
TAA-103 · THESMO TRAINING COURSES

AI FOR MANAGEMENT: EXTENDED FOUNDATION

Six management disciplines. Three days. One decision at the end of it.

Strategy and Performance in synergy

FORMAT

Three days

18 hours · live online

TIER

Foundation

No prerequisites

FEE

SAR 6,600

Instalments available

COHORTS

Every 4 months

Three cohorts published

SIX MANAGEMENT DISCIPLINES. THREE DAYS. ONE DECISION AT THE END OF IT

Most managers are told AI will change strategy, risk, operations, projects, finance and performance. Very few are ever shown all six at once, which is unfortunate, because that is the only way anyone actually experiences them.

Over three days you will read an AI forecast and decide whether to enter a market. You will watch a risk probability move and decide whether to escalate. You will take a project's health score, a financial scenario and a KPI prediction that point in different directions, and work out which one to believe. Then you will build an adoption roadmap for your own organisation and present it as if the people in the room could approve it.

Fourteen modules. Four simulations. **The broadest single course in the portfolio, and the one that tells you where to go next.**

WHY THIS COURSE EXISTS

TWO HONEST REASONS TO TAKE THREE DAYS RATHER THAN TWO

YOU HAVE TO DECIDE WHERE TO START

Six Practitioner courses follow this tier, one per management discipline. Choosing between them from a brochure is guesswork. Choosing between them after you have made a real decision in each is not.

SOME MANAGERS WILL NEVER SPECIALISE

Because their job spans all six and always will. For them this is not an introduction to anything. It is the course.

Organisations commissioning a whole-cohort programme use it for a third reason: it puts every function in the same room before anyone specialises, so the vocabulary is shared afterwards.

WHAT MAKES IT DIFFERENT

01 EVERY DOMAIN ENDS IN A DECISION, NOT A SUMMARY

Each of the six sessions gives you a real AI output — a forecast, a risk probability, a process-mining finding, a schedule risk, a scenario analysis, a KPI prediction — and asks what you are going to do about it.

02 THE CROSS-DOMAIN PROBLEM IS THE POINT

Two modules exist purely to show what happens when the strategy signal and the operations signal disagree. That is the situation most senior managers are actually in, and it is almost never taught.

03 YOU LEAVE WITH A ROADMAP YOU WROTE

Which domain to prioritise, what data it needs, what has to change, and one habit to adopt immediately. It is peer-reviewed by another delegate, which is a harder test than a facilitator marking it.

04 DAY 1 IS TAA-102 DAY 1

If you have already taken TAA-102, tell us when you book and we will price accordingly rather than sell you the same day twice.

05 EVERY CLAIM IS SOURCED

Figures come from Stanford's AI Index, the World Economic Forum, PwC and peer-reviewed field studies. Challenge a number and you will get a straight answer.

WHO IT IS FOR

Any level, any function. Particularly suited to senior managers who need broad AI fluency rather than deep specialisation in one discipline, and to organisations putting a whole cohort through a single foundation programme.

No prerequisites. TAA-101 content is absorbed within Day 1, so this can be your first course.

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 Everything TAA-102 delivers — management literacy, decision rights, and a team AI protocol
- 02 Describe how AI changes decision-making across all six domains: strategy, risk, operations, projects, finance and performance
- 03 Interpret an AI output from each domain — forecast, risk probability, process-mining insight, project health score, financial scenario, KPI prediction — and make a management decision from it
- 04 Apply basic financial and economic reasoning to AI-supported decisions: cost-benefit thinking, uncertainty, and the value of better information
- 05 Identify how an AI insight in one domain changes the decision in another
- 06 Build a personal or organisational AI adoption roadmap — which domain first, what data, what change
- 07 Present an AI-supported recommendation to a senior audience

STRUCTURE

Fourteen modules across three consecutive days. Two live sessions of three hours per day with a thirty-minute break in each. Eighteen contact hours.

DAY 1

AI LITERACY FOR MANAGEMENT

What changes when your team uses AI

Prompting for management work

Reading AI-generated management intelligence

Data quality

Responsible use and decision rights

DAY 2

STRATEGY, RISK AND OPERATIONS

AI and strategy — PESTLE, scenario planning, execution monitoring

AI and risk — dynamic probability, KRI monitoring, mitigation

AI and operations — process mining, waste detection, resource optimisation

Cross-domain synthesis: when the three disagree

DAY 3

PROJECTS, FINANCE AND PERFORMANCE

AI and project management — schedule risk, delay prediction, portfolio prioritisation

AI and financial management — forecasting, scenario analysis, board reporting

AI and performance — KPI architecture, predictive performance, generated narrative

Integrated capstone across all six domains

WHAT IS INCLUDED

FOUR INTERACTIVE SIMULATIONS

TWO MANAGERS, SAME PROBLEM Day 1. Two managers, the same brief, the same tool, and very different results. Work out which one you are.
THE MARKET ENTRY DECISION Day 2. Nexbridge Telecoms is considering a market entry with operational constraints and emerging risks. Three domains, one decision, and they do not agree.
THE CAPITAL PROJECT Day 3. Stonepath Development Group is running a major capital project under performance pressure. Project, finance and performance signals, and a call to make.
THE CAPSTONE Day 3. Ardent Commercial Bank through a period of strategic change. All six domains, one management team, and your recommendation at the end of it.

ASSESSMENT AND MATERIALS

Scenario-based quiz — 25 questions, with a written rationale for every answer	Learner workbook containing your own completed work across all three days
Your AI Adoption Roadmap — priority domain, data required, expected decision improvement, and one habit to adopt immediately. Submitted within five days	Sector case pack so the examples match your industry
Peer review of another delegate’s roadmap, and theirs of yours	Completion record and digital badge, and a follow-up thirty days later on the roadmap
	Documented contact hours, which may count towards CPD with your organisation’s approval

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 three 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-103 runs every four months. Three cohorts are published at a time, covering the next twelve months, so you can book a date well ahead and pay for it by instalments in the meantime.

The cadence is deliberate. Every course is delivered personally by the same facilitator, and delivery is capped so that the advisory and development work these courses draw on continues. Three days is a large block; it runs three times a year rather than twelve.

COHORT	DATES	SESSION 1	SESSION 2
★ May 2027	Mon 10 – Wed 12 May 2027	10:00 – 13:00 AST	13:30 – 16:30 AST
September 2027	Mon 13 – Wed 15 September 2027	10:00 – 13:00 AST	13:30 – 16:30 AST
January 2028	Mon 10 – Wed 12 January 2028	11:00 – 14:00 AST	14:30 – 17:30 AST

All three 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 every cohort keeps the same working window in all three markets. The highlighted row carries the Founding Cohort rate.

A cohort runs when it reaches eight delegates. If one does not, you transfer to any other published date at no charge or take a full refund.

FEES

PER DELEGATE

Standard fee **SAR 6,600**

★ Founding Cohort rate — book by 31 March 2027 **SAR 5,250**

Group of 3 or more from the same organisation **SAR 5,850**

★ Founding Cohort + group of 3 or more **SAR 4,725**

The Founding Cohort rate applies to the May 2027 cohort only.

Already taken TAA-102? Day 1 is the same day. Tell us when you book and we will not charge you for it twice.

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

Three delivery days, your own cohort, your own dates. 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

This is the strongest whole-cohort course in the portfolio. A management team that has been through all six domains together argues about priorities from a shared starting point rather than six different ones.

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-103 · 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-103 Brochure · KSA · v3.1 · issued 1 September 2026. TAA-103 is the broadest of the three Foundation courses and the one designed to tell you which Practitioner course to take next.