

# STRATEGIC LEADERSHIP IN THE AGE OF AI (BUILDING AI-READY LEADERSHIP)

Generative AI is no longer optional—it's a leadership imperative. This masterclass equips senior leaders with the mindset, frameworks, and practical AI fluency to drive responsible adoption, unlock strategic advantage, and lead teams through transformation with confidence.

Rather than focusing on technical mechanics, this program positions AI as a strategic lever—helping leaders ask better questions, make faster decisions, and govern wisely. Participants will learn to use AI not as a novelty, but as a co-pilot for leadership judgment.

Built on real-world applications across marketing, HR, operations, and governance, this masterclass blends vision, ethics, and execution—with hands-on experience using AI tools that deliver executive value.



## WHO SHOULD ATTEND

- C-suite executives (CEO, CMO, CHRO, CIO, CFO)
- Heads of Department & Business Unit Leaders
- Senior Managers & Team Leads
- Project & Program Directors
- Strategy, Transformation & Innovation Officers

No prior AI experience required—only strategic responsibility.



- April 8-9, 2026 | Kuching
- May 6-7, 2026 | Sibu
- June 11-12, 2026 | Bintulu
- July 16-17, 2026 | Miri

**REGISTER NOW!** < Scan QR code >

## LEARNING OUTCOMES

By the end of this masterclass, leaders will be able to:

1. **Frame AI as a strategic asset**—aligned with business goals and team capabilities.
2. **Use strategic prompting** to generate insights, evaluate options, and draft leadership communications.
3. **Select and deploy high-impact AI tools** for intelligence, planning, and decision support.
4. **Establish clear governance**—balancing speed, security, compliance, and ethics.
5. **Lead AI-fluent teams** through change, upskilling, and role evolution.



MEET OUR TRAINER:  
**MS. K KAYATTHRI**

Ms. Kayatthri is a digital marketing consultant, trainer, and AI tools expert with over 15 years of experience. She specialises in AI-powered digital marketing, social media strategies, and workplace productivity solutions, helping organisations adapt and grow in an evolving digital landscape. She has worked with leading brands across multiple industries.

## METHODOLOGY

- Instructor-Led Training (ILT)
- Hands-On Exercises
- Case Studies & Role-Playing
- Group Activities
- Q&A Sessions



## WHY TRAIN WITH MRS?

- HRDC Claimable & ISO Certified • Corporate & Government Trusted • Practical & Business-focused • Industry-Expert Trainers

## LEARNING MODULES

### Day 1: Vision, Opportunity & Strategic Prompting

#### Module 1: The AI Leadership Imperative

- Beyond automation: How GenAI reshapes strategy, talent, and customer value
- Real-world impact: What's working (and what's not) in leading organizations
- The cost of inaction: Competitive, operational, and talent risks
- Your role as an AI orchestrator—not just an end user

#### Module 2: Thinking with AI – The Leader's Prompting Toolkit

- Why your prompt defines the quality of your insights
- The 4 strategic prompt types for leaders:
  - Diagnostic:** "What's slowing down our campaign approvals?"
  - Exploratory:** "What emerging regulatory trends should we watch in Q3?"
  - Generative:** "Draft a leadership message for our AI transition."
  - Evaluative:** "Critique this vendor proposal for hidden risks."
- Techniques: constraint-setting, persona-based framing, iterative refinement
- Hands-on:** Leaders apply strategic prompts to their current challenges

#### Module 3: Mapping High-Value AI Opportunities

- From noise to signal: Identifying where AI creates real value in your function
- Opportunity matrix:
  - Efficiency** (e.g., report automation, meeting synthesis)
  - Insight** (e.g., market sensing, sentiment analysis)
  - Innovation** (e.g., new service models, personalized engagement)
- Prioritization framework: Impact vs. Feasibility vs. Risk
- Activity:** Build your department's AI Opportunity Map

Featured Tools: *Perplexity AI, Consensus, Scite, ChatGPT, Gemini, QWEN*

### Day 2: Governance, Talent & Scaling with Confidence

#### Module 4: Ethical Governance & Risk Intelligence

- Top leadership risks: data leakage, IP exposure, bias amplification, reputational harm
- Building your AI Governance Charter:
  - Approved tool list & use-case boundaries
  - Data classification & handling protocols
  - Human-in-the-loop requirements
- Aligning with global standards (GDPR)
- Tool demo:** Use AI to draft your team's AI policy using strategic prompts

Featured Tools: *ChatGPT, Gemini*

#### Module 5: Leading AI-Fluent Teams Through Change

- Redefining work: From task execution to AI collaboration & validation
- Upskilling strategies that stick: micro-learning, prompt libraries, peer coaching
- Creating psychological safety for experimentation
- Coaching teams through ambiguity and "AI anxiety"
- Activity:** Craft your 30-day team readiness plan

Featured Tools: *Gamma, BeautifulAI, Napkin AI*

#### Module 6: Measuring Impact & Scaling Responsibly

- Moving beyond "cool demos" to measurable outcomes
- Defining KPIs: time saved, decision quality, innovation velocity, employee adoption
- Avoiding pilot purgatory: integration into core workflows
- Building feedback loops for continuous improvement
- Capstone Exercise:**
  - Use AI to draft your AI Adoption Roadmap
  - Include: vision statement, 3 use cases, governance guardrails, team plan, and success metrics
  - Present and peer-review in small groups

Featured Tools: *Perplexity Pro, Qwen, DeepSeek, Copilot (for research + synthesis)*

#### Resource toolkit:

- Strategic prompt library for leaders
- Governance charter template
- Verified Gen AI tools database



### INVESTMENT FEE (Per Participant)

| EARLY BIRD RATE (EBR)  | NORMAL RATE (NR)  | WALK-IN RATE (WR)                             |
|--|---|---|
| RM 2180  | RM 2380   | RM 2580                                       |
| Registration received and paid one month before commencement of the course | Registration received and paid after the EBR closing date | Registration within 1 week before the program |
| CLOSING DATE OF REGISTRATION   |   |   |
| EBR:<br><b>One month</b> before commencement of the course                 |   |   |
| NR:<br><b>One week</b> before commencement of the course                   |   |   |

\*The fee is not yet inclusive of 8% SST

The Organiser reserves the right to make any amendments that are deemed necessary in the best interest of the workshop.

Please register me/us for the workshop on

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Do you intend to utilize HRDCorp Levy for this program? **Yes / No**  
 Upon submission of this form, I have read and accepted the terms & conditions of this registration

#### Participant 1 :

Name : .....  
 Position : .....  
 Contact : .....  
 Email : .....

#### Participant 2 :

Name : .....  
 Position : .....  
 Contact : .....  
 Email : .....

#### Participant 3 :

Name : .....  
 Position : .....  
 Contact : .....  
 Email : .....

Company : .....  
 Address : .....

Tel : ..... Fax : .....

#### Nominating Person

Name : .....  
 Position : .....

#### Approving Person

Name : .....  
 Position : .....

Invoice Attention to : .....

Email : .....

### TERMS & CONDITIONS:

- Fees are inclusive of programme materials, refreshments, luncheons and certificate.
- Outstations participants are advised to call MRS before making any air-travels and hotel payments. MRS shall not be liable for any loss or damage, costs or additional charges that may arise from the failure to confirm with us before making such arrangements.

#### 3. Payment, Confirmation & Admission

- An invoice shall be issued upon receipt of your registration form. Payment is required by the early bird rate closing date or other dates stated on the invoice, whichever is applicable. Full payment is expected prior to the commencement of the course. We reserve the right to refuse admission for registration that remains unpaid. A Letter of Undertaking may be acceptable with prior notice and consent.
- If utilizing the **HRDCorp Claimable Course scheme** for this program, the **Normal Rate** will apply. For further details, please refer to the latest HRDCorp guidelines to ensure all requirements are met.

#### 4. Substitution/Replacement of Participants

Substitutions are allowed at no extra charge provided MRS is notified in writing at least 5 working days prior to the course wherein any substitution proposed thereafter, MRS may reserve its right to disallow such proposal, and any substitution which may be accorded thereafter (if any), MRS reserves its right to add an additional charge thereto.

#### 5. Cancellation of Participants

| For Paid Registrations  | For Unpaid Registrations  |
|---|---|
| <ul style="list-style-type: none"> <li>30 days before course: Full refund or transferable</li> <li>14 days before course: Refund minus 15% admin fee or transferable</li> <li>Less than 14 days before course: No refund but transferable</li> <li>No show: No refund and not transferable</li> </ul> | <ul style="list-style-type: none"> <li>30 days before course: No applicable admin fee</li> <li>14 days before course: 15% admin fee chargeable</li> <li>Less than 14 days before course: Full fees chargeable and transferable</li> <li>No show: Full fees chargeable and not transferable</li> </ul> |

\*Transferable - to a similar or different course with the necessary top up fee should the course transferred to, is of a higher value

#### 6. Postponement

While all care shall be taken to carry on the course as scheduled, there may be circumstances that may deem it necessary for MRS to postpone or merge with another similar course. In such instance, participants hereby indemnify and holds MRS harmless from any cost incurred. Payment received will not be refunded but can be credited to MRS's other courses.

#### 7. Permanent Cancellation

In the event of a permanent cancellation by MRS of a course and provided the event is not postponed to a later date or merged with another course, a full refund shall be made for paid registrations and no applicable admin fee for unpaid registrations. Participants hereby indemnify and holds MRS harmless from any cost incurred.

8. Participants have read and consent to MRS processing the **registration data** in accordance with the Personal Data Protection Notice posted on [www.trainingprovider.org](http://www.trainingprovider.org). As such, they have discharged their responsibility of ensuring the information provided herein is the most up-to-date information as possible.

**MRS MANAGEMENT SDN BHD (275222-P)**

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