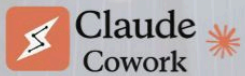




Executive AI

with
Fred Pelard





Become an AI-Savvy Executive in 4 Unique Days

4 practical days

Transform your professional capabilities with our 4 Executive AI days. Each course delivers highly practical skills in GenAI 🧠, Agentic AI 🦄, Embodied AI 🦾 & Artificial General Intelligence (AGI) 🧠

4 days to savvy

For senior professionals in consulting, corporates, and tech. Go from zero expected knowledge to hands-on grasp of GenAI 🧠, Agentic AI 🦄, Embodied AI 🦾 & Artificial General Intelligence (AGI) 🧠

Each day = 8 hours live + 8 hours of homework

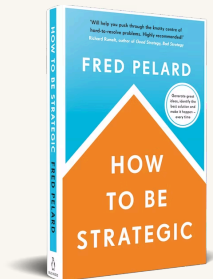
Live & Remote via Teams + VOD recording + Prompt Library + Homework (8 hours post-training)

£995 per day

Fred Pelard

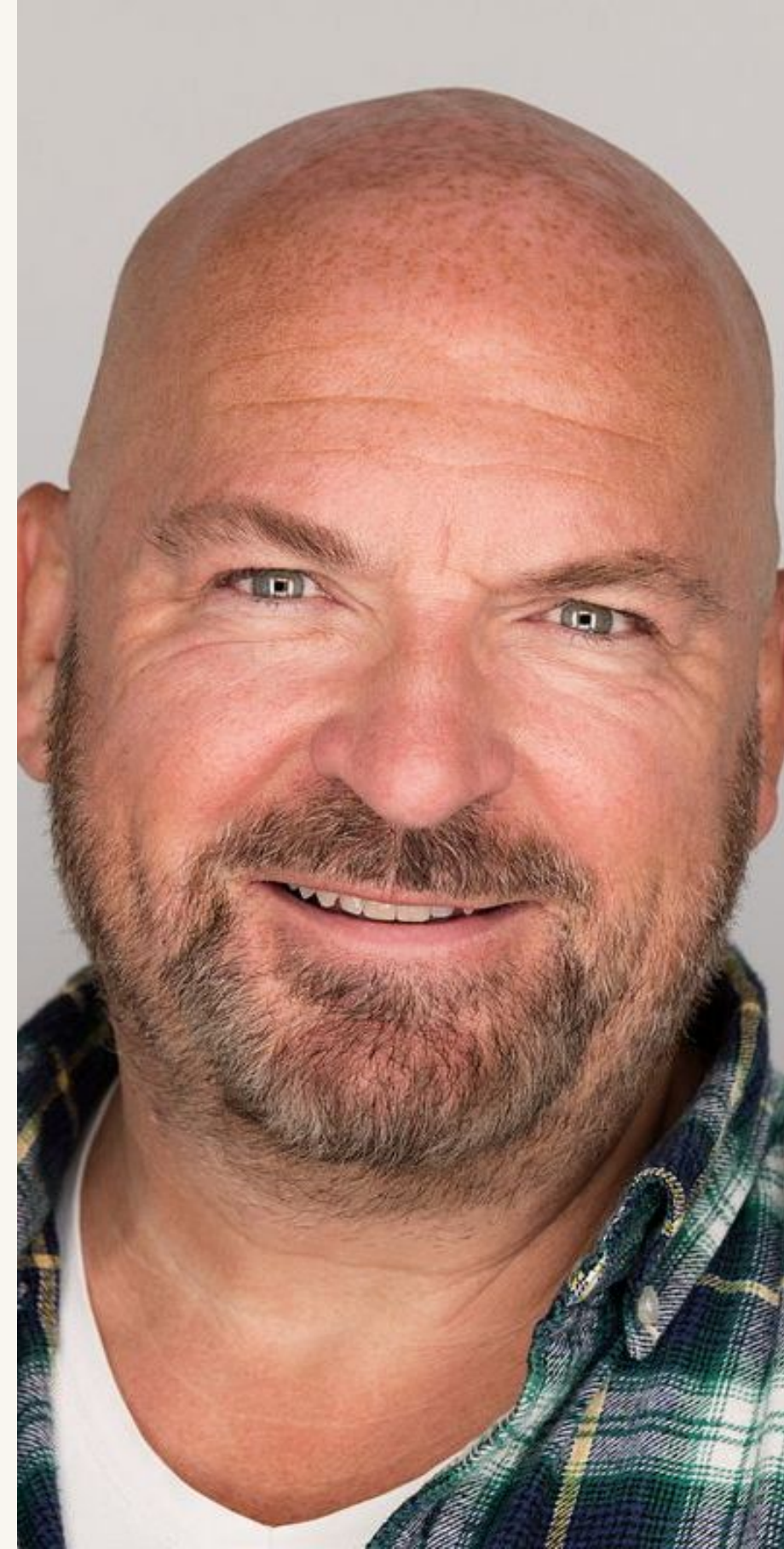
Strategic Thinking

- 25+ years a strategist
- 20+ years a trainer
- 700+ training sessions on strategic thinking delivered since 2006
- Author of best-seller "How to Be Strategic" (Penguin, 2020)



+ Executive AI

- Rocket scientist by training (inc. statistics & 20th century AI versions)
- AI obsessed since 2017
- Founder of AI startup HappyBunny.ai in 2021
- Resident at Station F (world's biggest tech startup incubator)
- 60+ training modules on GenAI 🧠, Agentic AI 🦾, Embodied AI 🤖 & AGI 🌐 delivered since 2023



"Master GenAI" Day

Overview

1. Genesis — *Discover Executive AI*

2. Hypothesis — *Think with LLMs*

3. GenAI Exercises — *Discover & Think*

4. Analysis — *Research like a Machine*

5. Synthesis — *Persuade with Gen AI*

6. GenAI Exercises — *Research & Persuade*

Details

AI-101

Fred Polard

Executive AI 101 "Master GenAI"

Target Audience: Everyone in the company who has to solve complex problems using GenAI (from junior specialists, to middle managers, to board directors)

Duration & Content: 1 intense day (4 lectures, 12 nano exercises)
Delegates progress from novice to proficient in GenAI

Key Benefits: Master GenAI for executive functions
Understand the business impact of the GenAI revolution

- Discover Executive AI:** beginner-friendly module to help professionals overcome hesitation, gain confidence using ChatGPT and 3 other LLMs for work tasks, and understand AI's limitations. Ideal for those new to hands-on GenAI due to scepticism or lack of time. No prior experience required - just a willingness to get started and build practical AI fluency. For everyone else, we also cover at speed 40+ essential tools for Executive AI work (wrappers, agents, etc).
- Think with LLMs:** practically shows how to use LLMs to enhance strategic decision-making, including prompt engineering best practices (3 Hops, RoCoTaFo, etc), using structured frameworks (Pyramid, Happy Line, etc) and recognising LLMs' thinking blind spots (Propelling Questions, etc). Participants learn to move beyond basic queries to sophisticated multi-step reasoning that dramatically improves output quality and reliability.

Discover Executive AI

Think with LLMs

GenAI Exercises (Discover & Think)

Research like a Machine

Persuade with GenAI

GenAI Exercises (Research & Persuade)

- GenAI Exercises (Discover & Think):** 6 exercises interspersed through the morning. Practising structured prompting, crowd-sourcing, triple hopping, LLM voice mode, image generation, and prompting your own prompts!
- GenAI Exercises (Research & Persuade):** 6 exercises weaved through the afternoon. Practising multi-variable prompting, dynamic prompting, LLM output verification, LLM results validation, storytelling, and multi-modal slides making.

- Research like a Machine:** uses AI to execute landscape analysis for strategy formulation. Demonstrates how to implement end-to-end research workflows, multi-modal models, verification tactics, etc, to aid decision-makers in developing robust, data-driven strategies. Covers the critical skill of cross-referencing multiple AI sources to eliminate hallucinations and ensure accuracy.
- Persuade with GenAI:** explores modern versions of multi-sensory storytelling with multiple frontier GenAI tools (or the in-house variants approved by the company). Image & video generation with Kling and Veo, avatars with HeyGen, data-viz best practices with Genspark, etc. Shows how to create compelling, professional presentations that capture attention and drive action.

Works best for 10 to 30 participants. Zero prerequisite knowledge required. Delegates progress from novice to GenAI proficiency in a day. Primary chatbot(s) aligned to client preference (e.g. ChatGPT, Claude, Copilot, Gemini, mix, etc).



fredpolard.com +44 7710 488 845 fred.polard@me.com
Instigate Polard LLP, 16 McGregor Road, London W11 1DE

8

Logistics



3 February
2027



Live, via
Teams



9am-5pm UK
= 10am-6pm
CE

Attend

"Harness Agentic AI" Day



Details

Overview

Logistics

AI-201

Fred Polard

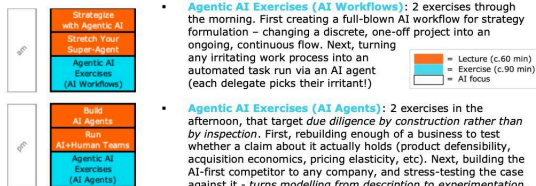
Executive AI 201 "Harness Agentic AI"

Target Audience: Strategic thinkers who want to build AI agents (strategists, executives, owners, consultants, PMs, etc., who've completed AI-101 or have good GenAI proficiency)

Duration & Content: 1 intense day (4 lectures, 4 hands-on exercises)
Participants build actual agents using broad, freely accessible tools

Key Benefits: Build AI agents that amplify strategic thinking (not just automate tasks)
AI Agent-building for strategists (GenAI mastery skills required)

- **Strategize with Agentic AI:** introduces the step change in capabilities that Agentic AI represents. Discusses integrating AI agents into strategic planning workflows. We focus on AI's role in data analysis, trend prediction, decision support, and scenario planning, demonstrating how Agentic AI tools can enhance strategic decision-making, improve foresight, and foster innovative approaches in corporate and competitive strategy development.
- **Stretch Your Super-Agent:** covers the full surface of the frontier super-agent your firm uses (Claude / Cowork or ChatGPT Work): Skills turn a repeatable judgement into a reusable instruction set; Connectors bring live company data in directly; Plugins bundle skills, connectors & sub-agents into one package for the whole organisation. Also covers projects, memory, and scheduled & remotely triggered work, so that analysis runs overnight and lands before the morning meeting.



- **Build AI Agents:** the same discipline applied outside the walls of your main licence. Designs AI agents for research & analysis automation across the other most common enterprise platforms (Microsoft Copilot Studio, Gemini Enterprise, etc) and the broad-capability agents (Grok, Manus, Genspark, etc), combined with the best orchestrators (Make, n8n, etc) and hyper-specialist tools (MotherDuck, Hex, etc). No single provider is best at everything, so the output is a deliberate division of labour across providers, with quality control and verification protocols built in.
- **Run AI+Human Teams:** trains leaders to treat LLMs as team members, design hybrid workflows, and supervise AI output through quality-controlled systems. Covers the governance layer over everything built during the day: anything published to the organisation goes live for every user at once, so criteria ownership and edit review need an owner. Also addresses cultural resistance, and scaling adoption without losing human judgement.

Works best for 10 to 30 participants. Delegates reach advanced Agentic AI skills in a day. Primary super-agent aligned to client preference (mostly Claude / Cowork or ChatGPT Work - with Gemini or Kimi available too). GenAI mastery skills required



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7. Thesis — *Strategize with Agentic AI*

8. Productis — *Stretch Your Super-Agent*

9. Agentic AI Exercises — *AI Workflows*

10. Creatis — *Build AI Agents*

11. Prosthesis — *Run AI+Human Teams*

12. Agentic AI Exercises — *AI Agents*



10 February
2027



Live, via
Teams



9am-5pm UK
= 10am-6pm
CE

Attend

"Deploy Embodied AI" Day

Overview

13. Materis — *The Embodied AI Breakthrough*

14. Architectonis — *The 5-Layer Embodied AI Stack*

15. Embodied AI Exercises — *World Models & Stack Mapping*

16. Praxis — *Embodied AI in the Wild*

17. Polemis — *Geopolitics & Strategy of Embodied AI*

18. Embodied AI Exercises — *Live Signal Agent*

Details

AI-301

Fred Polard

Executive AI 301 "Deploy Embodied AI"

Target Audience: Strategic leaders, entrepreneurs, and innovators who want to understand the next frontier: AI moving from the screen into the physical world

Duration & Content: 1 intense day (4 lectures, 4 hands-on exercises)
Participants create an Embodied AI strategy and deploy an embodied agent

Key Benefits:
Understand the Embodied AI revolution and navigate the 5-layer stack
Deploy an Embodied AI strategy for your company before your competitors do

- The Embodied AI Breakthrough:** AI's cognitive capabilities are collapsing the R&D cycle for robotics from months to days. World Models - named "star of GTC" by every major lab - give machines the ability to predict and reason about physical reality. From wearable technology already on your body (Oura Ring, Apple Watch Ultra, Meta Ray-Bans) to Full Self-Driving as the original proof of concept at scale - Embodied AI is already here. The bottleneck was always human cognitive labour; AI can now massively parallelise all of that.
- The 5-Layer Embodied AI Stack:** Embodied AI is not one race - it's a 5-layer stack: Brains (models → SF), Bodies (hardware → Shenzhen), Movement (control → Boston), Usefulness (industry → Munich), Acceptance (human interaction → Tokyo). We examine each layer through case studies: bionic manipulators (ORCA's 3D-printable hands with 83 tactile sensors per fingertip), drones as the perfect 5-layer teaching example, and "follow me" robots as the ultimate Acceptance challenge. The key insight: most startups fail by trying to win multiple layers at once.

The Embodied AI Breakthrough

The 5-Layer Embodied AI Stack

Embodied AI Exercises (Strategy)

Embodied AI in the Wild

Your Geopolitics of Embodied AI

Embodied AI Exercises (Deployment)

- Embodied AI Exercises (Strategy):** 2 exercises through the morning. First, using AI agents to map the Embodied AI players relevant to your industry across the 5-layer stack - identifying who is winning which layer, where the white spaces are. Next, picking one layer and designing a venture that wins by mastering it, pressure-tested in a live group debrief.
- Embodied AI Exercises (Deployment):** 2 exercises in the afternoon. First, scenario planning for a world where humanoid robots rent for \$50/day - what happens to your business model, your workforce, your competitive landscape? Build three scenarios and identify early signals. Next, building an AI agent that monitors Embodied AI breakthroughs and competitor moves in real time. Deploy it before you leave the room.
- Embodied AI in the Wild:** real deployments reshaping the full spectrum of industries: robots in factories (Reflex Robotics - wheels beat legs for 95% of warehouse tasks at 5% of the cost), robots in restaurants (Flippy the burger flipper, Bear Robotics' Servi waiter, Nala Robotics' AI chef), and robots in homes. Plus: olfactory AI detecting spoiled food, gas leaks, and disease biomarkers. And 3D food delivery - from Starship ground robots (10m+ grocery deliveries) to Wing drones. China's robot rental market: prices fell 80% in twelve months.
- Your Geopolitics of Embodied AI:** Embodied AI is being deployed in the most consequential arenas first. Ukraine's drone escalation from \$800 consumer Mavics to fleet-killing autonomous sea drones in 36 months. The Phantom MK-1: first combat humanoid at the front line. Anduril's \$20B US Army contract. China's coordinated, stack-wide Embodied AI strategy vs. the West's emergent approach (and recent US ban on foreign humanoids). Four corporate strategic postures: Deploy, Partner, Defend, Regulate - and a 90-day roadmap to start.

Works best for 10 to 20 participants who are comfortable building and running AI agents. Embodied AI is moving so fast that course content is refreshed every 6-12 weeks. Can be delivered in partnership with hardware and robotics specialists on request. Delivered in-person or virtually.

fredpolard.com +44 7710 488 845 fred.polard@me.com
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10

Logistics



17 February
2027



Live, via
Teams



9am-5pm UK
= 10am-6pm
CE

Attend

"Exploit AGI" Day

Details

Overview

Logistics

AI-401

Fred Pelard

Executive AI 401 "Exploit AGI"

Target Audience: C-suite executives, board directors, and senior strategists who need to prepare their organisations for a world where AI exceeds human-level cognition

Duration & Content: 1 intense day (4 lectures, 4 hands-on exercises). Participants stress-test their business model, workforce strategy, and competitive positioning against AGI-era scenarios, with abundant superintelligence

Key Benefits: Understand the trajectory to AGI, and its impact on your business. Exploit the AGI opportunity - before the window of competitive advantage closes

- **The Race to AGI:** maps the 5 rungs from today's GenAI to full AGI, and shows where the frontier labs are at. Explains the 3 breakthroughs still required: persistent memory, reasoning under uncertainty, and multi-modal world models. Opens up the 4 dimensions of the frontier-AI race: \$1T+ capex, the compute chessboard, the talent war, and sovereign AI. Maps the evolving balance between US, China & Europe - and plots who is winning where. Introduces the "AGI Clock" - a live estimate of how close we are, updated continuously & shared monthly after the course.
- **The Economics of Near-Free Cognition:** explores what happens to business models, labour markets, and competitive moats when cognitive work approaches zero marginal cost. The cost of an LLM API call has fallen 95%+ in 24 months - and the curve is steepening. Analyses which industries are most exposed (knowledge services, professional advisory, creative production, etc) and which have natural defences (regulated, physical, trust-based, etc). Introduces the "Cognition Surplus" framework for redesigning your value chain around abundant, near-free intelligence.
 - **AGI Exercises (Macro):** 2 exercises through the morning. First, calibrating how close AGI may actually be, and exploring the geopolitical, regulatory, and sovereign-AI risks emerging across the globe. Next, assessing which parts of your industry are most exposed - or defensible - in a world of near-free cognition, collapsing knowledge-work costs, and accelerating AI capability.
 - **AGI Exercises (Micro):** 2 exercises in the afternoon. First, exploring how AGI reshapes your organisation's customer relationships, product strategy, and workforce model in a world where intelligence is no longer scarce. Next, pressure-testing your business against AGI-native competitors backed by AGI-powered investors - and defining the strategic, organisational, and leadership responses required to remain relevant & competitive.
- **Your 4 Shocks of Superintelligence:** every relationship your business has gets shocked & reshaped when AGI sits on the other side of the table. Superintelligent customers (AI agents that transact on buyers' behalf and optimise every decision - potentially ending B2C as we know it), superintelligent competitors (AGI-native firms with 10 humans, infinite cognition, and no legacy), superintelligent employees (productivity gains, agent hierarchies, and the right-sized headcount), and superintelligent investors (capital that has already modelled every scenario for your firm). Introduces a 4-Shocks map for your own business.
- **Your AGI-Ready Strategy:** translates AGI foresight into corporate action. Reframes the "3 Horizons" for the AGI era: Horizon 1 (now-18 months) - maximise current deployment, build data moats, rewrite the cost base; Horizon 2 (18 months-5 years) - redesign for human-AI hybrid operations; Horizon 3 (5 years+) - prepare for a world where cognition is no longer your competitive advantage. Covers workforce size (3 methods of right-sizing) and shape (reskill vs. restructure), AI safety as board-level risk, and the CEO's 90-day AGI plan.

Works best for 10 to 20 participants at C-suite or senior strategy level. Content is refreshed continuously as AGI draws nearer. Delivery can be combined with other AI-X01 courses for a 2- or 3-day "Executive AI + AGI Strategy" intensive.



fredpelard.com +44 7710 488 845 fred.pelard@me.com
Instigate Pelard LLP, 16 McGregor Road, London W11 1DE

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19. Apotheosis — *The Race to AGI*

20. Abundantis — *The Economics of Near-Free Cognition*

21. AGI Exercises — *AGI Clock & Exposure Audit*

22. Hegemonis — *Your 4 Shocks of Superintelligence*

23. Prognosis — *Your AGI-Ready Strategy*

24. AGI Exercises — *3 Horizons & 90-Day Plan*

July
17

24 February
2027



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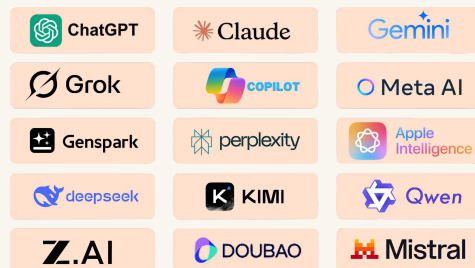


9am-5pm UK
= 10am-6pm
CE

Attend

Discover 60+ Tools of Executive AI

Out-Think Any Room



with 15 Frontier LLMs

Master the big two (ChatGPT, Claude), the ones already on your phone (Gemini, Apple, Copilot), the specialists (Perplexity, Grok, Genspark) and the Chinese you can access (DeepSeek, Qwen, Kimi), to out-think any room

Dazzle Like A Studio



with 15 Studio Tools

Build the deck (Gamma, Napkin), the images (Nano Banana), the film (ByteDance, Kling), the presenter (HeyGen, Synthesia), the soundtrack (ElevenLabs, Suno) - and let Granola write the notes, to dazzle like a studio

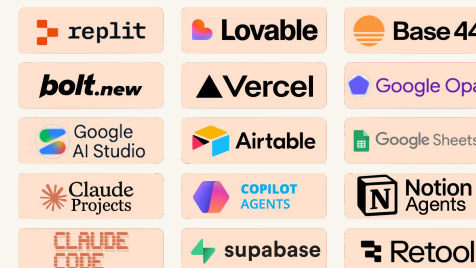
Delegate The Work



with 15 AI Teammates

Hand whole jobs to super-agents (Cowork, ChatGPT Work, Grok Bot, Manus), let browser agents loose (Comet, OpenClaw), wire it together (Make, n8n, MCP), to delegate the work you shouldn't be doing yourself

Ship Your Own Tools



with 15 AI Build Tools

Vibe-code a real app in an afternoon (Replit, Lovable, Base44), build inside the tools you already have (Sheets, Opal, Copilot Agent, Notion), give it memory (Claude Projects), to turn business ideas into working tools

nb: we only use the free tier of every tool that has one (and we flag the six that don't), and we never upload any company data, thus compliant with all your company's AI budgets & policies

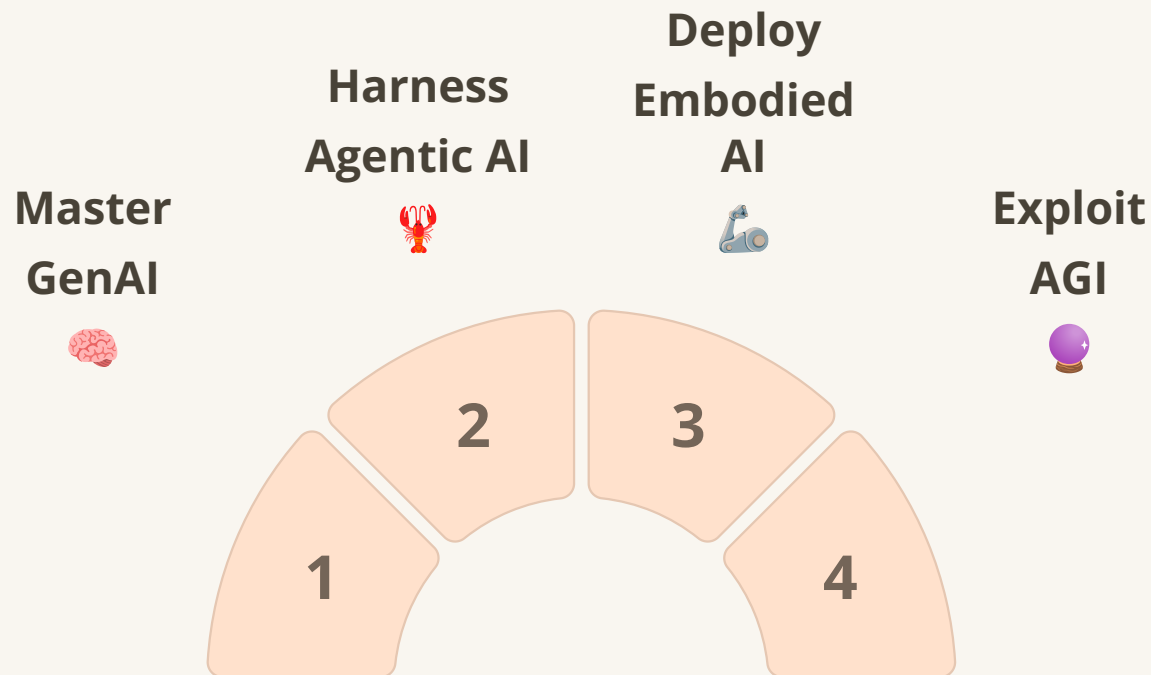
✦+ FREE SELF ASSESSMENT

Where Are Your AI Gaps?

Take the Free 4D Assessment

Not sure which AI-X01 course to take next? Our free 4D questionnaire maps your current AI knowledge across all 4 dimensions & tells you exactly where to focus. Get your personalized learning path in minutes.

Take the Free 4D Assessment →



"Master GenAI" Day

Overview

1. Genesis — *Discover Executive AI*

2. Hypothesis — *Think with LLMs*

3. GenAI Exercises — *Discover & Think*

4. Analysis — *Research like a Machine*

5. Synthesis — *Persuade with Gen AI*

6. GenAI Exercises — *Research & Persuade*

Details

AI-101

Fred Polard

Executive AI 101 "Master GenAI"

Target Audience: Everyone in the company who has to solve complex problems using GenAI (from junior specialists, to middle managers, to board directors)

Duration & Content: 1 intense day (4 lectures, 12 nano exercises)
Delegates progress from novice to proficient in GenAI

Key Benefits: Master GenAI for executive functions
Understand the business impact of the GenAI revolution

- Discover Executive AI:** beginner-friendly module to help professionals overcome hesitation, gain confidence using ChatGPT and 3 other LLMs for work tasks, and understand AI's limitations. Ideal for those new to hands-on GenAI due to scepticism or lack of time. No prior experience required - just a willingness to get started and build practical AI fluency. For everyone else, we also cover at speed 40+ essential tools for Executive AI work (wrappers, agents, etc).
- Think with LLMs:** practically shows how to use LLMs to enhance strategic decision-making, including prompt engineering best practices (3 Hops, RoCoTaFo, etc), using structured frameworks (Pyramid, Happy Line, etc) and recognising LLMs' thinking blind spots (Propelling Questions, etc). Participants learn to move beyond basic queries to sophisticated multi-step reasoning that dramatically improves output quality and reliability.

Discover Executive AI

Think with LLMs

GenAI Exercises (Discover & Think)

Research like a Machine

Persuade with GenAI

GenAI Exercises (Research & Persuade)

- GenAI Exercises (Discover & Think):** 6 exercises interspersed through the morning. Practising structured prompting, crowd-sourcing, triple hopping, LLM voice mode, image generation, and prompting your own prompts!
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8

Logistics



3 February
2027



Live, via
Teams



9am-5pm UK
= 10am-6pm
CE

Attend

1. Genesis — *Discover Executive AI*



Overcome Paralysis

Break through hesitation & finally engage with AI tools.



Build Confidence

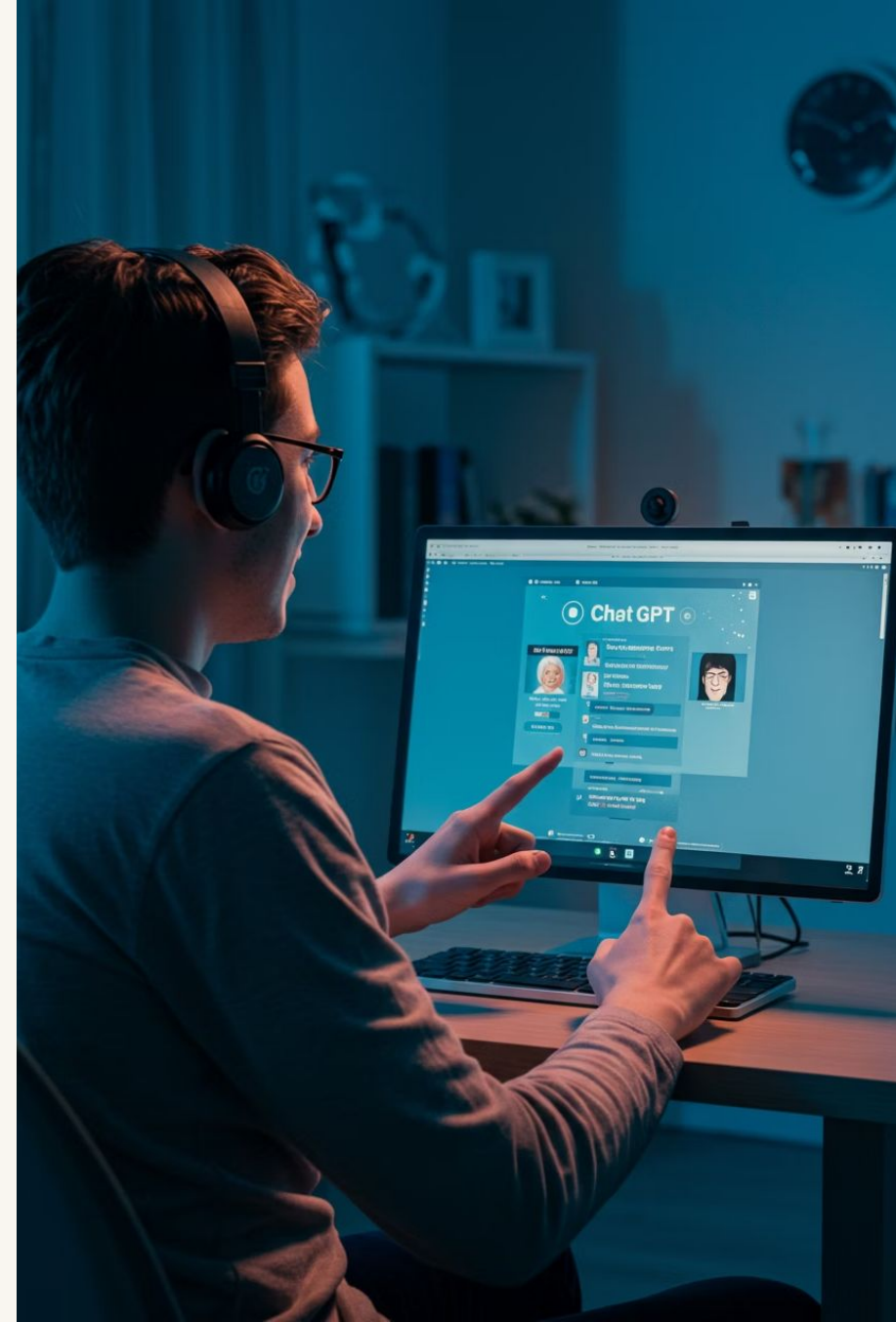
Master ChatGPT, Gemini & Claude for business tasks.



Understand Limitations

Learn when to use AI and when human judgment is better.

Perfect for anyone not fully proficient around GenAI, due to skepticism or time constraints. No prior knowledge needed.



THINK WITH LLMs

2. Hypothesis — *Think with LLMs*

Generate Ideas

Expand your creative range tenfold. Develop new thinking pathways.

Repeat Process

Build feedback loops. Continuously improve your thinking.



Test Assumptions

Challenge your thinking. Uncover blind spots in your reasoning.

Refine Logic

Sharpen insights through iterative improvement. Strengthen arguments.

Designed for strategists & problem-solvers seeking mental leverage and breakthrough thinking.



3. GenAI Exercises — *Discover & Think*

Structured Prompting

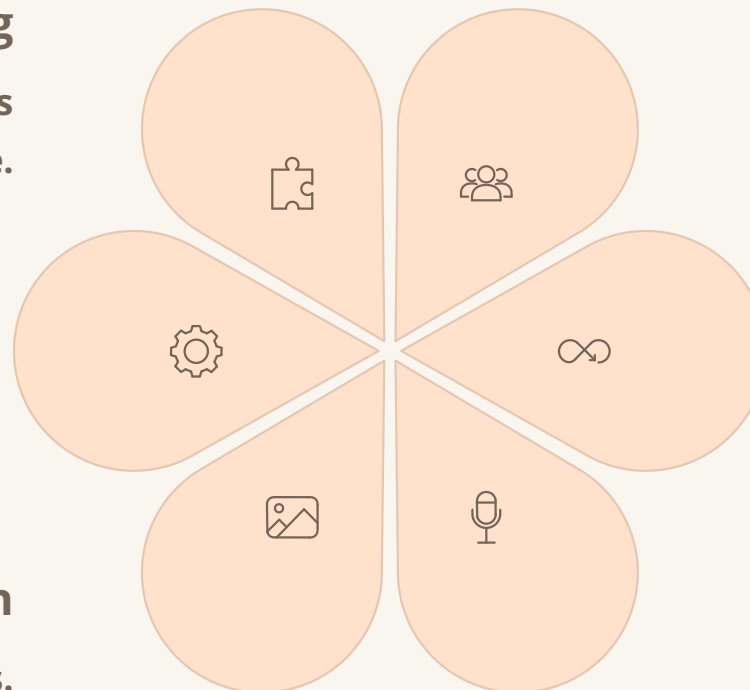
Practice building effective prompts with clear structure.

Prompting Your Prompts

Meta-level prompt optimization.

Image Generation

Create visuals from text descriptions.



Crowdsourcing

Leverage collective intelligence through multiple LLMs.

Triple Hopping

Navigate complex information chains.

LLM Voice Mode

Interact naturally with AI assistants.

Designed for hands-on learners who master by doing, not just watching.

4. Analysis — *Research like a Machine*

Delegate Research

Manage AI like a junior analyst.
Assign research tasks efficiently.

Boost Output

Reduce research time by 80%.
Maintain high standards while working faster.

Verify Results

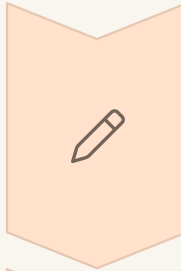
Implement quality control workflows. Spot and correct hallucinations.

Ideal for analysts & strategists who need rigorous, rapid information gathering & processing.





5. Synthesis — *Persuade with Gen AI*



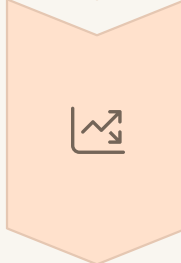
Build Arguments

Create crisp, compelling narratives with Copilot, DeepSeek & Grok



Add Visuals

Enhance storytelling with Kling, Nano Banana & HeyGen.



Structure Content

Polish & deliver high-impact presentations with Napkin, Kimi & Gamma.

Perfect for professionals crafting board packs and executive briefings who need to communicate complex ideas effectively.



6. GenAI-Exercises — *Research & Persuade*



Multi-Variable Prompting

Handle complex, multi-faceted queries.



Dynamic Prompting

Adapt prompts based on context.



LLM Output Verification

Ensure accuracy and reliability.



LLM Results Validation

Cross-check AI-generated insights.



Storytelling

Craft compelling narratives with AI.



Multi-Modal Slides Making

Create presentations combining text and visuals.

Achieve GenAI mastery through direct action & engagement.

"Harness Agentic AI" Day



Details

Overview

Logistics

AI-201

Fred Polard

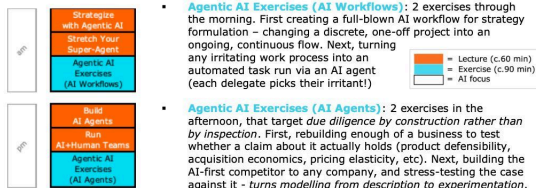
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9

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8. Productis — *Stretch Your Super-Agent*

9. Agentic AI Exercises — *AI Workflows*

10. Creatis — *Build AI Agents*

11. Prosthesis — *Run AI+Human Teams*

12. Agentic AI Exercises — *AI Agents*



10 February
2027



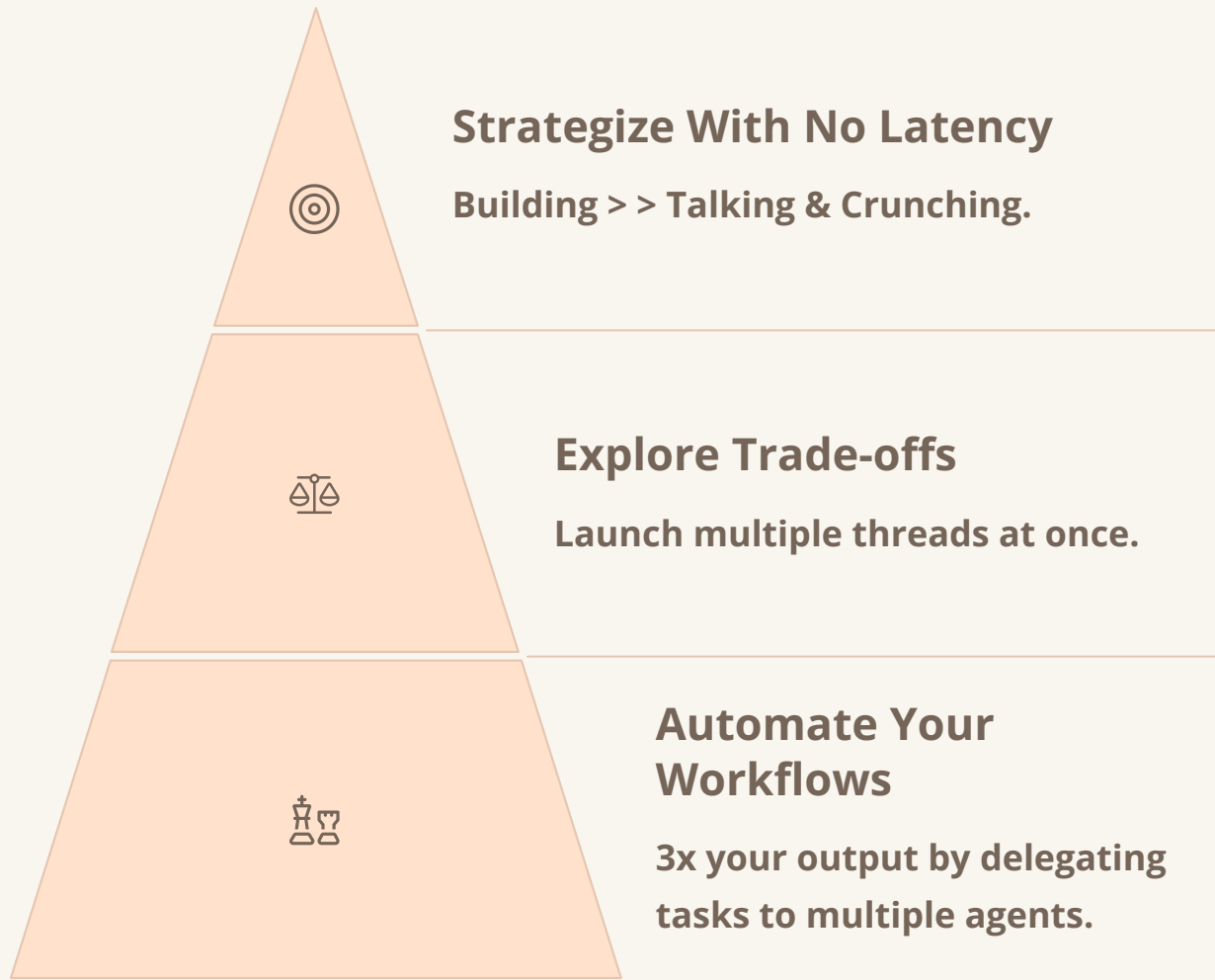
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Attend

7. Thesis — *Strategize with Agentic AI*



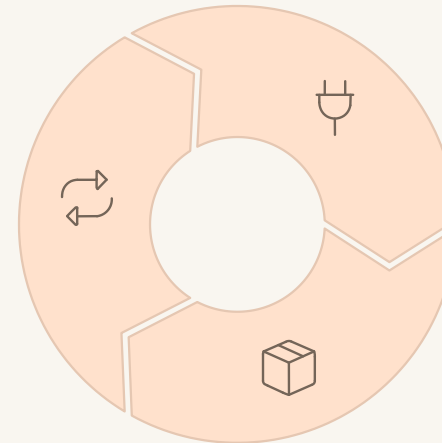
Designed for leaders under pressure to deliver more with less..



8. Productis — *Stretch Your Super-Agent*

Skills

Turn a repeatable judgement into a reusable instruction set for your super-agent (Claude / Cowork or ChatGPT Work)



Connectors

Bring live external data in directly - files, mail, sheets & tools via Connectors and MCP.

Plugins

Bundle skills, connectors, slash commands & sub-agents into a single package for the whole organisation.

Plus projects, memory, sub-agents, and scheduled & remotely triggered work - analysis runs overnight and lands before the morning meeting.



9. Agentic AI Exercises — *AI Workflows*



Strategy Workflow Transformation

Create a full-blown AI workflow for strategy formulation.

- Transform discrete, one-off projects into ongoing, continuous flows.
- Learn to design sustainable AI-powered strategic processes.



Automate Your Irritant

Turn any irritating work process into an automated task.

- Turn it into a Claude Skill, then schedule it to run without you.
- Each delegate picks their own irritant to solve!

Experience the magic of Agentic AI eating away your to-do list

10. Creatis - *Build AI Agents*

Smart Orchestration

Design reliable, quality-controlled end-to-end AI pipelines, powered by super-agents other than your main one (Gemini Enterprise, Manus, Genspark).

Creative Pipelines

Generate presentations, reports, video & voice at scale with GenAI stars (Gamma, ElevenLabs, HeyGen, Replit, Base44).

Hyper-Specialist Tools

Integrate hyper-specialists (HEX, MotherDuck, n8n, Make) to achieve autonomous productivity improvements at enterprise scale.

No single provider is best at everything - so we roam beyond your main licence to weave a deliberate division of labour across providers





11. Prosthesis — *Run AI+Human Teams*

AI as Team Members

Treat LLMs as full-time employees. Learn to task and supervise them effectively.

Integrate AI outputs with human work. Create seamless workflows between both.

Workflow Design

Combine AI speed with human judgment. Build processes that leverage each strength.

Implement quality control checkpoints. Ensure AI outputs meet your standards.

Team Balance

Address human concerns about AI. Foster collaboration rather than competition.

Develop new management skills. Learn when to delegate to humans versus AI.

For team leaders building hybrid teams and strategists integrating Gen AI & Agentic AI capabilities into organisations.



12. Agentic AI Exercises — *AI Agents*



Rebuild the Business

- Due diligence by construction, rather than by inspection.
- Rebuild enough of a business to test whether a claim about it actually holds - product defensibility, acquisition economics, pricing elasticity, etc.



Build the AI-First Competitor

- Build the AI-first competitor to any company, and stress-test the case against it.
- Each delegate picks their own target!

Turns modelling from description to experimentation

"Deploy Embodied AI" Day

Overview

13. Materis — *The Embodied AI Breakthrough*

14. Architectonis — *The 5-Layer Embodied AI Stack*

15. Embodied AI Exercises — *World Models & Stack Mapping*

16. Praxis — *Embodied AI in the Wild*

17. Polemis — *Geopolitics & Strategy of Embodied AI*

18. Embodied AI Exercises — *Live Signal Agent*

Details

AI-301

Fred Polard

Executive AI 301 "Deploy Embodied AI"

Target Audience: Strategic leaders, entrepreneurs, and innovators who want to understand the next frontier: AI moving from the screen into the physical world

Duration & Content: 1 intense day (4 lectures, 4 hands-on exercises)
Participants create an Embodied AI strategy and deploy an embodied agent

Key Benefits: Understand the Embodied AI revolution and navigate the 5-layer stack
Deploy an Embodied AI strategy for your company before your competitors do

- The Embodied AI Breakthrough:** AI's cognitive capabilities are collapsing the R&D cycle for robotics from months to days. World Models - named "star of GTC" by every major lab - give machines the ability to predict and reason about physical reality. From wearable technology already on your body (Oura Ring, Apple Watch Ultra, Meta Ray-Bans) to Full Self-Driving as the original proof of concept at scale - Embodied AI is already here. The bottleneck was always human cognitive labour; AI can now massively parallelise all of that.
- The 5-Layer Embodied AI Stack:** Embodied AI is not one race - it's a 5-layer stack: Brains (models → SF), Bodies (hardware → Shenzhen), Movement (control → Boston), Usefulness (Industry → Munich), Acceptance (human interaction → Tokyo). We examine each layer through case studies: bionic manipulators (ORCA's 3D-printable hands with 83 tactile sensors per fingertip), drones as the perfect 5-layer teaching example, and "follow me" robots as the ultimate Acceptance challenge. The key insight: most startups fail by trying to win multiple layers at once.

The Embodied AI Breakthrough

The 5-Layer Embodied AI Stack

Embodied AI Exercises (Strategy)

Embodied AI in the Wild

Your Geopolitics of Embodied AI

Embodied AI Exercises (Deployment)

- Embodied AI Exercises (Strategy):** 2 exercises through the morning. First, using AI agents to map the Embodied AI players relevant to your industry across the 5-layer stack - identifying who is winning which layer, where the white spaces are. Next, picking one layer and designing a venture that wins by mastering it, pressure-tested in a live group debrief.
- Embodied AI Exercises (Deployment):** 2 exercises in the afternoon. First, scenario planning for a world where humanoid robots rent for \$50/day - what happens to your business model, your workforce, your competitive landscape? Build three scenarios and identify early signals. Next, building an AI agent that monitors Embodied AI breakthroughs and competitor moves in real time. Deploy it before you leave the room.

- Embodied AI in the Wild:** real deployments reshaping the full spectrum of industries: robots in factories (Reflex Robotics - wheels beat legs for 95% of warehouse tasks at 5% of the cost), robots in restaurants (Flippy the burger flipper, Bear Robotics' Servi waiter, Nala Robotics' AI chef), and robots in homes. Plus: olfactory AI detecting spoiled food, gas leaks, and disease biomarkers. And 3D food delivery - from Starship ground robots (10m+ grocery deliveries) to Wing drones. China's robot rental market: prices fell 80% in twelve months.
- Your Geopolitics of Embodied AI:** Embodied AI is being deployed in the most consequential arenas first. Ukraine's drone escalation from \$800 consumer Mavics to fleet-killing autonomous sea drones in 36 months. The Phantom MK-1: first combat humanoid at the front line. Anduril's \$20B US Army contract. China's coordinated, stack-wide Embodied AI strategy vs. the West's emergent approach (and recent US ban on foreign humanoids). Four corporate strategic postures: Deploy, Partner, Defend, Regulate - and a 90-day roadmap to start.

Works best for 10 to 20 participants who are comfortable building and running AI agents. Embodied AI is moving so fast that course content is refreshed every 6-12 weeks. Can be delivered in partnership with hardware and robotics specialists on request. Delivered in-person or virtually.

fredpolard.com +44 7710 488 845 fred.pelard@me.com
Instigate Pelard LLP, 16 McGregor Road, London W11 1DE



10

Logistics



**17 February
2027**



**Live, via
Teams**

*(or in-person
on request,
with
hardware
partners)*



**9am-5pm UK
= 10am-6pm
CE**

Attend

13. Materis — *The Embodied AI Breakthrough*



Collapsing R&D Cycles

World Models turn months of robotics iteration into days. The cognitive bottleneck is gone.



Already On Your Wrist

Oura, Meta Ray-Bans, Apple Watch Ultra, FSD — Embodied AI is already shipping at scale.



Cognition Eats Atoms

AI now parallelises the human thinking that used to gate every physical system.

Perfect for leaders who suspect robotics is "still 10 years away" — and want to see why that thesis just broke.



14. Architectonis — *The 5-Layer Embodied AI Stack*



Brains — San Francisco

Foundation + World Models. Where cognition is trained.

Bodies — Shenzhen

Actuators, sensors, 3D-printable hands. Where hardware is made.

Movement — Boston

Locomotion and control. Where robots learn to walk, roll and grip.

Usefulness — Munich

Industrial deployment. Where robots earn their keep.

Acceptance — Tokyo

Human-robot interaction. Where robots become welcome.

Designed for strategists who need to pick which layer to play in — and which to buy from. Most startups die trying to win more than one.



15. Embodied AI Exercises — *World Models & Stack Mapping*



World Model Playground

Run a live World Model in-browser. Prompt it with a physical scene and watch it predict what happens next.

- Build intuition for what "reasoning about reality" actually means.
- Spot where World Models still fail — and why that matters for your roadmap.



Map Your Stack Exposure

Pick a real product or workflow from your business and plot it across the 5-layer stack.

- Identify which layers you depend on, which you own, and which are at risk.
- Leave with a one-page Embodied AI exposure map for your exec team.

Feel Embodied AI in your fingers before deciding what to do about it.

16. Praxis — *Embodied AI in the Wild*



Factories & Warehouses

Reflex Robotics: wheels beat legs for 95% of warehouse work at one-third the cost.



Restaurants & Homes

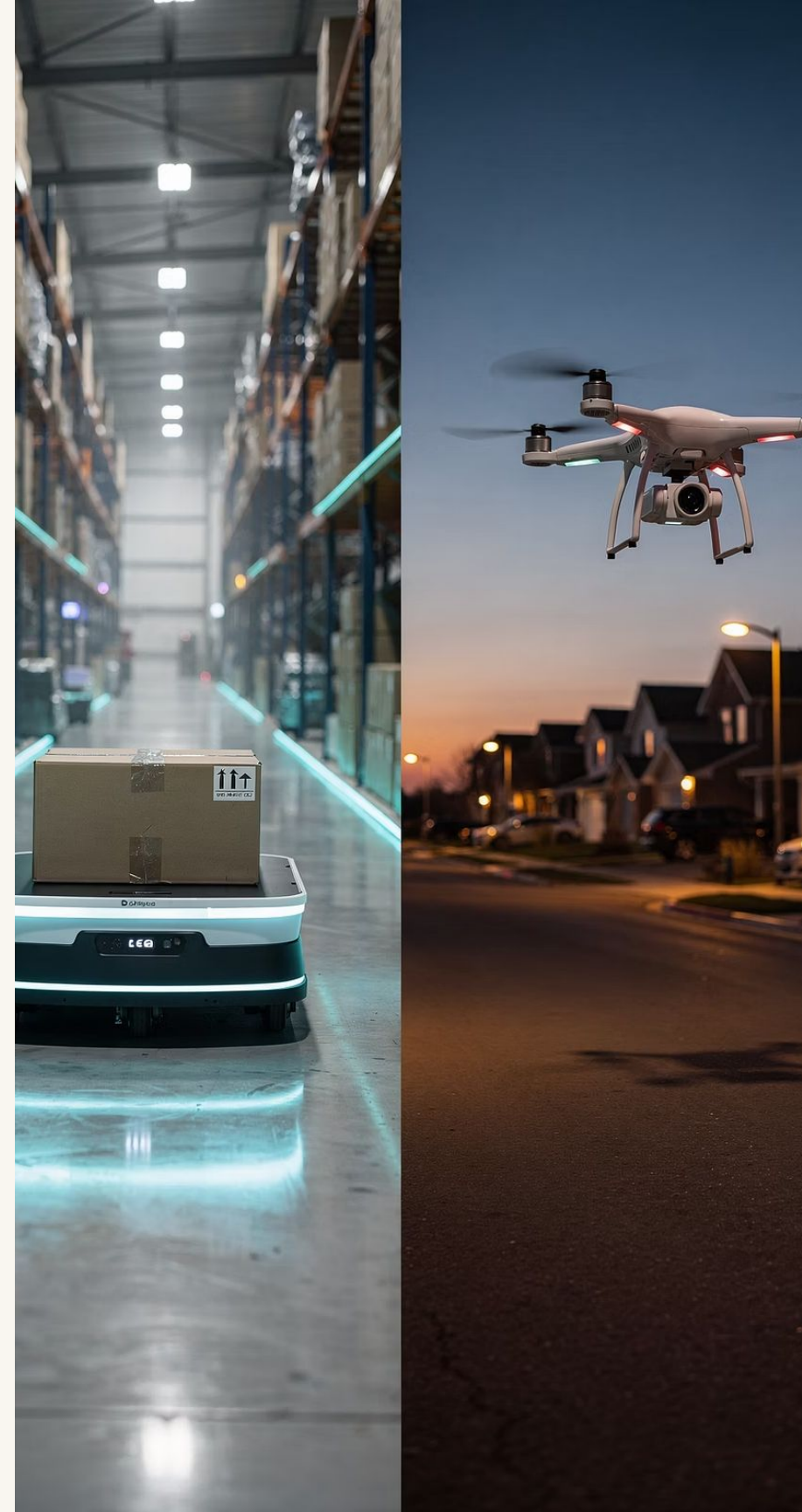
Flippy, Servi, Nala's AI chef, olfactory AI for spoilage & gas leaks. China's robot-rental prices fell 80% in 12 months.



Last-Mile Delivery

Starship ground bots at \$0.25/delivery. Wing drones. 3D delivery is already cheaper than humans on many routes.

Ideal for operators and P&L owners who want to know which Embodied AI bets are already paying back — not in 2030, but this quarter.





17. Polemis — *Geopolitics & Strategy of Embodied AI*

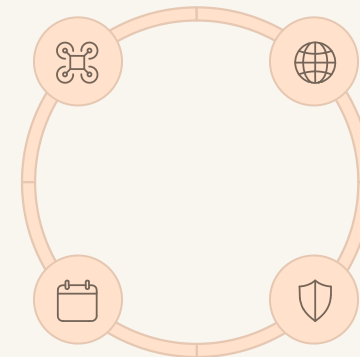
The Ukraine Lesson

From \$800 Mavics to autonomous sea drones in 36 months.

The Phantom MK-1: first humanoid at the front line.

90-Day Roadmap

A concrete checklist to move from "watching" to "acting" on Embodied AI in one quarter.



Stack-Wide vs. Emergent

China's coordinated 5-layer strategy vs. the West's emergent approach. Anduril's \$20B US Army contract.

4 Corporate Postures

Deploy. Partner. Defend. Regulate. Pick yours — before your competitors pick it for you.

Designed for C-suite, strategy and risk leaders who need a defensible Embodied AI posture — not a think-piece.



18. Embodied AI Exercises — *Live Signal Agent*



Build a Live Signal-Monitoring Agent

- Build, from scratch, an agent that watches a chosen Embodied AI frontier (World Models, humanoids, defence drones, wearables...) and reports to you weekly.
- Wires together an RSS / search layer, an LLM analyst, and a delivery channel (email or Slack).
- You leave with the agent already running on your own account.



Your Embodied AI Strategy Canvas

- One-page canvas combining your 5-layer exposure map, chosen corporate posture, and 90-day roadmap.
- Pressure-tested live in the room with peers.
- Board-ready by the end of the day.

Leave with a live agent on your phone and a one-pager for your next exec meeting.

"Exploit AGI" Day

Details

Overview

Logistics

AI-401

Fred Pelard

Executive AI 401 "Exploit AGI"

Target Audience: C-suite executives, board directors, and senior strategists who need to prepare their organisations for a world where AI exceeds human-level cognition

Duration & Content: 1 intense day (4 lectures, 4 hands-on exercises). Participants stress-test their business model, workforce strategy, and competitive positioning against AGI-era scenarios, with abundant superintelligence

Key Benefits: Understand the trajectory to AGI, and its impact on your business. Exploit the AGI opportunity - before the window of competitive advantage closes

- **The Race to AGI:** maps the 5 rungs from today's GenAI to full AGI, and shows where the frontier labs are at. Explains the 3 breakthroughs still required: persistent memory, reasoning under uncertainty, and multi-modal world models. Opens up the 4 dimensions of the frontier-AI race: \$1T+ capex, the compute chessboard, the talent war, and sovereign AI. Maps the evolving balance between US, China & Europe - and plots who is winning where. Introduces the "AGI Clock" - a live estimate of how close we are, updated continuously & shared monthly after the course.
- **The Economics of Near-Free Cognition:** explores what happens to business models, labour markets, and competitive moats when cognitive work approaches zero marginal cost. The cost of an LLM API call has fallen 95%+ in 24 months - and the curve is steepening. Analyses which industries are most exposed (knowledge services, professional advisory, creative production, etc) and which have natural defences (regulated, physical, trust-based, etc). Introduces the "Cognition Surplus" framework for redesigning your value chain around abundant, near-free intelligence.
 - **AGI Exercises (Macro):** 2 exercises through the morning. First, calibrating how close AGI may actually be, and exploring the geopolitical, regulatory, and sovereign-AI risks emerging across the globe. Next, assessing which parts of your industry are most exposed - or defensible - in a world of near-free cognition, collapsing knowledge-work costs, and accelerating AI capability.
 - **AGI Exercises (Micro):** 2 exercises in the afternoon. First, exploring how AGI reshapes your organisation's customer relationships, product strategy, and workforce model in a world where intelligence is no longer scarce. Next, pressure-testing your business against AGI-native competitors backed by AGI-powered investors - and defining the strategic, organisational, and leadership responses required to remain relevant & competitive.
- **Your 4 Shocks of Superintelligence:** every relationship your business has gets shocked & reshaped when AGI sits on the other side of the table. Superintelligent customers (AI agents that transact on buyers' behalf and optimise every decision - potentially ending B2C as we know it), superintelligent competitors (AGI-native firms with 10 humans, infinite cognition, and no legacy), superintelligent employees (productivity gains, agent hierarchies, and the right-sized headcount), and superintelligent investors (capital that has already modelled every scenario for your firm). Introduces a 4-Shocks map for your own business.
- **Your AGI-Ready Strategy:** translates AGI foresight into corporate action. Reframes the "3 Horizons" for the AGI era: Horizon 1 (now-18 months) - maximise current deployment, build data moats, rewrite the cost base; Horizon 2 (18 months-5 years) - redesign for human-AI hybrid operations; Horizon 3 (5 years+) - prepare for a world where cognition is no longer your competitive advantage. Covers workforce size (3 methods of right-sizing) and shape (reskill vs. restructure), AI safety as board-level risk, and the CEO's 90-day AGI plan.

Works best for 10 to 20 participants at C-suite or senior strategy level. Content is refreshed continuously as AGI draws nearer. Delivery can be combined with other AI-X01 courses for a 2- or 3-day "Executive AI + AGI Strategy" intensive.



fredpelard.com +44 7710 488 845 fred.pelard@me.com
Instigate Pelard LLP, 16 McGregor Road, London W11 1DE

11

19. Apotheosis — *The Race to AGI*

20. Abundantis — *The Economics of Near-Free Cognition*

21. AGI Exercises — *AGI Clock & Exposure Audit*

22. Hegemonis — *Your 4 Shocks of Superintelligence*

23. Prognosis — *Your AGI-Ready Strategy*

24. AGI Exercises — *3 Horizons & 90-Day Plan*

July
17

24 February
2027



Live, via
Teams



9am-5pm UK
= 10am-6pm
CE

Attend

19. Apotheosis — *The Race to AGI*

5 Rungs to AGI

Chatbots,
Reasoners, Agents,
Innovators,
Organisations.

4 Dimensions of the Race

\$100B+ Capex,
Compute
Chessboard, Talent
War, Sovereign AI.



3 Regions Racing

US, China, Europe

3 Big Discoveries Left

Persistent
memory,
Reasoning under
uncertainty, Multi-
modal world
models

*Designed for strategists & problem-solvers seeking breakthrough
thinking when the AGI clock is ticking* 





20. Abundantis — *The Economics of Near-Free Cognition*



99% Cheaper in 24 Months

Token costs are in free-fall. The curve is steepening, not flattening.



Exposed vs. Defensible

Knowledge services, advisory and creative production are first in line. Regulated, physical and trust-based moats hold longest.



Cognition Surplus

A framework for redesigning your value chain around abundant, near-free intelligence.

Ideal for CFOs, strategy chiefs and professional-services leaders whose margins live or die by the cost of thinking.



21. AGI Exercises — *AGI Clock & Exposure Audit*

Calibrate Your AGI Clock

Work through a live calibration exercise with the latest benchmarks.

- Place your own p(AGI-by-2030) on the group curve.
- Compare with your peers and with the frontier labs' stated roadmaps.

Industry Exposure Audit

Score your business on the 5 dimensions of AGI exposure: knowledge intensity, trust moat, physical anchor, regulation, data proprietariness.

- Identify which product lines are most at risk.
- Walk out with a heat-map for your exec team.

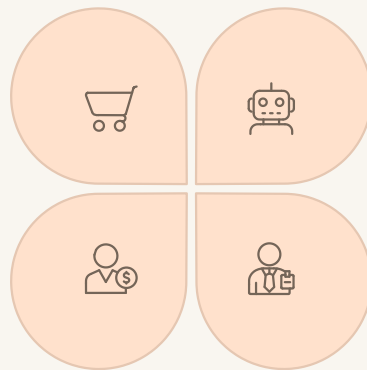
Turn an abstract "AGI debate" into a concrete number on your own P&L.

22. Hegemonis — *Your 4 Shocks of Superintelligence*

Every relationship your business has gets shocked & reshaped when AGI sits on the other side of the table.

Superintelligent Customers

AI agents that transact on buyers' behalf and optimise every decision — potentially ending B2C as we know it.



Superintelligent Investors

Capital that has already modelled every scenario for your firm.

Superintelligent Competitors

AGI-native firms with 10 humans, infinite cognition, and no legacy.

Superintelligent Employees

Productivity gains, agent hierarchies, and a new org chart.

Introduces a 4-Shocks map for your own business.





23. Prognosis — *Your AGI-Ready Strategy*



Horizon 1: Now → 18 months

- Maximise current AI deployment.
- Build data moats.
- Right-size your headcount.
- Rewire your cost base.



Horizon 2: 18 months → 5 years

- Redesign the org for human-AI hybrid operations at scale.
- Reskill vs. restructure.



Horizon 3: 5 years +

- Prepare for a world where cognition is no longer your competitive advantage.
- AI safety as a board-level risk.

For CEOs and board directors, an AGI-ready strategy that survives contact with reality — and with shareholders.



24. AGI Exercises — *3 Horizons & 90-Day Plan*

Stress-Test Your Business Model

- Run your current strategy through three AGI-era scenarios (slow / base / fast).
- Identify which assumptions collapse first.
- Leave with a ranked list of strategic bets to re-examine at your next board meeting.

The CEO's 90-Day AGI Readiness Plan

- Build a concrete 90-day plan covering deployment, data, workforce, governance, and board reporting.
- Pressure-tested live in the room with peers.
- One page, board-ready by 5pm.

Walk out with a board-ready AGI plan — not a philosophy essay.



Feedback: All Sectors

Executive AI Days training, by Fred Pelard

Feedback: Tech



"I knew that I needed to go deeper into AI, but couldn't work out how, with other priorities always getting in the way. Fred's innovative course was the game changer I needed. It turned me into a daily multiple AI tool user, massively helping my productivity and strategic thinking. It takes you through everything that AI can do to help senior leaders thrive in a constantly shifting technological world"

Neil Campbell, Chief Growth Officer

Smol, UK



"The course was incredibly helpful, practical & immediately useful from week 1. Fred is an excellent trainer, and it was a really good follow up to 'How to Be Strategic' (or on its own). It was great to have such breadth of tools discussed, and an opportunity to explore each one's strengths & weaknesses"

Isobel Mills, Director of Customer Delight

**Bloom & Wild,
UK**



"A really informative introduction to Gen AI & Agentic AI, striking the right balance between building knowledge and the practical skills that can help drive immediate personal productivity gains"

**Nick Coyne, Group Director,
Technology Strategy &
Insights**

**Flutter,
Ireland**

Feedback: Retail



"The cadence of The AI-Savvy Strategist course works well - 6 weeks and 2 hours a session. The use of familiar strategy frameworks is particularly impactful. I walked away with a repeatable workflow and keen interest to learn more and further immerse myself. A fantastic course for executives, strategy leaders and consultants"

Eben Van Heerden, Head of Strategy

**Pick 'n Pay,
South Africa**



"The Executive AI Day genuinely shifted how I work with AI. The real use cases made it immediately practical, and I left with tools I could apply from day one. It has noticeably sharpened my strategic thinking and accelerated how I get to insight. Clear, engaging, and hugely valuable for senior leaders."

Pascale Morillon, VP Global Brand & Product Marketing (Sneakers)

**Bata,
Switzerland**



"An engaging and insightful course, helping bridge the gap between theory and practice. I've learnt to optimise my prompts and establish workflows to drive efficiency. Fred is a great trainer who I've known since my consulting days - I thoroughly recommend!"

Andrew Lindsay, Head of Ocado (& Strategy for Channels)

**Marks &
Spencer, UK**

Feedback: Industry



"The AI-Savvy Strategist" course gave me real confidence to use the tools, showcased what's possible, and helped me build practical, constructive habits for integrating LLMs into daily workflows"

Alexander Malanyuk, Head of Strategy and Business Development, Analytical Business Line

**ABB,
Switzerland**



"The perfect 'how-to-GenAI'. Business strategists are empowered to confidently deep dive & apply AI hands-on. Your 'way-of-working-upgrade' starts week 1: from effective AI examples to efficient agents - if you need a quick booster: it's Fred's 'AI-Savvy Strategist'. Loved it."

Dr Chris Freitag, PhD, X-Digital AI & GenAI Lead

**Siemens
Gamesa, Spain**



"These sessions threw us deeper into both the inner workings of how various AI tools differ & complement each other, as well as hands-on showing that the tools are no smarter than the maturity of the user. Poor user input & strategy will result in untrustworthy outcome"

Joachim Lundberg, Senior IT Strategist

**Peltech,
Sweden**

Feedback: Media



"Fantastic training, Moves along at pace, but it's great as plenty to go back to later. Good material on validating outputs. Blown away by Manus and what Agentic AI can do. Great insights into how to make the tools work harder & smarter."

**Jeremy Millar, Head of
Corporate Strategy**

ABC, Australia



"The course is an absolute must-take for any strategist looking to effectively integrate AI into their workflow. As someone focused on strategic planning, business development, and operational execution, I found the content immediately applicable and incredibly insightful."

**Carrie Freman Smith, EVP
and Head of Operations &
Strategy**

**Sony Pictures,
USA**



"Practical, hands-on training on how to get the most from the latest AI tools in a strategic context. Delivered by a strat veteran who obsessively keeps on top of AI developments and uses his gallic charm to land complex points in an entertaining way. Icing on the cake: a toolset to use as soon as you have finished!"

**Jon Page, Head of Technology
Strategy**

BBC, UK

Feedback: Consulting



"My training with Fred was fascinating: I learned how to integrate LLMs effectively in my day-to-day tasks, which helped improve my performance as a strategy consultant. Fred has an entertaining and effective way of communicating key concepts, making the learning experience functional and easy to follow"

Rosario Prisinzano, Strategy Consultant

Monitor, Italy



"I've been somewhat sceptical of using GenAI, and it's been a revelation to me that it doesn't need to be factually correct to be helpful! Fred's point on using multiple tools to weed out hallucinations was eye-opening, and using it as an idea generator has proved very useful"

Ariane Kislanski, SAP Manager

Deloitte, Belgium



"Fred's strategy training has been a reference for my own thinking and the guidance of my teams for over a decade. Combining it with the "AI Savvy" approach is a whole new level: I'm thinking faster and better and having much more fun with strategy in general and with the robots in particular. Recommend this course to anyone who likes to be strategic."

Niels Knudsen, Partner

Implement, Denmark

Feedback: Finance



"While I've been a regular user of LLMs to support my work, the sessions with Fred were a game changer. They were not only engaging, but also helped me rethink how I apply these tools, broadening my use cases and driving a step change in the value I get from them on a day-to-day basis"

**Adam Gottlieb, SMB Senior
Manager Strategy &
Operations**

Paypal, UK



"As a newby in LLM's and AI, Fred's course offered a great overview of the different models out there and their specific uses & strengths as well as limitations. The course's combination of well structured insights into different strategy methods and practical cases in which we actively used LLMs/AI helped in turning me from hesitant to eager in using AI. The course has helped me with understanding how and when to use AI/LLMs and integrating active usage in my business as well as personal life"

Joris Kil, Investment Director

**Port of
Rotterdam
Fund,
Netherlands**



"It was fantastic to get a whistle-stop tour through the core AI concepts and models used today, as well as working practically on how they can turbo-charge your business. Covering AI through the lens of a strategist gave me a huge insight into what I can do next with these tools and how I can set the strategy on them within our organisation - thank you Fred!"

**James Musgrave, UK&I
Divisional Finance Director**

Hays, UK

Feedback: Healthcare



"I've been a serial student of Fred's work. While I had been dabbling with AI, I hadn't truly grasped how to harness its potential. This course changed that. If you want to fast-track your understanding and use of AI, The AI-Savvy Strategist is the course to take "

**Enea Polotti, Senior Director,
EMEA Dementia Ecosystem,
Strategic Alliances &
Portfolio**

Eisai, UK



"This course evolved how I use GenAI. I went from simple summarizing to treating it as a true thinking partner. As an individual contributor and rising leader, it's been especially powerful—it amplifies my impact, helping me think more creatively, move faster, and bring greater confidence to my strategic recommendations."

**CJ McCoy, Director of New
Product Launch Strategy**

Labcorp, USA



"This course transformed my understanding of what AI is, what it can do - and how to get the best out of it. Fred's style is fast-paced and stimulating - providing memorable insights, alongside practical hints and tips. If that's what you're looking for, this course is for you!"

**Ron Agble, Director of
Partnerships & Transactions**

NHS, UK

Feedback: Professional Services



"I regard Fred a great curator of knowledge. From the multiple Strategic trainings throughout the years, and now including the latest Executive AI value-add. In The AI -Savvy Strategist, he has delivered again with stellar marks! I highly recommend him"

Jorge Davalos, Managing Partner

**Alder Koten
Executive
Search, USA**



"A trusted colleague told me The AI-Savvy Strategist would be the most comprehensive and practical course I could take - and he was right. Fred combines a strategist's rigor with clear, hands-on teaching. In a few sessions, I became a confident and facile daily user of GenAI. The course doesn't just demo tools; it gives you repeatable workflows you can apply the same day. Brilliant"

**Mary Ann Halford, Principal
Media
Advisory, USA**



"Great content, lots of really useful concepts and insights, easy to understand, current, and presented in an engaging style. Great explanation, particularly when introducing new concepts (e.g. the cooking analogy for RAG). New concepts introduced are strongly linked to how these can be applied practically - love this"

Rod McMeeken, Partner

**BlackPoint
Consulting,
Australia**

Feedback: Education



"Fred's course was the strategic refresher I needed. It reframed my approach to AI for sales, brilliantly demystifying the technology and correctly positioning process over any specific tool. An essential and game-changing perspective. Highly recommended"

**Alan MacCharles, Senior
Director of Executive
Education & Lifelong
Learning**

**Duke Kunshan
University,
China**



"As a professor of strategy & a researcher in future sciences, the Executive AI day has been a boost for my ability to understand & master AI for my work. It also helped me see how the concepts were received by other participants, a useful input for convincing activity."

Dominique Turcq, President

**Boostzone
Institute,
France**



"The Executive AI Day" was a sharp, practical masterclass in how to think, work, & lead with AI. I walked away with a new mental model for using AI, practical workflows I could apply immediately, a fresh sense of what AI can unlock for productivity, and - unexpectedly - the urge to sign up for more. Highly recommend!"

**Pascale Balze, Director
Digital@INSEAD**

INSEAD, UAE

Course Benefits Overview

Immediate Learning

1 day & done. Fits easily into your schedule. Learn without disrupting your workweek.

Practical Focus

Gain immediately applicable skills. Start using AI tools the same day. For GenAI 🧠, Agentic AI 🦄, Embodied AI 🤖 & AGI 🌐

Cost Effective

£995 for 1 day to change your life. Delivered remotely via Teams. No travel costs or additional time commitment.

Transform your Executive capabilities with AI!





Book Your Seats Now!

1 to 4 seats

pay by card

Click fredpelard.com/shop/execai to
purchase the seat(s) you need

5+ seats

pay as you prefer

Click fredpelard.com/execai to tell
us how many seats you'd like

Calendar Invites, Logistics, Reminders, etc

Give us one email address & we'll take care of the rest!