AI SUPERUSER EXECUTIVE

Understanding and using AI with confidence, judgement, and impact

2 HOURS | EXECUTIVE EDUCATION
EUROPE-FIRST PERSPECTIVE

Europa Structura AISBL

1. Understand How It Works	2. Prompt Effectively	3. Apply to Real Decisions	4. Lead Responsible Use
Tokens, probabilities, transformers & limits	7-step Executive Prompting Method	Context, constraints & trade-off analysis	ISO 27001, EU AI Act & GDPR compliance

THE EXECUTIVE PROMPTING METHOD — Commissioning & Scrutinising AI Work

Step	Stage	Executive Action	Example Board Input / Prompting Discipline
1	**Brief**	Define decision context & facts	Specify company size (€180M revenue, 650 staff), IT legacy, and strategy.
2	**Specify**	Set explicit deliverable structure	Request a board decision brief comparing 3 AI priorities over 36 months.
3	**Set Constraints**	Define operational & security boundaries	Cap pilot budget (€250k), enforce data privacy, require human sign-off.
4	**Explore Alternatives**	Compare options & 'do nothing'	Evaluate Productivity-first, Customer-first, Operational-first vs Status Quo.
5	**Challenge**	Take board risk committee view	Identify 5 failure modes, weak assumptions, and clear rejection conditions.
6	**Verify**	Audit claims against real sources	Separate model projections from verified facts; inspect external citations.
7	**Decide**	Retain final human accountability	The board weighs trade-offs and owns the decision. AI informs, human decides.

CURRICULUM HIGHLIGHTS & IMPLEMENTATION ROADMAP

Practical Case Study: European Manufacturer

- **Realistic Context:** €180M turnover, 650 employees, legacy ERP, €2M 3-year innovation envelope.
- **Evaluated Priorities:** Predictive Maintenance, Supply Chain Forecasting, Knowledge Assistant.
- **Key Insight:** 'The model is not the whole system.' AI requires a software harness (tools, access rules, validation) and repeatable pipelines.

Governance, Security & EU Accountability

- **Confidentiality & ISO 27001:** Enforce data classification before uploading board papers.
- **Regulatory Frameworks:** Navigate GDPR, EU AI Act (EU 2024/1689), and ISO 42001.
- **Europe First Strategy:** Ensure data control, vendor mobility, and operational independence.

A 90-Day Leadership Action Plan

Days 1–30: Prepare & Prioritise
- Select one recurring, high-value decision-support task.
- Classify data sensitivity and assign clear executive ownership.

Days 31–60: Pilot & Learn
- Run a controlled workflow using approved tools & prompting rules.
- Monitor time saved, output accuracy, and user adoption.

Days 61–90: Evaluate & Decide
- Measure decision quality against baseline.
- Decide whether to expand, refine controls, or stop the pilot.

KEY EXECUTIVE TAKEAWAY:
"AI predicts what is probable. As Superusers, leadership determines what is valuable."

Target Audience: CEOs, Board Members, CROs, CIOs, and Digital Transformation Leaders.
Format: 120-minute executive briefing / masterclass with live boardroom case simulation.

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