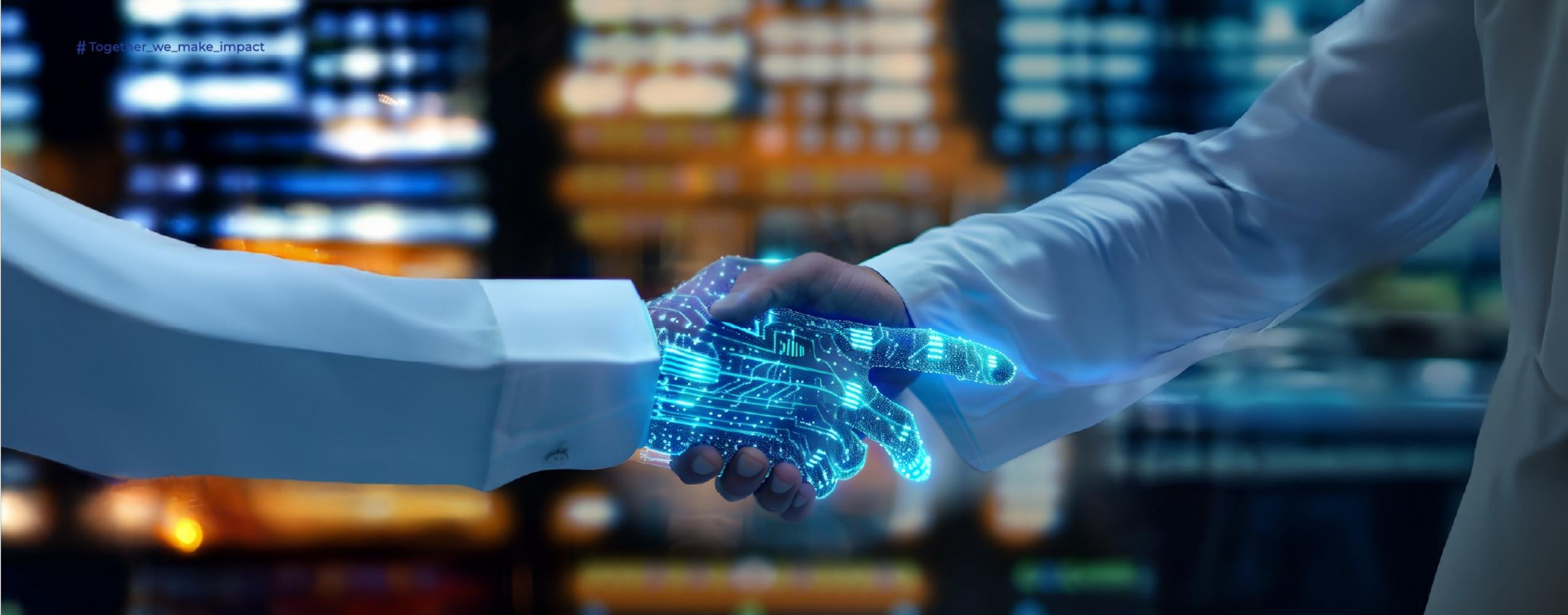


Together_we_make_impact



AI FOR EXECUTIVES



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Artificial Intelligence for Executives (AIE)

Dive into the future of finance with our cutting-edge Artificial Intelligence in Finance program, designed specifically for today's financial leaders. This immersive training experience will equip you with the knowledge and tools to harness AI technology, transforming your approach to financial strategies, risk management, and customer service.

Learn from industry experts how AI is reshaping the financial sector, from predictive analytics to automated customer interactions, and how you can lead this change within your organization. Whether you're looking to innovate your services, enhance decision-making processes, or drive a culture of digital transformation, our program offers a comprehensive roadmap to mastering AI in finance. With hands-on exercises, real-world case studies, and strategic planning workshops, you'll emerge ready to tackle the challenges and opportunities of AI integration. Perfect for finance professionals seeking to stay ahead in a rapidly evolving industry, this program will not only expand your skill set but also position you as a leader in the digital finance revolution. Join us to unlock the full potential of AI in your financial practices, setting new standards for excellence and innovation in your field.

Target Competencies

- Strategy Formulation
- Business Management
- Leading Change
- Decision Making
- Customer Focus
- Digital Transformation
- Risk Management
- Tech Savviness

Target Audience

Mid-to-senior financial sector executives in Saudi Arabia, particularly those who

- Operate across all job families in the financial sector (banking, insurance, investment, etc.)
- Are responsible for strategy, innovation, digital transformation, customer experience, or risk
- Need to understand, lead, and integrate AI solutions into business operations
- Are not necessarily technical, but are accountable for AI-driven change within their organizations

This includes roles such as:

- Heads of Risk / Compliance
- Strategy and Innovation Directors
- CIOs / CTOs / Heads of Transformation
- Customer Experience and Product Leads
- Division Heads in Banks, Insurers, and Regulators

Learning Outcomes

- Understand the core concepts, terminologies of AI, and its impact on the financial sector.
- Learn how AI insights can inform strategic decisions in real-world financial settings, thereby enhancing their decision-making processes.
- Design an AI-based solution for a given risk management scenario, so that he can assess and manage financial risks using AI technologies.
- Identify potential AI implementation challenges within organization and develop a strategic plan to address these challenges, which enhances problem-solving and critical thinking skills.
- Create a comprehensive plan for encouraging AI adoption within teams or organizations, including strategies to overcome resistance and build staff capabilities.
- Design a prototype AI-powered customer service solution, such as a chatbot, demonstrating the ability to apply AI for improving customer service and personalization.
- Develop and present a step-by-step AI integration plan tailored to their organization's needs, incorporating lessons learned from all modules. This plan should also include considerations for future AI innovations and ethical implications.



9,982 SAR



06 July 2025

Trainers

Dr. Jay Van Zyl

Title: Founder of ecosystem.Ai | Adjunct Faculty at Henley Business School and California State University | Innovation and AI Strategist

DAY ONE

9:00 AM – 3:00PM

- Overview of AI and its impact on the financial sector
- Key concepts and terminologies in AI
- Real-world applications
- Exercise: AI impact assessment
- Role of AI in transforming Leadership Roles
- Strategic decision making with AI insights
- Case Studies: AI in top financial Institutions
- Exercise: Case study analysis
- Hands-on group activity: Identifying potential ai applications
- Discussion: Overcoming implementation challenges
- Exercise: AI integration plan development

DAY TWO

9:00 AM – 3:00PM

- Strategies for encouraging AI adoption
 - Overcoming resistance and building staff capability
 - Case Study: Cultural transformation for AI integration
 - Exercise: Role-playing AI adoption scenarios
- Data management, privacy, and security in AI
- Addressing skills gap and ethical challenges
 - Best practices for AI implementation
 - Exercise: Ethical dilemma discussion
 - AI-powered chatbots and personalization techniques
 - Enhancing customer services with AI
 - Case Studies: Successful AI customer service models
 - Exercise: Designing an AI customer service chatbot
 - Developing an effective AI strategy
 - Step-by-step plan for AI implementation
 - Group Discussion: Sharing implementation plans
 - Exercise: Group AI project presentation

DAY THREE

9:00 AM – 3:00PM

- Deep Dive into Machine Learning and Predictive Analytics
- AI-Driven Financial Advising and Asset Management
- Emerging Technologies in AI and Finance
- Exercise: Predictive Analytics for Market Trends
- Global Financial dynamics and AI's role
- AI in International trade and investments
- Interactive Discussion: Global AI trends
- Exercise: Global financial AI research
- Upcoming innovations and disruptions in AI
- AI's potential impact on the financial sector
- Group Brainstorming: Future AI opportunities
- Exercise: Envisioning future AI innovations
- Critical Questions
- Open Discussions
- Reflections

Classroom Sessions

Discussion Groups \ Activity

Time

Break/Meal

About the Financial Academy

Excellent Work Groups

Training at the Financial Academy gives you the opportunity to join and interact with carefully-selected groups of peers, who work at different organizations and job levels. This pool of diverse perspectives will enrich your learning experience and expand your professional network within the financial sector.



An Optimal, Have-It-All Learning Environment

The Academy's facilities offer a unique learning environment, featuring high-quality training rooms equipped with cutting-edge technologies, spacious shared lounge areas, latest technology, dining facilities and a variety of other amenities. Prayer rooms for men and women are available as well.



Easy-to-Reach Offices

The Financial Academy is easily accessible, being directly connected to King Abdullah Financial District (KAFD) Metro Station via a pedestrian bridge. It is alternatively easy to reach using ride-hailing apps or private cars: Once you get to KAFD, head to Building No. 2.07 through Area 2.



At the Heart of KAFD

Being situated at KAFD where most of the financial sector organizations are near, the Financial Academy's location is unique and strategic. Plus, the place is known for being a business and entertainment hub where many cafes and restaurants are located, making the learning experience more thrilling and enjoyable thanks to the exciting surroundings.





Connecting and Learning.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, the Financial Academy (FA) professional training programs and development activities have been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with gurus from around the world, and engaging in programs led by prominent local and international financial industry experts . It's a holistic experience that will enrich and develop your career - and your life.

ADMISSIONS

We admit candidates to specific sessions on a rolling space available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

<https://fa.gov.sa/en?language=en>

FOR A PERSONALIZED CONSULTATION

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