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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*

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FORMAT

**Three days**

18 hours · live online

TIER

**Foundation**

No prerequisites

FEE

**AED 6,450**

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.

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# 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

Your AI Adoption Roadmap — priority domain, data required, expected decision improvement, and one habit to adopt immediately. Submitted within five days

Peer review of another delegate's roadmap, and theirs of yours

Learner workbook containing your own completed work across all three days

Sector case pack so the examples match your industry

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       | 11:00 – 14:00 GST | 14:30 – 17:30 GST |
| September 2027 | Mon 13 – Wed 15 September 2027 | 11:00 – 14:00 GST | 14:30 – 17:30 GST |
| January 2028   | Mon 10 – Wed 12 January 2028   | 12:00 – 15:00 GST | 15:30 – 18:30 GST |

All three days follow the same schedule. All times are Gulf 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 **AED 6,450**

★ Founding Cohort rate — book by 31 March 2027 **AED 5,150**

Group of 3 or more from the same organisation **AED 5,750**

★ Founding Cohort + group of 3 or more **AED 4,625**

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                                     | AED    |
|-------------------------------------------------------------------|--------|
| Per delivery day, up to 20 participants                           | 24,050 |
| With sector tailoring — case material rewritten for your industry | 31,450 |
| On-site delivery, in addition                                     | +9,250 |

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 <a href="https://thesmo.me">thesmo.me</a>                                                                                     |
| 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 <a href="mailto:training@thesmoevents.com">training@thesmoevents.com</a> 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 UAE dirhams 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.

|                                                                                            |                     |           |                     |
|--------------------------------------------------------------------------------------------|---------------------|-----------|---------------------|
| <b>TIER 1 · FOUNDATION</b><br>No prerequisites — you are here                              | TAA-103 · 102 · 103 | 2–3 days  | AED 2,050 – 6,450   |
| <b>TIER 2 · PRACTITIONER</b><br>Strategy, risk, operations, projects, finance, performance | TAA-201 – 206       | 2 days    | AED 5,550           |
| <b>TIER 3 · ADVANCED</b><br>The AI-Augmented Manager                                       | TAA-301             | 3 days    | AED 8,350           |
| <b>TIER 4 · LEADERSHIP &amp; EXECUTIVE</b><br>Senior leaders and the executive immersion   | TAA-401 · 501       | 3–5 days  | AED 10,900 – 25,700 |
| <b>B-SERIES · EXECUTIVE BRIEFINGS</b><br>In-house, no prerequisites                        | TAA-B01 – B04       | 0.5–1 day | AED 24,050 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](http://www.thesmo.me) · [training@thesmoevents.com](mailto: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 UAE dirhams and are exclusive of any applicable taxes. Course content is reviewed continuously; the published outline is indicative and may be refined. TAA-103 Brochure · UAE · 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.