



Global Skill Development Council

BOARDROOM BRIEFING · FOR SENIOR LEADERS

# Get the full Executive AI Briefing

The complete boardroom briefing — every framework, the full 8-module syllabus, a sample generative-AI-for-leaders pathway for each persona, exam details, and the GSDC capstone & job-support package.

## Inside the toolkit

- **The 6-rung Ladder of Conviction** — diagnostic version
- **Full 8-module syllabus** + 12 hands-on activities
- **Sample certificate** + exam details
- **Career-pathway summaries** for 4 leadership personas

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Certified Generative AI Leadership · the executive briefing behind the credential

## Executive summary

<b>TO</b>	The board & senior leadership
<b>FROM</b>	Office of AI Leadership
<b>RE</b>	Building executive AI capability — the case for certifying your leaders

### Situation

AI is now a standing board item, yet most leadership teams lack a shared language for it. Investment is rising while organizational readiness is not — the gap is one of leadership literacy, not technology.

### Implication

Decisions about strategy, risk and governance are being made by leaders who were never trained to make them. That is a risk to value, to compliance and to reputation.

### Recommendation

Certify your leaders through a structured, non-technical pathway that builds conviction, frameworks and a board-ready capstone in 90 days. This briefing sets out exactly what that pathway contains.

#### The one-line case

The cost of an under-prepared leadership team is paid in failed pilots, governance gaps and missed value — far exceeding the cost of preparing them.

# Why AI leadership is now a board issue

Three shifts moved AI from the IT backlog to the board agenda. A briefing for senior leaders has to start here.

**92%**

of organizations plan to raise AI investment over three years

**~1%**

describe their AI deployment as mature today

**EU**

AI Act now in force — governance is a legal duty, not a choice

## 1 — Value is on the table

AI now touches revenue, cost and risk simultaneously. Boards are accountable for whether the organization captures that value or cedes it to competitors.

## 2 — Risk is now regulated

With the EU AI Act in force and a widening patchwork of state law, AI governance is a fiduciary responsibility, not a discretionary one.

## 3 — The literacy gap is the bottleneck

The constraint is rarely the technology. It is leaders who cannot yet direct it with confidence. Closing that gap is the highest-leverage move a board can make.

## The 6-rung Ladder of Conviction

Every leadership team sits somewhere on this ladder. It measures not what you know about AI, but how decisively you are prepared to lead it. The diagnostic on the next page tells you your rung.

### Rung 6 · Conviction

AI-native; it defines the strategy and you set the agenda

### Rung 5 · Driving

AI is central; you are leading it personally

### Rung 4 · Committed

AI is a funded priority across the organization

### Rung 3 · Experimenting

Running pilots, but without a unifying strategy

### Rung 2 · Curious

Watching closely, not yet acting

### Rung 1 · Skeptical

Treating AI as hype; waiting and seeing

The pathway is designed to move a leadership team from wherever it sits to **Rung 5 (Driving)** or above — the level at which AI stops being a risk and becomes an advantage.

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RELATED CREDENTIAL

### From briefing to credential.

This briefing maps the Certified Generative AI Leadership program. Enrolment is the step that turns the plan on these pages into a capability you and your board can rely on.

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## The Conviction diagnostic

Check every statement that is true of your leadership today. Your rung is the highest-numbered statement you can honestly check.

- 1 We mostly treat AI as hype and have taken no deliberate action.
- 2 We are paying attention and discussing AI, but not yet investing.
- 3 We are running pilots, but without a shared strategy or governance.
- 4 AI is a funded priority with named owners across the organization.
- 5 Senior leaders personally drive AI, with strategy, governance and metrics in place.
- 6 AI is central to our strategy; we set the agenda our market follows.

### Reading your score

**Rungs 1-2:** start with literacy and the value case. **Rungs 3-4:** add strategy and governance to turn pilots into a program. **Rung 5+:** optimize, measure and lead the market. The pathway meets you at your rung.

## What it takes to move up a rung

Conviction is built, not declared. Each step up the ladder is unlocked by a specific capability — which the syllabus delivers.

From → To	What unlocks the move
Skeptical → Curious	Honest exposure to what AI can and can't do
Curious → Experimenting	A method for spotting and scoping value
Experimenting → Committed	A funded strategy and an operating model
Committed → Driving	Governance, risk control and adoption leadership
Driving → Conviction	Measured value and a board-level AI narrative

Notice the pattern: every rung up is a leadership capability, not a technical one. That is why a non-technical pathway can move the needle so quickly.

## The frameworks behind the briefing · 1-4

The credential is built on eight enterprise AI frameworks. Each is summarized here; all are taught with editable templates in the program.

- 1 AI Strategy** — Where AI creates value and how you bet — on one page
- 2 AI Operating Model** — How the AI function is structured, across nine layers
- 3 AI Governance** — Who decides, who is accountable, by what rules
- 4 Responsible AI** — Fairness, transparency, oversight and bias control

Frameworks 5-8 continue on the next page. Together they form one operating system for enterprise AI — the substance behind executive conviction.

## The frameworks behind the briefing · 5-8

**5 AI Risk Management** — A living register, aligned to the EU AI Act tiers

**6 AI Maturity Model** — How capable you are today, on a 1-5 scale

**7 AI Adoption** — Moving from pilot to scaled, embedded use

**8 AI Readiness Assessment** — The gaps to close before you scale

### How the frameworks relate to the ladder

Readiness and Strategy move you off the lower rungs; the Operating Model, Governance and Risk frameworks carry you to *Committed* and *Driving*; Maturity and Adoption sustain the climb to *Conviction*.

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LIMITED-TIME OFFER

### The board conversation is already happening.

The question is whether you lead it or react to it. Build the literacy and the credential now, while this season's enrolment window is open.

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## The credential: Certified Generative AI Leadership

The briefing leads to one outcome — a recognized credential that signals you can lead AI strategically, responsibly and at scale.

### Strategic

Set AI strategy and a fundable executive roadmap.

### Governed

Stand up policy, risk and responsible-AI controls.

### Transformational

Lead change and drive adoption across the organization.

### Communicative

Prove value and carry the board narrative.

### What you leave with

A recognized credential, a verifiable digital badge, twelve hands-on activities that form your portfolio, and a board-ready capstone brief.

## The full 8-module syllabus

Concept-first, decision-focused, no coding required — sequenced across the 90-day pathway.

#	Module	Core outcome
1	<b>AI &amp; GenAI Foundations for Leaders</b>	Fluency in what AI is and does
2	<b>Spotting AI Value</b>	Identify & prioritize use cases
3	<b>AI Strategy &amp; the Executive Roadmap</b>	A funded, sequenced plan
4	<b>Data &amp; Technology Fluency</b>	Decide without coding
5	<b>Leading AI Transformation</b>	Change management that sticks
6	<b>Driving Adoption &amp; Culture</b>	From pilot to embedded use
7	<b>Governance, Risk &amp; Responsible AI</b>	Safe, compliant, defensible
8	<b>Value, ROI &amp; the Board Narrative</b>	Prove and communicate impact

## Syllabus detail · Modules 1-4

### 1 AI & Generative-AI Foundations

How modern AI works in plain language, what it can and can't do, and the vocabulary to lead any AI conversation.

### 2 Spotting AI Value

A repeatable method to find AI opportunities in any function and score them on value × feasibility.

### 3 AI Strategy & the Executive Roadmap

Turning opportunities into a one-page strategy with build/buy/partner choices and a funded now/next/ later roadmap.

### 4 Data & Technology Fluency

The concepts behind data, models and platforms — enough to decide and to expose technical risk early, without code.

## Syllabus detail · Modules 5-8

### 5 Leading AI Transformation

Why programs stall between pilot and scale, a change framework built for AI, and managing stakeholders and resistance.

### 6 Driving Adoption & Culture

Moving a use case through awareness, pilot, scale and embed — and budgeting for adoption, not just the model.

### 7 Governance, Risk & Responsible AI

Standing up governance with real decision rights, a risk register, EU AI Act tiering and bias controls.

### 8 Value, ROI & the Board Narrative

Defining AI metrics, calculating and defending ROI, and telling a numbers-backed story to the board.

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FLAGSHIP SAVINGS

#### Half off the executive credential.

Our deepest enrolment saving of the season is live on the Certified Generative AI Leadership program — the same syllabus, capstone and exam described in this briefing.

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## The 12 hands-on activities

Every module produces a real artifact. Together these twelve activities become your executive AI portfolio and feed the capstone.

- 1 **AI literacy self-assessment**
- 2 **AI opportunity map**
- 3 **Use-case prioritization scorecard**
- 4 **One-page AI strategy canvas**
- 5 **Governance policy outline**
- 6 **AI risk register (starter)**
- 7 **EU AI Act tier classification**
- 8 **Change & stakeholder plan**
- 9 **Adoption roadmap**
- 10 **Board-ready ROI narrative**
- 11 **90-day AI leadership action plan**
- 12 **Capstone transformation brief**

## How the activities build the capstone

Nothing is busywork. Activities 1-11 assemble, piece by piece, into the capstone transformation brief — your portfolio centerpiece.

Stage	Activities	Becomes
Diagnose	1, 2, 3	The opportunity & priority section
Direct	4	The strategy & roadmap section
Control	5, 6, 7	The governance & risk section
Transform	8, 9	The change & adoption section
Prove	10	The value & ROI section
Plan	11	The 90-day action section
Capstone	12	The assembled board-ready brief

## The capstone: an executive AI transformation brief

The capstone is a real, board-ready document — for many leaders, the actual plan they take back to work.

### What the capstone contains

- An executive summary in the memo format used in this briefing
- A prioritized AI opportunity portfolio for your organization
- A one-page strategy and a funded, sequenced roadmap
- A governance and risk position, with EU AI Act tiering
- A change, adoption and culture plan
- A value/ROI narrative and the metrics that prove it

### Why it matters

The capstone is what separates a certificate from a capability. It is evidence — to a hiring panel or your own board — that you can lead an AI transformation, not just describe one.

## Exam & certification details

Certification is validated by an assessment plus the capstone. Typical exam parameters are below — always confirm the current details on the official program page.

Parameter	Typical detail
Format	Multiple-choice questions
Number of questions	Approximately 40
Duration	Around 90 minutes
Passing score	Commonly in the 60-70% range
Delivery	Online
Assessment basis	Exam plus the 12 activities & capstone brief
Credential	Certified Generative AI Leadership + verifiable digital badge

Exam length, passing score, attempts policy and certificate validity are set by GSDC and may change — confirm current details before enrolling.

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OFFER VALID 48 HOURS

### This pricing closes in 48 hours.

The current 50% enrolment offer expires within two days. After the window shuts, the next cohort reverts to standard pricing. Reserve your seat now.

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## Sample certificate

On completion you earn the credential and a verifiable digital badge. Here is what the certificate looks like.



The digital badge is shareable on LinkedIn and independently verifiable. Certificate design shown is illustrative.

## Career-pathway summaries · the four personas

The briefing tailors to four leadership personas. Find yours; the next pages give each a sample pathway and a career trajectory.

### A · The C-Suite Generalist

CEO/COO/CXO setting the enterprise AI agenda.

### B · The Functional Leader

VP/Director bringing AI into one function.

### C · The Transformation Leader

Owens change and adoption across teams.

### D · The Career Switcher

Moving into a dedicated AI leadership seat.

All four complete the same eight modules; the pathways differ in emphasis and in where each leader is most likely to land afterward.

## Career-pathway summary · A & B

### A The C-Suite Generalist

**Starting rung:** Curious / Experimenting (Rung 2-3).

**Module emphasis:** Foundations, Strategy, Governance, Board value (Modules 1, 3, 7, 8).

**Likely trajectory:** From sponsor to AI-conviction CEO/COO — owning the board's AI narrative and strategy.

### B The Functional Leader

**Starting rung:** Skeptical / Curious (Rung 1-2).

**Module emphasis:** Value-spotting, Data fluency, Adoption, Measurement (Modules 2, 4, 6, 8).

**Likely trajectory:** From function head to the AI champion of their domain — and a candidate for enterprise AI roles.

## Career-pathway summary · C & D

### **C** The Transformation Leader

**Starting rung:** Experimenting / Committed (Rung 3-4).

**Module emphasis:** Change management, Adoption, Strategy/operating model (Modules 5, 6, 3).

**Likely trajectory:** From change lead to Head of AI Transformation — owning the operating model and rollout.

### **D** The Career Switcher

**Starting rung:** Skeptical / Curious (Rung 1-2), often from an adjacent senior role.

**Module emphasis:** All 8 modules + the full 12-activity portfolio.

**Likely trajectory:** Into a dedicated AI leadership seat (Director / Head / Program Lead) within a year, portfolio in hand.

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LEAD THE BOARDROOM

#### **Be the AI-fluent voice at the table.**

Senior leaders across functions are certifying to direct AI with conviction, not caution. Join the cohort already enrolling and lead the discussion you're now part of.

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## Sample generative-AI-for-leaders pathway · A & B

A worked 90-day shape for two personas. Same structure, different emphasis.

### A · C-Suite Generalist

Phase	Focus	Key output
Days 1-30	Foundations + value	AI opportunity map
Days 31-60	Strategy + governance	Strategy canvas + policy outline
Days 61-90	Value + board narrative	Board-ready capstone

### B · Functional Leader

Phase	Focus	Key output
Days 1-30	Value-spotting in your function	Prioritized use-case shortlist
Days 31-60	Data fluency + adoption planning	Adoption roadmap
Days 61-90	Measurement + ROI	ROI narrative + capstone

# Sample generative-AI-for-leaders pathway · C & D

## C · Transformation Leader

Phase	Focus	Key output
Days 1-30	Operating model + value	Opportunity map + operating-model sketch
Days 31-60	Governance + change	Governance outline + stakeholder plan
Days 61-90	Adoption + rollout	Adoption roadmap + capstone

## D · Career Switcher

Phase	Focus	Key output
Days 1-30	Full foundations + value	Activities 1-3
Days 31-60	Strategy, governance, risk	Activities 4-7
Days 61-90	Change, value, capstone	Activities 8-12 (full portfolio)

## The GSDC capstone & job-support package

Certification is the start, not the finish. The capstone and job-support package are designed to convert the credential into a role — or a bigger mandate.

### **The capstone as portfolio**

Your board-ready transformation brief doubles as the centerpiece of an executive AI portfolio.

### **Profile optimization**

Guidance on positioning your resume and LinkedIn around the credential.

### **Interview readiness**

Preparation for the AI-strategy and governance questions senior interviews now include.

### **Verifiable badge**

A shareable digital badge that surfaces the moment someone looks you up.

## Job-support package · continued

### Peer & alumni network

A community of certified leaders for referrals, benchmarking and shared playbooks.

### Mentor checkpoints

Guided checkpoints through the 90 days keep your capstone sharp and decision-ready.

### Negotiation context

Market benchmarks to anchor a compensation conversation on data, not guesswork.

### Continued resources

The full framework library and templates stay with you to deploy long after certification.

Exact inclusions and any time-bound support terms are confirmed at enrolment and on the official program page — this is a high-level overview.

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**CAPSTONE + JOB SUPPORT**

### A credential, a capstone and a job-support package.

Enrolment includes the full syllabus, the twelve activities, a board-ready capstone brief and the GSDC job-support package. Claim the complete bundle.

**Enroll Now >**

## Format, time commitment & prerequisites

Built around a working executive's calendar.

Element	Detail
<b>Duration</b>	A 90-day pathway, three 30-day phases
<b>Format</b>	Self-paced modules with live cohort touchpoints
<b>Prerequisites</b>	None — concept-first, no coding required
<b>Effort</b>	Designed to fit alongside a full-time leadership role
<b>Assessment</b>	Exam + 12 activities + capstone brief
<b>Outcome</b>	Certified Generative AI Leadership credential + digital badge

Cohort dates, exact effort hours and current format are listed on the official program page.

## The business case for sponsoring a leader

For a board weighing whether to fund this, the math is rarely close.

### Cost of inaction

Failed pilots, governance gaps, compliance exposure and value ceded to competitors — each far larger than the investment to prevent them.

### Cost of mis-hiring

Recruiting an external AI executive is slow and expensive; upskilling a trusted leader is faster and lower-risk.

### Speed to capability

90 days to a board-ready transformation brief versus months of external search and onboarding.

### Compounding return

A certified leader raises the conviction — and capability — of the whole team around them.

### The board takeaway

Certifying an existing leader is the lowest-risk, fastest path to closing the literacy gap that currently constrains your AI program.

## Rolling this out across a leadership team

For organizations certifying several leaders at once, a simple sequence keeps it coordinated.

Window	Focus	Outcome
<b>Days 1-30</b>	Diagnose the team on the Ladder of Conviction	Shared baseline & opportunity maps
<b>Days 31-60</b>	Build strategy & governance together	One organizational strategy & policy
<b>Days 61-90</b>	Each leader produces a domain capstone	A portfolio of board-ready briefs

### The multiplier

When a leadership team climbs the conviction ladder together, alignment stops being a meeting topic and becomes the default.

## The risk of waiting

Every quarter on a lower rung carries a cost. Three are worth naming to the board.

### Regulatory exposure

With the EU AI Act in force, ungoverned AI is now a compliance liability, not just an operational one.

### Value leakage

Competitors moving up the ladder capture the use cases and talent you're still debating.

### Shadow AI

Without literate leadership, ungoverned tools spread faster than policy — surfacing only after an incident.

### The asymmetric bet

The downside of certifying a leader is modest and bounded. The downside of an under-prepared leadership team is neither.

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SEATS FILLING FAST

### The upcoming cohort is filling quickly.

Live cohorts cap their seats to protect mentorship quality. Reserve your place in the next Certified Generative AI Leadership intake before enrolment closes.

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## How to act on this briefing

Four steps from this document to a certified, AI-conviction leader.

1

**Diagnose** — place yourself (or your team) on the Ladder of Conviction.

2

**Enrol** in the Certified Generative AI Leadership program via the official page.

3

**Work the 90 days** — eight modules, twelve activities, a capstone and the exam.

4

**Certify & convert** — earn the credential and apply the job-support package.

## Questions boards and leaders ask

### Is this technical?

No. It is concept-first and decision-focused, with no coding and no prerequisites — built for non-technical senior leaders.

### How is it assessed?

Through an exam plus the twelve hands-on activities and a board-ready capstone brief — so the credential reflects applied capability, not just recall.

### How long does it take?

A 90-day pathway designed to fit alongside a full-time leadership role.

### Is it suitable for a whole leadership team?

Yes. The 90-day rollout section outlines how to certify several leaders together for shared alignment.

### How current is the governance content?

Governance and risk modules are aligned to widely recognized references including the EU AI Act and the NIST AI Risk Management Framework.

## Key takeaways

The whole briefing on one page.

- ✓ **AI leadership is a board issue** — value and regulated risk now sit at the top table.
- ✓ **The bottleneck is literacy, not technology** — and literacy is the highest-leverage fix.
- ✓ **Conviction is built** — the 6-rung ladder maps the climb; the syllabus delivers each step.
- ✓ **Eight frameworks, twelve activities, one capstone** — a portfolio, not just a certificate.
- ✓ **Non-technical and 90 days** — built for working senior leaders.
- ✓ **Certifying a trusted leader** is the lowest-risk way to close the gap.

## The bottom line

A boardroom briefing that ends in a decision: certify your leaders, build conviction, and turn AI from a standing risk on the agenda into a source of advantage.

### About this briefing & standards referenced

This briefing summarizes the Certified Generative AI Leadership program. The syllabus, activities, personas, sample pathways and exam parameters are described for planning purposes; exam length, passing score, attempts, certificate validity, job-support terms and pricing are set by GSDC and confirmed on the official program page. Governance content references widely recognized standards including the **NIST AI Risk Management Framework, ISO/IEC 42001** and the **EU AI Act**; verify current regulatory text against official sources before relying on it for compliance decisions.

Provided by GSDC for informational purposes and does not constitute legal, compliance or financial advice. Program details may change; confirm current details on the official program page before enrolling.

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FINAL CALL

### Last call — act on the briefing now.

You've read the conviction diagnostic, the syllabus, the exam and the pathways. The only step left is enrolment. Claim the 50% offer and begin today.

**Enroll Now >**