
TAA-101 · THESMO TRAINING COURSES

AI FOUNDATIONS FOR THE MODERN PROFESSIONAL

Two days of practice on your own work — not a presentation about AI.

Strategy and Performance in synergy

FORMAT

Two days

12 hours · live online

TIER

Foundation

No prerequisites

FEE

SAR 3,800

Instalments available

COHORTS

Monthly

12 dates published

YOU WILL NOT WATCH A PRESENTATION ABOUT AI

Over two days you will write prompts for tasks from your own job. You will read a dashboard that is subtly wrong and work out why. You will triage a queue of AI-generated alerts under time pressure and decide which ones to act on. You will discover something about your own judgement that is considerably more useful learned than told.

Then you will identify one opportunity in your own role, write down what you are going to do about it, and hear from us thirty days later to see whether you did.

Ten modules. Three interactive simulations. One question behind all of it: **what will you do differently on Monday morning?**

WHY THIS COURSE EXISTS

THE GAP IS NOT ACCESS. IT IS CONFIDENCE

Employers are now paying a wage premium of around 56% for roles requiring AI skills — up from 25% the year before. Meanwhile most organisations have deployed tools and assumed capability would follow. It has not.

Almost everyone has an AI tool available. Far fewer know when the output is good, when it is wrong, when to use it, and when to ask a person instead.

That gap is what these two days close. Not with theory. With practice, on the kind of work you actually do.

56%

wage premium for roles
requiring AI skills

25%

the same premium a year
earlier

WHAT MAKES IT DIFFERENT

01 THREE SIMULATIONS, NOT SLIDES

You do things. You will make judgements, get them checked, and find out where your instincts serve you and where they do not.

02 DESIGNED BY PEOPLE WHO DO THE WORK

These courses are built by a strategy and performance consultancy, not a training company. The examples come from consulting practice and the frameworks are ones we use.

03 WE FOLLOW UP

Thirty days after the course we come back to the commitment you made and ask how it went. Almost no training provider does this, which is precisely why most training changes nothing.

04 EVERY CLAIM IS SOURCED

Figures come from Stanford's AI Index, the World Economic Forum, PwC and peer-reviewed studies — not vendor marketing. Facilitators are briefed on which findings are contested and why. If you challenge a number, you will get a straight answer.

WHO IT IS FOR

Administrators, analysts, coordinators, officers, specialists, supervisors — any function, any sector, any level. No management responsibility assumed. No technical background required. If you are sceptical or anxious about AI, this course was designed with you in mind.

No prerequisites. TAA-101 is the entry point to the full Thesmo Training Courses pathway.

WHO WILL TEACH IT

Wale Buraimoh MBA

FOUNDER AND OWNER — THESMO · THESMO EVENTS · THESMO AI

Thirty-five years across the three things this course sits on: building systems, running the projects that put them into a business, and advising the management that has to live with the result. Every Thesmo course is delivered by the person who designed it — which is why a hard question in the room does not get answered with *I will come back to you on that*.

21 YEARS IN STRATEGY AND PERFORMANCE

Most recently Director of Strategy and Risk Management at Sharjah Maritime Academy (2023–2026), where the strategy, risk and project management function was established from nothing — frameworks, policies, processes and the system beneath them. He left in January 2026 to run Thesmo full time.

14 YEARS IN UK FINANCIAL SERVICES

Seven at Barclays Funds leading software development teams, then project management at Newton Investment Management and, as Strategic Projects Manager at Mellon Financial Europe, a strategy implementation programme across five lines of business, eight shared services and 1,500 staff.

Two decades of public and in-house delivery across the Gulf and the UK, as a Balanced Scorecard Certified Trainer and a regular trainer on the four-day Certification Boot Camp. Currently a year into two MSc programmes — Artificial Intelligence at the University of Leeds and Financial Management at Alliance Manchester Business School — which is why technical claims here are checked against the primary literature, and why an AI investment is taught as a capital allocation decision rather than a supplier's return figure.

CONSULTING SINCE 2005

Central Bank of Saudi Arabia; Emirates Nuclear Energy Corporation, a \$40bn civil nuclear programme; ADWEA and DEWA; RTA Dubai, Transport for London, and 26 ministries under the Abu Dhabi Executive Council; a federal higher-education system of 17 campuses and 23,000 students.

A BUILDER, NOT A COMMENTATOR

Architect of PRIiSM, a production performance platform with AI evidence verification, predictive KPI forecasting and Bayesian risk intelligence. The governance material comes from decisions taken on a live system carrying real institutional data.

QUALIFICATIONS AND CERTIFICATIONS	
POSTGRADUATE	MSc Artificial Intelligence, University of Leeds (2025–27) · MSc Financial Management, Alliance Manchester Business School (2025–27) · MBA, The Open University (1997)
EARLIER	Graduate Diploma in Computer Science, South Bank University (1989–90) — first-class BSc equivalent · Higher National Diploma in Computer Studies, University of East London (1987–89)
EARLIER	MSc Artificial Intelligence, University of Leeds (2025–27) · MSc Financial Management, Alliance Manchester Business School (2025–27) · Graduate Diploma in Computer Science, South Bank University (1989–90) — first-class BSc equivalent · Higher National Diploma in Computer Studies, University of East London (1987–89)
CERTIFICATIONS	Balanced Scorecard Certified Trainer · Future Foresight Certified Trainer, Specialist and Practitioner (The Futures School)
EXECUTIVE EDUCATION	MIT Economics for Business · Oxford Executive Finance Programme
Corporate in-house delivery is by the same facilitator. There is no associate pool and no sub-contracted delivery.	

YOUR FUNCTION, YOUR SECTOR

Every practical exercise is set in the work you actually do. At the start of the course you choose your function, and the scenarios follow. A finance manager does not spend the day working through an HR case.

SEVEN FUNCTIONS

HUMAN RESOURCES	Recruitment, performance reviews, policy, employee queries
FINANCE	Budgets, forecasts, variance analysis, reporting
INFORMATION TECHNOLOGY	Service requests, incidents, change management, documentation
OPERATIONS	Process performance, capacity, quality, supplier management
CUSTOMER SERVICE	Case handling, complaints, service levels, escalations
MARKETING	Campaigns, content, audience analysis, performance reporting
PROJECT MANAGEMENT	Plans, risks, status reporting, resource decisions

NINE SECTORS

Scenarios are built around nine detailed fictional organisations, each with its own history, pressures and data. They are fictional so the work can be realistic without being anyone's — and so nothing said in the room is about a real employer.

GOVERNMENT	Crestholm City Authority	TELECOMMUNICATIONS	Nexbridge Telecoms
BANKING	Ardent Commercial Bank	RETAIL	Harlow Retail Group
HEALTHCARE	Vantage Health Network	PROFESSIONAL SERVICES	Clarendon Advisory Group
EDUCATION	Meridian University	PROPERTY AND INFRASTRUCTURE	Stonepath Development Group
ENERGY	Coreland Energy Corporation		

In-house: case material rewritten around your sector

WHAT YOU WILL BE ABLE TO DO

- 01 Explain what AI is and is not in plain language, without jargon or hype
- 02 Identify three ways AI is already present in your working day, whether or not you had noticed
- 03 Write prompts that produce useful, structured output for a real task in your own role
- 04 Read an AI-generated dashboard or report and know what to question
- 05 Apply a three-step check to any AI output before you act on it — claim, evidence, does this make sense?
- 06 Recognise where AI fails, including the failures that look like successes
- 07 Use AI responsibly — what not to put into it, where bias enters, and when to ask a person instead

STRUCTURE

Ten modules across two consecutive days. Two live sessions of three hours per day, with a thirty-minute break in each. Twelve contact hours in total.

DAY 1

UNDERSTANDING AND USING AI

What AI actually is, without jargon or hype

AI in your working day

How to talk to AI: prompting that works

AI and data, and why poor data produces confident nonsense

The Five-Domain Flow

DAY 2

CHECKING, QUESTIONING AND APPLYING

Reading AI-generated management information

Verifying what AI tells you

Bias and fairness in practice

Responsible use and the three lenses

Your AI opportunity

WHAT IS INCLUDED

THREE INTERACTIVE SIMULATIONS

THE MERIDIAN DASHBOARD

Read an AI-generated performance dashboard for a university and work out what it is actually telling you — and what it is not.

THE ALERT QUEUE

Triage a queue of AI-generated alerts under time pressure. Which do you act on, which do you escalate, which do you ignore?

THE THIRD SIMULATION

We are not going to describe this one. It is more useful experienced than explained.

ASSESSMENT AND MATERIALS

Quiz — 20 questions from a 30-item bank, 70% to pass, with a written rationale for every answer

Sector case pack covering five sectors

Learner workbook containing your own completed work from both days

Six short videos for reinforcement, before and after the course

Pre-course primer, so you arrive ready rather than warming up

The prompt reference card — one page, designed to live next to your desk

Completion record and digital badge

Documented contact hours, which may count towards CPD with your organisation's approval

Your AI Opportunity Card, and a follow-up thirty days later

BEFORE THE COURSE

WHEN YOU BOOK	The pre-course primer — fifteen minutes on the vocabulary we will use, so nobody spends the first hour on definitions
TWO WEEKS BEFORE	The course videos — short, watchable in any order, and yours to keep
ONE WEEK BEFORE	Your cohort profile: the function your exercises are set in, and your sector
ONE WEEK BEFORE	One real task from your own work. Every practical exercise runs on it — it is the only preparation that changes what you get out of the two days
TWO DAYS BEFORE	Joining instructions and your link, with a two-minute technical check
AND NOTHING ELSE	No reading list, no pre-work to submit, and nothing you will be tested on before you arrive

DATES AND TIMES

TAA-101 runs every month. Twelve cohorts are published at a time, so you can always book a date up to a year ahead — and pay for it by instalments in the meantime.

COHORT	DATES	SESSION 1	SESSION 2
★ October 2026	Thu 22 – Fri 23 October 2026	10:00 – 13:00 AST	13:30 – 16:30 AST
★ November 2026	Thu 12 – Fri 13 November 2026	11:00 – 14:00 AST	14:30 – 17:30 AST
December 2026	Thu 17 – Fri 18 December 2026	11:00 – 14:00 AST	14:30 – 17:30 AST
January 2027	Thu 28 – Fri 29 January 2027	11:00 – 14:00 AST	14:30 – 17:30 AST
February 2027	Thu 25 – Fri 26 February 2027	11:00 – 14:00 AST	14:30 – 17:30 AST
March 2027	Thu 25 – Fri 26 March 2027	11:00 – 14:00 AST	14:30 – 17:30 AST
April 2027	Thu 22 – Fri 23 April 2027	10:00 – 13:00 AST	13:30 – 16:30 AST
May 2027	Thu 20 – Fri 21 May 2027	10:00 – 13:00 AST	13:30 – 16:30 AST
June 2027	Thu 24 – Fri 25 June 2027	10:00 – 13:00 AST	13:30 – 16:30 AST
July 2027	Thu 22 – Fri 23 July 2027	10:00 – 13:00 AST	13:30 – 16:30 AST
August 2027	Thu 26 – Fri 27 August 2027	10:00 – 13:00 AST	13:30 – 16:30 AST
September 2027	Thu 23 – Fri 24 September 2027	10:00 – 13:00 AST	13:30 – 16:30 AST

Both days follow the same schedule. All times are Arabia Standard Time; the clock shifts by an hour across the UK spring and autumn changes so that every cohort keeps the same working window in all three markets. Highlighted rows carry the Founding Cohort rate.

A cohort runs when it reaches eight delegates. If one does not, you transfer to any other date in this calendar at no charge — which is the point of publishing a year of them at once.

FEES

FULL COURSE — TWO DAYS · PER DELEGATE

Standard fee **SAR 3,800**

★ Founding Cohort rate — book by 30 September 2026 **SAR 3,000**

Group of 3 or more from the same organisation **SAR 3,350**

★ Founding Cohort + group of 3 or more **SAR 2,700**

DAY 1 ONLY · PER DELEGATE

Standard fee **SAR 2,100**

★ Founding Cohort rate **SAR 1,700**

Day 1 covers understanding and using AI. It does not include the verification, bias and responsible-use content, and does not satisfy the prerequisite for Practitioner-tier courses.

FOUNDING COHORT

The rate applies to the October and November 2026 cohorts only. These are the first delegates through a new programme, and the rate reflects that.

PAYING BY INSTALMENTS

You do not have to pay for a course in one payment. Choose a cohort, choose what you can pay and when, and pay the balance off before the course begins.

HOW IT WORKS	As many instalments as you like, of whatever amounts, on whatever dates suit you
THE ONE CONDITION	The full fee must be cleared before the first day of your chosen cohort
SECURING YOUR PLACE	A first instalment of 20% confirms your place and fixes your price — including the Founding Cohort rate
COST OF SPREADING IT	None. No interest, no administration fee, no credit check, no third-party lender
BALANCE DATE	Seven days before the course starts
IF IT IS NOT CLEARED	Your place moves to any later cohort at no charge and everything paid carries across

RESERVING A COURSE THAT IS NOT YET DATED

Several courses in the pathway open during 2027 and do not yet carry dates. Reserve a place now, pay towards it at your own pace, and choose your cohort when the calendar opens.

WHEN IT OPENS	On the day its own brochure publishes, and not before. We will not take money towards a course you cannot yet read about in full
WHO IT IS FOR	Individuals booking and paying for their own place. Employer-funded and in-house bookings are arranged directly
WHAT YOU PAY	Whatever you like, whenever you like. No minimum and no schedule to keep to
WHAT IT FIXES	Your price — locked at the rate published on the day your first payment reaches us, and it does not move afterwards
WHEN DATES OPEN	You hear first and choose your cohort ahead of general booking; the balance is then due seven days before the course
IF YOU CHANGE YOUR MIND	Everything paid is refundable on request at any time until you choose a cohort, less processing fees. No reason needed
IF IT DOES NOT GO AHEAD	A full refund with no deduction of any kind, or move everything paid onto any other course in the pathway. Your choice
RESERVING MORE THAN ONE	Permitted, and common where someone is working towards the full pathway. Each reservation is separate and each price is locked on its own first payment

CORPORATE IN-HOUSE DELIVERY

Your own cohort, your own dates, no waiting for a public course to fill. Available now.

WHOLE GROUP, NOT PER DELEGATE	SAR
Per delivery day, up to 20 participants	24,550
With sector tailoring — case material rewritten for your industry	32,100
On-site delivery, in addition	+9,450

Ten or more delegates? In-house gives you a private cohort where everyone shares the same context, dates that fit your calendar, and case material written around your own sector.

BOOKING

ONLINE BOOKING	Complete the booking form at thesmo.me
PAYMENT	We email you an invoice with a secure Stripe link to pay by card
INSTALMENTS	Tick “Pay by instalments” on the booking form, or email us to set up a plan
INVOICING	Within one working day; can be addressed to your employer
CORPORATE IN-HOUSE	Email training@thesmoevents.com with your preferred dates and delegate numbers
REGISTER INTEREST	Tier 2 and above: email us naming the course codes — TAA-201, TAA-301 and so on — with your role and organisation. Nothing to pay and nothing to commit to

Confirmation and joining instructions within 24 hours; your Zoom link two working days before. Fees are set in Saudi riyals and are not recalculated at the exchange rate on the day.

CANCELLATION, TRANSFER AND REFUND

Your contract is with Thesmo Events L.L.C S.P.C.

NOTICE GIVEN	REFUND	TRANSFER
15 or more days before	Full refund, less processing fees	Free transfer to any later cohort
8 to 14 days before	50% refund, less processing fees	Free transfer to any later cohort
7 days or fewer	No refund	One transfer permitted

Processing fees. Card payments carry a fee charged by our payment provider, and it is not returned to us when we make a refund — so refunds on your cancellation are made less that fee. Bank transfers carry no processing fee and nothing is deducted. Where we cancel or postpone, you receive everything you have paid with no deduction of any kind.

Substitutions are free at any time — send a colleague, just tell us their name before the session starts.

Minimum cohort size is eight delegates; below that we postpone and contact you at least five working days ahead, and you transfer or take a full refund. If Thesmo Events L.L.C S.P.C cancels, you receive a full refund with no conditions and no administration fee.

WHERE THIS SITS

Thesmo Training Courses form a twelve-course pathway across four tiers, plus a separate series of one-day executive briefings.

TIER 1 · FOUNDATION No prerequisites — you are here	TAA-101 · 102 · 103	2-3 days	SAR 2,100 – 6,600
TIER 2 · PRACTITIONER Strategy, risk, operations, projects, finance, performance	TAA-201 – 206	2 days	SAR 5,650
TIER 3 · ADVANCED The AI-Augmented Manager	TAA-301	3 days	SAR 8,550
TIER 4 · LEADERSHIP & EXECUTIVE Senior leaders and the executive immersion	TAA-401 · 501	3-5 days	SAR 11,150 – 26,250
B-SERIES · EXECUTIVE BRIEFINGS In-house, no prerequisites	TAA-B01 – B04	0.5-1 day	SAR 24,550 per day

Any one Foundation course opens the whole of Tier 2. Practitioner courses and above are delivered on PRiISM, our own strategy and performance platform, and open in 2027.

ABOUT THESMO TRAINING COURSES

Developed by Thesmo Artificial Intelligence Consultancy and Training L.L.C S.P.C and delivered by Thesmo Events L.L.C S.P.C. Every course is built against one test: what will you do differently on Monday morning? Anything that does not survive that question does not make it into the room.

www.thesmo.me · training@thesmoevents.com

THE STRATEGY MANAGEMENT OFFICE

Strategy and Performance in synergy

Thesmo Training Courses are developed by Thesmo Artificial Intelligence Consultancy and Training L.L.C S.P.C and delivered by Thesmo Events L.L.C S.P.C, both of Abu Dhabi, United Arab Emirates. Your booking contract is with Thesmo Events L.L.C S.P.C. Fees are quoted in Saudi riyals and are exclusive of any applicable taxes. Course content is reviewed continuously; the published outline is indicative and may be refined. TAA-101 Brochure · KSA · v3.1 · issued 1 September 2026.