BlueCallom Academy · Executive AI Training

DAY 1 – Strategy & Decision Making

AI Leadership · Organisational Transformation · Risk & Governance · ROI & Implementation Strategy

MORNING · Arrival & Foundations

08:30	Arrival & Registration · Coffee & Gipfeli

09:00 · **Opening - 'What's Your AI Reality?'**
Interactive session · Live poll + peer comparison + personal challenge cards

09:20 · **Enterprise AI Is an Executive Responsibility**
Paradigm shift · What Enterprise AI actually is · The 5 strategic questions every board must answer

09:40 · **Enterprise AI Is Far More Than Technology**
10× intelligence concept · Organisational transformation · What you cannot delegate to IT

10:10	Coffee Break · 15 min

MIDMORNING · Risk, Security & Strategic Frameworks

10:25 · **AI Risk, Security & Data Protection**
EU AI Act · Swiss nDSG · Data sovereignty · Model risk · Vendor lock-in · Board oversight duties

10:55 · **How Leading Companies Win with AI**
AI business model archetypes · Real cases from 100+ companies · Where ROI appears fastest

11:25 · **Leading Your Organisation Through AI Adoption**
How to bring your teams along · Building AI capability from within · Rolling Thunder approach · Skills & education

12:00	Lunch & Peer Networking · 90 min

AFTERNOON · Strategy, Investment & Decision Frameworks

13:30 · **AI ROI & Investment Framework**
Measuring AI productivity · CFO-ready ROI narrative · CAPEX vs. OPEX · Real numbers from 100+ companies

14:10 · **AI as Your Strategic Intelligence System**
Real-time market observation · Competitive positioning · Morning briefing before you enter the office

14:45	Coffee Break · 15 min

15:00 · **Build or Buy: The Enterprise AI Sourcing & Service Decision**

Make vs. buy· Enterprise AI Service & Support · Agentic IT layer · Financial model shift · 5 questions to ask any AI vendor

15:30 · **AI Implementation Strategy: From Decision to Execution**
Rolling Thunder approach · Resources, skills & budgets · Pilot → Production → Scale

16:00 · **Day 1 Wrap-Up · Key Takeaways · Preview of Day 2**
5 core insights · Open Q&A · Homework: identify 2 use cases for your company

16:20 · Networking Apéro · Drinks & Informal 1:1s

18:00 · Optional Dinner · Hosted by BlueCallom

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DAY 2 – Live Demos, Use Cases & 90-Day Roadmap
Intelligent Innovation · Market Intelligence · Sales Excellence · Future of Work · Roadmap Workshop

MORNING · Live Product Demonstrations

08:30 Arrival & Warm-Up · Coffee · Overnight reflection round

09:00 **Intelligent Innovation Development**
How AI transforms the innovation process · From months to hours · Autonomous ideation to blueprint

09:35 **Smart Competitor, Technology & Market Management**
Continuous market observation · Technology radar · Strategic response preparation

10:10 **AI-Driven Sales Excellence**
How AI transforms sales processes · Customer time vs. admin · Intelligent pipeline management

10:45 Coffee Break · 15 min

MIDDAY · Use Cases, Methodology & Future of Work

11:00 **AI Use Case Hunt: Methodology & Framework**
Structured top-down use case identification · Prioritisation matrix: impact × feasibility × risk

12:00 Lunch & Peer Use Case Sharing · 90 min

13:30 **Future of Work: AI, Workforce & Organisational Resilience**
Job transformation · Reskilling strategies · Org design · Executive communication to teams

AFTERNOON · Workshop, Summary & Outlook

14:10 **90-Day AI Roadmap Workshop**
Individual roadmap · Peer review · Plenary sharing · Complimentary follow-up strategy call

15:00 Coffee Break · 15 min

15:15 **Summary, Outlook & Open Q&A**
5 key takeaways · Challenge Card reveal · What comes next: Level 2 & Pilot Program

16:00 **Certificate Ceremony, Group Photo & Networking**
BlueCallom Executive Certificates · Level 1 & Level 2 · LinkedIn post encouraged