

AI STRATEGY FOR BUSINESS LEADERS

3-DAY SEMINAR



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DATES & TUITION

In-person at UW Seattle Campus

JUNE 2-4, 2026

\$3,600 USD

Discounts may apply for groups, non-profits, and UW alumni.

AI DECISION-MAKING, PROCESS TRANSFORMATION, AND STRATEGIC LEADERSHIP

Taught by Foster School of Business faculty who work at the intersection of technology, operations, and strategy, this seminar gives you an end-to-end framework for understanding what AI can and cannot do, operationalizing it through real process transformation, and leading your organization through the strategic uncertainty that comes with it.

You'll leave with concrete takeaways you can use immediately: an AI use case brief for a real problem in your business, a redesigned workflow with built-in guardrails and a pilot charter that can scale, and a strategic roadmap that connects AI investment to competitive positioning.

BENEFITS OF ATTENDING

- Evaluate AI opportunities with a rigorous, value-based framework
- Redesign workflows that your team and AI can execute together
- Make disciplined AI investment decisions, including when to wait
- Stop approving AI pilots that don't scale and start building ones that do
- Lead the organizational dynamics of AI adoption including trust, role changes, and psychological safety for your team



This seminar was built to turn AI ambition into results.

foster.school/AI-strategy

MODULE 1

AI FUNDAMENTALS FOR BUSINESS LEADERS

- Core AI concepts, explained through use cases: machine learning, prediction, large language models (LLMs), embeddings, context windows, and retrieval-augmented generation (RAG).
- How to work backward from a business problem to a narrow, feasible AI use case and how to recognize when a problem isn't solvable with AI.
- Organizational data readiness: what AI-ready data looks like, why most AI projects fail here, and what leaders need to do before approving a build.
- Illustrative examples spanning industries and business functions.

MODULE 2

AI-ENABLED BUSINESS TRANSFORMATION

- How to diagnose where process friction truly lives.
- A rubric for prioritizing AI-enabled opportunities that is designed to remove hype and novelty as decision criteria.
- Reusable process patterns for AI-enabled workflows.
- How to select the right level of human oversight for each part of a workflow and define the minimum viable guardrails.
- Writing a pilot charter with the scope, success metrics, monitoring plan, audit protocol, and fallback design that allows a pilot to move to scale rather than remain a one-off experiment.

MODULE 3

STRATEGIC AI LEADERSHIP

- Developing an AI strategic vision: How AI may create new competitive advantages or threaten existing ones in your specific industry, business model, and organizational context.
- Building AI investment strategy around foundational capabilities, broad exploration, disciplined timing of growth, and integrated organizational learning.
- Designing an AI capability-building approach that weaves together talent development, technology infrastructure, and organizational culture.
- Assess make vs. buy decisions through a strategic lens: long-term competitive positioning, organizational learning, and ecosystem dynamics.
- Leading through uncertainty by managing organizational dynamics of AI adoption, including role disruption and fostering psychological safety for experimentation and learning.

LEARN MORE

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