



# AI for Executives

KPMG Learning Services



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## Senior executives across the world face a considerable Artificial Intelligence (AI) challenge.

Tasked with making significant decisions about how best to deploy AI within their organisation, they know that these are decisions that could have far-reaching implications for their workforce and their future growth prospects.

This requires them to think carefully about AI safety and ethics, revised operating models, organisational structure and what an AI-enabled workforce should look like. These are difficult decisions to make for people who understand every detail of AI in its current state, let alone for senior leaders whose engagement with AI to date is likely to have been less comprehensive.

Those senior leaders are however well aware of the need for action.

In our 2024 survey of CEOs, 68% listed AI as a top priority, despite ongoing economic uncertainty. When asked about their biggest challenges regarding the implementation of AI, 55% cited regulation while 60% said ethics. They also know the clock is ticking, with 68% expecting to see a return on their Generative AI investments in the next 3-5 years.

In practice, this means that they need a strategy for equipping their workforce with the skills and knowledge needed to work effectively and safely with AI. They need to assess the impact of AI on that workforce, figuring out how and why existing roles might need to change. They're also going to have to make proactive decisions about where best to deploy AI and to lead the charge on encouraging its adoption.

All of this needs to be done in a human-centric way, focusing on the people, not just the technology; acknowledging that AI is best used to augment the human element of a workforce, not to replace it.



## The solution

Aimed at senior leaders and C-suite executives in all industries, our AI for Executives course sets leaders on a path to being able to navigate everything that they'll be feeling challenged by when it comes to AI. It's designed to help them to create a competitive advantage by developing a comprehensive, human-centric AI strategy for transforming their organisation.

Having completed the course, participants will have the insights they need to successfully navigate the wave of AI-led change that they're facing. Able to deal with the ethical concerns that surround AI, they'll be able to make sure it's used responsibly across their organisation.

They'll also have all they need make sure their workforce is suitably skilled and empowered to capitalise on the practical roadmap for AI transformation that they'll be able to create.

Our learning content can be partially contextualised and tailored to participants circumstances, whether that be through using relevant, real-life case studies; referring to internal processes or systems; or deploying their branding, phraseology and tone of voice.



## What does this course involve?

This course features three two-hour virtual workshops that focus on AI ethics, risk and regulation; workforce readiness; and delivery capabilities.

These are facilitated by our most senior AI experts; people who understand both the technology and the Board-level leadership challenges that the course participants are likely to be facing. We aim to assign facilitators who have experience of the industry sector that the client operates in, allowing them to contextualise the workshop's discussions and answer any industry-specific questions that may arise.

The workshops are supplemented by discussions, focusing on relevant real-world challenges, solutions and experiences, and the KPMG AI Insights podcast, featuring AI success stories and expert analysis on the latest developments in the market.

Once they've completed each workshop, participants are encouraged to complete an action planning exercise, helping them to determine a series of next steps for applying what they've learned back in the workplace.

# How is this course structured?

Ahead of each workshop, participants are provided with an interactive AI launchpad; a workbook that contains all the reference materials they'll need to refer back to during that workshop. It also contains a number of questions designed to catalyse their thinking about the topic in advance.



## 01 Ethics and regulation

This workshop has been designed to help leaders better understand the profound impact that AI could have on business and society and why this demands responsible AI practices. Within it, participants explore the ethical challenges and commercial risks that senior leaders need to be aware of when deploying AI within their organisation and managing how their employees use it. To assist with this, they'll be introduced to our Trusted AI framework and shown how it can be used to deploy AI in a responsible fashion. The workshop also explores the significant role that leaders themselves need to play – and what it requires them to do – if they're to build an organisation that uses AI ethically and responsibly.





## 02 Workforce readiness

Understanding the strategic importance of having a workforce that's ready to capitalise on the opportunities that AI (and particularly agentic AI) will inevitably present is the focus of the programme's second workshop. In this workshop, participants explore exactly how AI is reshaping the workforce and the practical steps they can take to identify potential AI opportunities. They're also introduced to strategies for delivering upskilling initiatives that empower employees to integrate AI into their daily routines and improve its adoption.

## 03 Delivery capabilities

In the third of the programme's workshops, participants have the opportunity to explore the challenges of managing human and agentic AI teams and to start working on a roadmap for delivering their own AI-related workforce initiatives. In building up to this, they discuss the pros and cons of buying AI solutions versus building them in-house. Participants are introduced to the core components of an AI operating model and the importance of aligning this with their overall business strategy. They also explore the challenges of delivering work through human and AI teams and the skills this requires.

# Continue building the AI learning journey

Don't stop here - KPMG have developed a full suite of practical AI learning products. Whether you're just starting out or ready to deepen your organisation's capabilities, our expertly designed programmes empower your teams to innovate responsibly and confidently.

Our products can also be customised to take into account your specific operational context. This makes sure they reflect considerations such as your ways of working, business values, team structures or typical terminology.

## AI for Leaders

Discover the tools and strategies to drive real AI adoption in your teams and meet organisational aims.

This workshop helps leaders effectively implement GenAI through practical exercises, engaging discussions and relevant case studies. Participants will explore GenAI's potential while addressing its challenges, developing action plans for integrating AI into their own teams to help drive AI innovation.



7 hours



Leadership



Half-day workshop with a pre-workshop activity and follow-up reflections

## AI - Trusted Fundamentals

Build trust and confidence in AI across your organisation.

This five-module digital course introduces foundational AI concepts, GenAI capabilities, and KPMG's Trusted AI framework. Participants learn to communicate effectively with AI and explore real-world applications through interactive exercises.



5 x 10-minute modules



For all employees



Includes real-world examples and prompt-crafting practice

## Data AI Ethics Programme

Create a culture of responsible innovation.

This hands-on, Problem-based programme includes six virtual workshops and self-directed content. Participants explore ethical frameworks, perform risk assessment, and apply governance principles to real AI projects.



13-15 hours total learning time



For all employees



Includes experts insights and practical applications



Module 1 is available as a standalone 90-minute introduction 'Are we using Data & AI in an ethical way?'

## Realising the Full Potential of Copilot

Equip your teams to master Microsoft Copilot.

Many organisations adopt Copilot but fail to maximise its capabilities—using it merely as a search engine. This three-webinar programme helps users go beyond the basics, embedding advanced prompting techniques, workflow integration, and ethical AI practices.



3 x 60-minute webinars



For all employees



Learn to craft powerful, context-aware prompts and seamlessly integrate co-pilot into day-to-day activities

Ready to take the next step?



Contact:  
**Chris Booth**  
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To learn more or enrol your team today.



[kpmg.com/uk/learningservices](https://kpmg.com/uk/learningservices)



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