

THE EDGE ADVISORY PROGRAM

# AI Boardroom *Forum*

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A three-day executive intensive for the leaders who will define their industries in the intelligence economy – strategy, governance, and competitive advantage from generative AI. Real business impact, not hype.

For CEOs, Boards & Senior Leaders — no technical background required.

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**Riyadh, Kingdom of Saudi Arabia**

1–3 September 2026 · 20 seats · one leader per organisation

INVITATION & APPLICATION

[www.edge-advisory.net](http://www.edge-advisory.net)

# The room where the next decade of advantage is *decided*.

Artificial intelligence is no longer an emerging technology question delegated to the IT function. It is a board-level decision about where value is created, how organisations compete, and which leaders are prepared to act while the advantage is still available to capture.

The EDGE AI Boardroom Forum is a three-day executive intensive for the most senior decision-makers. Delivered in a closed boardroom to a small cohort of peers, it translates noise around generative AI into a clear, defensible executive agenda: where to invest, what to govern, what to ignore, and how to move first.

This is not a coding course or a technology tutorial. It is a strategic working session – the kind of structured, candid conversation a chief executive would want with a trusted senior advisor before committing the organisation to its AI agenda.

## \$4.4T

Estimated annual economic potential of generative AI across the global economy (McKinsey Global Institute).

## 3 Days

From AI confusion to a board-ready transformation strategy and a concrete 90-day action plan.

## 20 Seats

A deliberately small, board-level peer cohort — one leader per organisation, confidential and candid.

*The objective is simple: every leader leaves with a decision, a plan, and the confidence to lead the change – not a list of tools.*

# Not an AI workshop. A transformation mandate — grounded in the language of *enterprise value*.

Most AI programmes are designed for learners. The EDGE AI Boardroom Forum is designed for decision-makers. Every session, framework, and case study exists to produce one thing: a decision your organisation can act on — not a slide deck to file.

## THE EDGE FRAMEWORK — AI AS AN ACCELERATOR OF ENTERPRISE VALUE

<p><b>E</b></p> <p><b>Establish</b></p> <p>—</p> <p>Vision, AI readiness, governance foundations, and board mandate. Know what you are building toward — and why it matters to your business.</p>	<p><b>D</b></p> <p><b>Develop</b></p> <p>—</p> <p>Build capability, test pilots, develop internal champions and operating models that make AI adoption real rather than aspirational.</p>	<p><b>G</b></p> <p><b>Grow</b></p> <p>—</p> <p>Scale what works. Transform operations, compress cost structures, and create competitive separation that compounds as the market catches up.</p>	<p><b>E</b></p> <p><b>Exit</b></p> <p>—</p> <p>Realise value. Institutionalise the advantage, reduce founder dependency, and position for the next stage of growth or market event.</p>
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*AI accelerates every stage of the EDGE Framework.*

The Forum is not a standalone AI event — it is the AI module of a broader enterprise transformation methodology. Participants leave understanding not just what AI can do, but *where in their value creation journey to apply it for maximum impact*.

- Executives, not students
- A working boardroom, not a lecture hall
- Decisions, not presentations
- Practical impact, not theory

# A narrow window to lead rather than *follow*.

Across every sector, a small group of organisations is pulling decisively ahead by treating AI as a leadership capability rather than a procurement exercise. The gap between them and everyone else is widening – and it compounds.

## WHAT THE LEADERS ALREADY UNDERSTAND

- 01 It is a structural shift.**  
AI changes the cost base, the operating model, and the basis of competition – not just productivity at the margin.
- 02 The advantage is front-loaded.**  
Early, disciplined adopters reset customer expectations and unit economics before competitors have time to react.
- 03 Capacity, not headcount.**  
The real prize is reclaiming professional time and eliminating waste – redeploying talent to higher-value work.
- 04 Governance is a leadership duty.**  
Risk, accuracy, privacy and ethics are board responsibilities that cannot be outsourced to vendors.
- 05 Speed beats perfection.**  
Quick, well-chosen wins build conviction across the organisation and fund the larger transformation agenda.
- 06 It is a CEO agenda.**  
Treated as an IT project, AI stalls; owned by the chief executive, it transforms the organisation.

## PROVEN AT SCALE

The Forum is grounded in documented enterprise outcomes – not speculation. Cases include Klarna (AI handling the work of hundreds of agents across millions of conversations), JPMorgan's COiN platform, DPD's service automation, and AI-led efficiency programmes at Unilever and Walmart – each translated into the decisions that made them possible.

# You leave with decisions made, not notes *taken.*

Every session is engineered to convert into something you can use the following Monday. By the close of the Forum, you will have produced – and pressure-tested with peers – the core of your organisation's AI agenda. Eight deliverables. Yours to keep.

## 01 **AI Executive Toolkit**

A curated reference toolkit for executive AI decision-making, designed around your specific leadership role and responsibilities.

## 02 **AI ROI Framework**

Evaluate AI investments against real business impact – revenue, cost reduction, and risk assessed in a single unified model.

## 03 **AI Opportunity Map**

A structured diagnostic identifying high-value AI use cases specific to your organisation, sector, and functional priorities.

## 04 **AI Governance Model**

Board-ready risk, compliance, and oversight protocols – built before you scale, not after a failure has already occurred.

## 05 **AI Strategy Templates**

Ready-made instruments to build and communicate your AI strategy – presented in the language of the boardroom.

## 06 **AI Use Case Library**

Proven use cases across industries and functions – over 200 entries, curated and ready to apply to your context.

## 07 **Executive Prompt Guide**

Use AI tools effectively at the executive level – directing outputs with precision, confidence, and strategic intent.

## 08 **90-Day Implementation Plan**

A step-by-step roadmap to launch from day one – capturing quick wins without disrupting the existing business.

# Designed for those who carry the decision – and the *consequence*.

The Forum is built for senior leaders with enterprise-wide responsibility who must set direction on AI for their organisations. The peer group is deliberately senior; the value compounds with the seniority and diversity in the room.

## **CEOs & Founders**

Setting the AI agenda and owning the transformation mandate across the entire organisation.

## **Board Members & Chairs**

Providing oversight, governance, and strategic challenge at the highest institutional level.

## **CXOs & C-Suite**

COO, CFO, CMO, CHRO and CIO leaders translating AI strategy into functional outcomes.

## **Government & Public-Sector Leaders**

Ministers and senior officials shaping institutional AI adoption and national policy.

## **Business Owners & Directors**

Driving competitive advantage and sustainable growth through disciplined AI adoption.

## **Transformation & Strategy Leaders**

Accountable for delivery, change management, and measurable enterprise impact.

*No technical background required*

The Forum assumes no coding, data science, or prior AI experience. It is written in the language of strategy, capital, risk and leadership – *the language of the boardroom*. Every participant starts from exactly where they are.

# A working boardroom, not a lecture hall.

The learning design mirrors how senior executives actually make decisions: candid discussion, real cases, structured frameworks, and applied work on your own organisation throughout the three days.

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## 01 **The Boardroom Setting**

Delivered in a closed, premium boardroom environment to a small cohort. Confidential by design, so leaders can speak openly about their real strategic challenges without concern for confidentiality.

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## 02 **Case Method & Real Outcomes**

Every concept is anchored in documented enterprise cases – examined for the decisions behind the results, then mapped carefully to your own organisational context.

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## 03 **Applied to Your Organisation**

Workshops, simulations and strategy labs are run on your business – every framework completed with your data, your functions, your priorities, your decisions.

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## 04 **Peer Exchange**

The cohort is the curriculum. Structured discussion among senior peers surfaces blind spots, benchmarks ambition, and builds a network that outlasts the Forum.

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## 05 **Frameworks That Travel**

You leave with EDGE's signature executive frameworks and a complete toolkit – reusable instruments you deploy long after the Forum ends.

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# Three days. Twelve modules. One executive *agenda*.

**DAY ONE**

*AI Foundations, Business Impact & Executive Mindset*

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## **Module 1 · The Executive AI Reality**

FOUNDATIONS

*"Why AI is a leadership decision, not a technology trend."*

What generative AI really is; AI vs. traditional software and automation; how AI reshapes business structure; the \$4.4 trillion economic impact; why some firms surge ahead; capabilities and limitations.

**Exercise — AI Opportunity Assessment**

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## **Module 2 · How Leading Companies Use AI**

REAL IMPACT

*"Real business impact, not hype."*

Klarna's productivity model; AI-driven service, marketing and operations transformation; AI in financial services; productivity multiplication and the lean AI-native organisation.

**Workshop — Identify AI opportunities inside your business**

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## **Module 3 · AI for Revenue Growth**

GROWTH

*Turning AI into top-line advantage across sales and marketing.*

AI in sales acceleration and lead generation; personalisation at scale; AI-enhanced campaigns and proposals; customer experience transformation; market intelligence.

**Workshop — Designing an AI-Enhanced Revenue Model**

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## **Module 4 · Executive AI Tools & Productivity**

TOOLS

*Which tools are worth paying for – and which are noise.*

The best AI tools for executives; AI assistants; meetings and summaries; reporting, presentations and executive communication; strategy research and competitive intelligence.

**Framework — Executive AI Tool Evaluation Framework**

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**Module 5 · Cost Reduction & Operational Efficiency**

EFFICIENCY

*Eliminating waste and reclaiming professional capacity.*

AI-driven operational efficiency; automating repetitive knowledge work; workflow and PMO optimisation; documentation; supply chain and logistics; cases of 30–85% cost reduction.

**Workshop — Operational Efficiency Mapping**

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**Module 6 · AI Across Business Functions**

FUNCTIONS

*A department-by-department view of high-impact AI.*

AI in HR and recruitment, finance, procurement, customer support, strategy and analytics, operations, and knowledge management across the enterprise.

**Framework — High-Impact AI Use Case Matrix**

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**Module 7 · Adoption, Change Management & Culture**

LEADERSHIP

*Leading people through AI transformation.*

Why employees resist AI; adoption psychology; building an AI culture; leadership communication during change; human + AI collaboration models; readiness assessment.

**Role Play — Executive AI Communication Simulation**

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**Module 8 · Risks, Governance & Decision-Making**

GOVERNANCE

*What executives must regulate before they scale.*

AI governance fundamentals; hallucinations and accuracy risk; data privacy and compliance; ethical and responsible AI; board-level oversight; vendor and platform risk.

**Framework — AI Governance & Risk Model**

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## Module 9 · AI Strategy & Competitive Positioning

STRATEGY

*From capability to durable competitive advantage.*

AI as competitive advantage; AI-enabled business models and AI-native organisations; market disruption; strategy alignment; investment prioritisation; quick wins vs. long-term transformation.

**Workshop — Build your AI priorities, impact map & strategic roadmap**

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## Module 10 · The First 90 Days

EXECUTION

*"How to start without disrupting the business."*

AI quick-win projects; pilot strategy; building internal AI champions; implementation sequencing; measuring ROI; avoiding common mistakes; scaling what works.

**Deliverable — 90-Day AI Action Plan**

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## Module 11 · Future Trends & Executive Readiness

FORESIGHT

*What leaders should focus on over the next 2–3 years.*

AI agents and autonomous workflows; the future of executive leadership; AI-driven organisations; workforce transformation; emerging risks and opportunities on the horizon.

**Discussion — The Future CEO in the AI Economy**

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## Module 12 · Final Executive Strategy Lab

CAPSTONE

*Your organisation's AI vision, brought together.*

AI vision, opportunities, cost-saving initiatives, governance, transformation priorities and competitive strategy – consolidated and presented to the cohort for peer challenge.

**Final Deliverable — 12-Month Executive AI Vision Presentation**

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# Signature frameworks and a complete executive *toolkit*.

01

## AI Readiness Assessment

A structured diagnostic of where your organisation stands across strategy, data, capability, culture and governance – before you commit resources.

02

## Three-Horizon Roadmap

Sequences quick wins, scaling initiatives, and transformational bets against your strategy and investment appetite over time.

03

## AI Business Case Framework

Builds a defensible ROI case for AI investment in the language of the board – revenue, cost, risk and capacity in a single model.

04

## AI Governance & Risk Model

A board-level oversight model covering accuracy, privacy, compliance, ethics and vendor risk – built before you scale, not after.

### THE EXECUTIVE AI TOOLKIT — EVERY PARTICIPANT RECEIVES

- 90-Day AI Implementation Plan
- AI Cost-Saving Calculator
- AI Acceptable Use Policy template
- AI Opportunity Assessment
- AI Use Case Library (200+ entries)
- Executive Prompt Engineering Guide
- AI Vendor Comparison Matrix
- Executive AI Tool Evaluation Framework

# Led by practitioners. *Not* *professors.*

## The Forum Principal

*Serving Chairman, publicly  
listed company (MENA) ·  
Founder & Senior Principal,  
EDGE Advisory*

## AREAS OF EXPERTISE

Institutional Transformation

Investor & Value Creator

Public Markets Experience

Infrastructure & Technology

GCC, MENA & Africa

A practitioner who built an organisation from founding through operational scale to public market listing – and remained to chair the board. With over two decades of enterprise-building experience across the GCC, MENA, and Africa, the Forum Principal has led transformations across regulated industries, created equity value across multiple sectors, and developed the governance frameworks that underpin the EDGE methodology.

*Identity is withheld at the principal's request. Participants accepted to the programme will receive a private briefing ahead of the Forum.*

## FORMAT AT A GLANCE

- 01 Three full days, in-person, intensive.
- 02 Closed boardroom setting, premium venue.
- 03 20 seats – one leader per organisation.
- 04 Applied workshops on your own organisation.
- 05 Confidential peer discussion throughout.

## ON COMPLETION

*EDGE Executive Certificate in AI Strategy & Enterprise Transformation*

The inaugural cohort receives Founding Cohort recognition – among the first executives to complete the EDGE AI Boardroom Forum.

## EXECUTIVE NETWORK

Graduates join a private EDGE executive network – peer roundtables, future EDGE events, strategic collaboration opportunities, and ongoing advisory access.

# Program *details.*

<b>DATES</b> 1–3 Sep 2026 · upcoming cohort	<b>LOCATION</b> Riyadh Kingdom of Saudi Arabia	<b>COHORT</b> 20 seats one leader per organisation
<b>FORMAT</b> In-person, full-day sessions across three consecutive days.	<b>AUDIENCE</b> C-level executives and board principals.	
<b>LANGUAGE</b> English. Arabic facilitation available on request.	<b>PREREQUISITES</b> None. No coding or technical background required.	

## YOUR ENROLMENT INCLUDES

- All sessions & applied workshops
- Participant handbook & reference materials
- EDGE Executive Certificate on completion
- Complete Executive AI Toolkit & frameworks
- Refreshments & working lunches daily
- Access to the EDGE executive network

*Private, single-organisation editions of the Forum can be delivered in-house for leadership teams. Contact the program office to discuss a dedicated cohort. Fees overleaf.*

# Three ways into the *room*.

Your seat is matched to your role. The Leadership Pass is the recommended default for chief executives and managing directors.

	RECOMMENDED	
<p><b>EXECUTIVE PASS</b> <i>For functional leaders</i> CSO · CDO · CIO · CTO</p> <p><b>\$5,500</b></p> <p>SAR 20,625 · deposit \$1,500</p> <hr/> <ul style="list-style-type: none"> <li>– Three-day boardroom seat</li> <li>– All six owned artifacts</li> <li>– Full Executive AI Toolkit</li> <li>– Handbook &amp; materials</li> <li>– Certificate &amp; networking</li> </ul>	<p><b>LEADERSHIP PASS</b> <i>For chief executives</i> CEO · Managing Director · Director</p> <p><b>\$6,500</b></p> <p>SAR 24,375 · deposit \$2,000</p> <hr/> <ul style="list-style-type: none"> <li>– Everything in the Executive Pass</li> <li>– Pre-program 1:1 AI-readiness diagnostic</li> <li>– Priority seating in the room</li> <li>– 30-day post-program support</li> <li>– Group Q&amp;A clinic</li> </ul>	<p><b>CHAIRMAN CIRCLE</b> <i>For board principals</i> Chairman · Board · Family principal</p> <p><b>\$9,500</b></p> <p>SAR 35,625 · deposit \$3,000</p> <hr/> <ul style="list-style-type: none"> <li>– Everything in the Leadership Pass</li> <li>– Private 60–90 min 1:1 with the founder</li> <li>– Personalised AI vision review</li> <li>– VIP seating · closed roundtable &amp; dinner</li> <li>– Named recognition · 90-day follow-up</li> </ul>
<p><b>VAT</b> Listed fees exclude 15% KSA VAT, added to every invoice.</p>	<p><b>DEPOSIT</b> Reserves your seat – non-refundable, transferable to a future cohort.</p>	<p><b>BALANCE</b> Due in full before the Forum begins.</p>

*Seats are limited to twenty and confirmed in order of deposit. Group and corporate-cohort rates available on request.*

## ADMISSIONS

# Reserve a seat at the *table*.

Places are limited to twenty and allocated by application to preserve the seniority and balance of the room. The process is brief.

1

### Express interest

Scan the code to chat with our AI Advisor, or apply via the website to register for the cohort.

2

### Briefing conversation

A short call to confirm fit, objectives, and the right pass for your role on the board.

3

### Confirm your place

A deposit reserves your seat; joining details, pre-work and venue follow ahead of the Forum.

*Begin your application.*

ONLINE [www.edge-advisory.net](http://www.edge-advisory.net)

COHORT Riyadh · 1–3 September 2026



*Chat with our  
AI Advisor*

**EDGE**  
— ADVISORY —

*Real business impact,  
not hype.*

## *Strategy Is Common. Execution Is Rare.*

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EDGE Advisory is the executive transformation arm of EDGE Holding. We work with chairmen, boards, and CEOs to turn mandates into measurable outcomes – governance, AI, operational scale, and the shift from founder dependency to institution.

We embed as execution partners, not advisors who disappear after the recommendation phase. Every engagement is led by a senior principal with regional operating experience.

### **PRACTICE AREAS**

- AI Strategy & Boardroom Governance
- Operational Scale & Execution
- Executive Education & Leadership Development
- Institutional Transformation

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### **PROGRAM ENQUIRIES**

*Chat with our AI Advisor*

[www.edge-advisory.net](http://www.edge-advisory.net)