants will practice mapping their organisation's data ecosystem and identifying gaps that hinder AI success.</p>

<b>Time</b>	<b>Day Two</b>
<b>9.00am – 10.30am</b>	<p><i>Ethics, Trust, and Regulation in AI</i></p> <p>Trust is critical when deploying AI. This module discusses data privacy, algorithmic bias, and regulatory expectations. Leaders will review guidelines issued by the Monetary Authority of Singapore on responsible AI use in finance and learn how global standards influence local practice. By reflecting on controversies such as facial recognition misuse, participants gain strategies to embed ethical safeguards that strengthen customer and stakeholder confidence.</p>
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-1.00pm</b>	<p><i>Human–AI Collaboration</i></p> <p>Rather than replacing humans, AI can augment decision making and operational effectiveness. This module explores collaboration between people and AI systems. Examples include Malaysian hospitals using AI to assist radiologists in diagnosis, and logistics firms using AI routing while human supervisors make final calls during emergencies. Leaders will design frameworks to balance automation with human judgment, ensuring both efficiency and accountability.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><i>AI Innovation and Competitive Advantage</i></p> <p>The most successful organisations do not only adopt AI, they innovate with it. This module highlights how Asian companies are creating competitive edge through AI-driven innovation. For instance, Shopee leverages AI for gamified shopping experiences, while Japanese carmakers integrate AI into smart mobility solutions. Participants will learn innovation models that help them create new services, products, and customer experiences with AI at the core.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>

**4.00pm-5.00pm**

*Roadmap to Sustainable AI Integration*

The final module focuses on translating insights into a concrete action plan. Leaders will build a roadmap that aligns AI adoption with organisational strategy, resource planning, and sustainability goals. Examples are drawn from government initiatives such as Malaysia's National AI Roadmap and corporate digital transformation projects. By the end of this module, participants will have a structured plan with milestones, responsible teams, and performance indicators to ensure AI adoption leads to long-term impact.