

GSDC

Global Skill Development Council

BROCHURE · FOR NON-TECHNICAL LEADERS

Get the Executive AI Pathway

The full 90-day pathway breakdown, the 4-persona match guide, the complete 8-module syllabus, a sample certificate, and the GSDC job-support package overview — built for leaders, no coding required.

Inside the toolkit

- **The 5-rung executive AI maturity ladder**
- **4-persona matching guide** — with module emphasis
- **Full 8-module syllabus** + 12 hands-on deliverables
- **Career-switcher composite stories** — full versions

Certified Generative AI Leadership · a 90-day executive pathway for CXOs, VPs and senior leaders

An AI pathway built for leaders, not engineers

You don't need to write a line of code to lead AI well. You need to know what it can do, where it creates value, how to govern it, and how to bring an organization with you. That is exactly what this 90-day pathway builds.

This is for you if you are a...

C-suite executive

CEO, COO or CXO who has to set the AI agenda and answer to the board.

Functional leader

VP or Director in marketing, HR, finance or operations bringing AI into your domain.

Transformation leader

Owning change, adoption and the operating model for AI across teams.

Career switcher

Moving from an adjacent senior role into a dedicated AI leadership seat.

No technical prerequisites. The pathway is concept-first and decision-focused — every idea is taught in the language of strategy, risk and value.

The executive promise

By the end of 90 days, you won't just understand AI — you'll be able to direct it. Here is what you will walk away able to do.

- ✓ **Speak AI fluently** with technical teams, vendors and the board — and ask the questions that matter.
- ✓ **Spot and prioritize** the AI use cases that actually move value in your organization.
- ✓ **Set an AI strategy** and a credible executive roadmap on a single page.
- ✓ **Stand up governance** — policy, risk and responsible-AI controls aligned to the EU AI Act.
- ✓ **Lead the change** — drive adoption and build an AI-ready culture.
- ✓ **Prove the value** — measure ROI and tell the board a numbers-backed story.
- ✓ **Show a portfolio** — 12 hands-on deliverables that evidence your readiness.

The 5-rung executive AI maturity ladder

Most leaders start somewhere on the bottom three rungs. The pathway is designed to move you up at least two rungs in 90 days. Find yourself below.

Rung 5 · Visionary

Shapes AI-native strategy; sets the agenda for the board and market

Rung 4 · Transformative

Leads org-wide change; embeds AI into core operations

Rung 3 · Directive

Sets strategy, governs, and makes confident AI bets

Rung 2 · Literate

Speaks the language; asks the right questions

Rung 1 · Aware

Knows AI matters but can't yet direct it

Where are you today? The 4-persona guide on the next pages tailors the climb to your starting rung and your role.

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RELATED CREDENTIAL

Turn this brochure into your credential.

The GSDC Certified Generative AI Leadership — Executive AI Pathway is the program this brochure describes. The fastest route from reading the plan to leading the transformation.

Enroll Now >

The 90-day pathway, at a glance

Three 30-day phases take you from literacy to a board-ready transformation brief. Each phase ends with concrete deliverables you can use at work immediately.

DAYS 1-30 · LITERACY

Foundations & fluency

Spot the value

→ AI opportunity map

DAYS 31-60 · DIRECTION

Strategy & roadmap

Governance & risk

→ Strategy canvas + policy

DAYS 61-90 · TRANSFORMATION

Change & adoption

Value & the board

→ Capstone brief

The pathway is self-paced within each phase, with live cohort touchpoints and mentor checkpoints at the end of every 30 days.

Days 1-30 · Build the literacy

You can't direct what you can't discuss. Phase one gives you the vocabulary and the value lens.

Week	Focus	You'll produce
1	AI & generative-AI foundations for leaders	Personal AI literacy self-assessment
2	What AI can and can't do — capabilities & limits	Myth-vs-reality briefing notes
3	Spotting AI value in your function	AI opportunity map
4	Prioritizing use cases on value × feasibility	Use-case prioritization scorecard

End-of-phase milestone

A prioritized shortlist of AI opportunities for your own team — defensible enough to take into a leadership meeting.

Days 31-60 · Set the direction

Phase two turns opportunities into a strategy you can fund and govern.

Week	Focus	You'll produce
5	AI strategy & the executive roadmap	One-page AI strategy canvas
6	Data & technology fluency for decision-makers	Capability gap notes
7	Governance, risk & responsible AI	Draft governance policy outline
8	EU AI Act awareness & risk registers	Risk register + tier classification

End-of-phase milestone

A funded, governed strategy: where you'll play, how you'll control the risk, and what you need to build or buy.

Days 61-90 · Lead the transformation

Phase three is where leadership shows: bringing the organization with you and proving the value.

Week	Focus	You'll produce
9	Leading AI transformation & change management	Change & stakeholder plan
10	Driving adoption & an AI-ready culture	Adoption roadmap
11	Measuring value, ROI & the board narrative	Board-ready ROI narrative
12	Capstone & certification	Executive AI transformation brief

End-of-phase milestone

A capstone transformation brief — your portfolio centerpiece and, often, a live plan you take straight back to work.

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LIMITED-TIME OFFER

Your board is already asking about AI.

The executives who lead AI transformation are the ones who built the literacy first. Enrol while this season's pricing window is open and walk in ready.

[Enroll Now >](#)

The 4-persona matching guide

Same pathway, four lenses. Find the persona closest to you — the next pages tailor the module emphasis and the climb up the ladder to your role.

A • The C-Suite Generalist

CEO/COO/CXO setting the enterprise AI agenda. Emphasis: strategy, governance, the board narrative.

B • The Functional Leader

VP/Director bringing AI into one function. Emphasis: value-spotting, adoption, measurement.

C • The Transformation Leader

Owens change across teams. Emphasis: change management, adoption, operating model.

D • The Career Switcher

Moving into a dedicated AI leadership role. Emphasis: full breadth + the 12-deliverable portfolio.

Not sure which fits? Most leaders are a blend — the pathway covers all eight modules regardless; the personas just tell you where to lean in.

Persona match · A & B

A The C-Suite Generalist

Who: CEO, COO, or other CXO accountable for the enterprise AI agenda.

Goal: Set strategy, govern responsibly, and tell a confident story to the board.

Module emphasis: Modules 1, 3, 7, 8 (foundations, strategy, governance, board value).

Typical climb: Rung 2 → Rung 4 (Literate to Transformative).

B The Functional Leader

Who: VP or Director in marketing, HR, finance, sales or operations.

Goal: Find and land high-value AI use cases inside your own function.

Module emphasis: Modules 2, 4, 6, 8 (value-spotting, data fluency, adoption, measurement).

Typical climb: Rung 1 → Rung 3 (Aware to Directive).

Persona match · C & D

C The Transformation Leader

Who: Programme, change or operations leader owning AI rollout across teams.

Goal: Drive adoption and stand up a durable AI operating model.

Module emphasis: Modules 5, 6, 3 (change management, adoption, strategy/operating model).

Typical climb: Rung 3 → Rung 4 (Directive to Transformative).

D The Career Switcher

Who: Senior professional moving from an adjacent role into AI leadership.

Goal: Build full-breadth credibility and a portfolio that proves it.

Module emphasis: All 8 modules + the complete 12-deliverable portfolio.

Typical climb: Rung 1/2 → Rung 3+ with a portfolio to show for it.

The composite career-switcher stories later in this brochure follow Persona D leaders through exactly this climb.

Persona × module emphasis matrix

A dot marks a module of primary emphasis for each persona. Every persona completes all eight; the dots show where to lean in.

Module	A · C-Suite	B · Functional	C · Transformation	D · Switcher
1 · Foundations	●	●		●
2 · Use-case value		●	●	●
3 · Strategy & roadmap	●		●	●
4 · Data & tech fluency		●		●
5 · Change management			●	●
6 · Adoption & culture		●	●	●
7 · Governance & risk	●		●	●
8 · Value, ROI & board	●	●		●

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FLAGSHIP SAVINGS

Half off the executive pathway.

Our deepest enrolment saving of the season is live on the Executive AI Pathway — the same 90-day program, 8 modules and job-support package described here.

Enroll Now >

The complete 8-module syllabus

Eight modules, sequenced across the 90 days. Concept-first, decision-focused, no coding required.

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

Syllabus detail · Modules 1-2

1 AI & Generative-AI Foundations for Leaders

- How modern AI and generative AI actually work — in plain language
- What today's models can and can't do, and why they fail
- The vocabulary to lead any AI conversation with confidence

Hands-on deliverable: [Personal AI literacy self-assessment](#)

2 Spotting AI Value

- A repeatable method for finding AI opportunities in any function
- Scoring use cases on value × feasibility
- Avoiding the shiny-object trap

Hands-on deliverable: [AI opportunity map + use-case prioritization scorecard](#)

Syllabus detail · Modules 3-4

3 AI Strategy & the Executive Roadmap

- Turning opportunities into a single-page strategy
- Build / buy / partner decisions for capabilities
- Sequencing and funding a now / next / later roadmap

Hands-on deliverable: [One-page AI strategy canvas](#)

4 Data & Technology Fluency for Decision-Makers

- The concepts behind data, models and platforms — no code
- What good and bad data readiness looks like
- Questions that expose technical risk early

Hands-on deliverable: [Capability & data-readiness gap notes](#)

Syllabus detail · Modules 5-6

5 Leading AI Transformation & Change Management

- Why AI programs stall between pilot and scale
- A change framework for AI specifically
- Managing stakeholders, fear and resistance

Hands-on deliverable: [Change-management & stakeholder plan](#)

6 Driving Adoption & an AI-Ready Culture

- Moving a use case through awareness, pilot, scale, embed
- Building literacy and trust across the workforce
- Budgeting for adoption, not just the model

Hands-on deliverable: [Adoption roadmap for one use case](#)

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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. Secure your seat now.

Enroll Now >

Syllabus detail · Modules 7-8

7 Governance, Risk, Ethics & Responsible AI

- Standing up governance with real decision rights
- Building a risk register and classifying EU AI Act tiers
- Bias, fairness and responsible-AI controls leaders can require

Hands-on deliverable: [Governance policy outline + risk register + tier classification](#)

8 Measuring Value, ROI & the Board Narrative

- Defining metrics that matter for AI
- Calculating and defending ROI
- Telling a numbers-backed story to the board

Hands-on deliverable: [Board-ready ROI narrative](#)

The 12 hands-on deliverables (LBDs)

Every module produces a real artifact. Together these twelve Learning-By-Doing deliverables become your executive AI portfolio.

1 AI literacy self-assessment
Baseline your starting rung on the maturity ladder

2 AI opportunity map
Where AI can create value across your function or org

3 Use-case prioritization scorecard
Value × feasibility ranking of your shortlist

4 One-page AI strategy canvas
Vision, value pools, guardrails, roadmap, metrics

5 Governance policy outline
A ratifiable skeleton with bias controls

6 AI risk register (starter)
Five identified risks with controls and owners

The 12 deliverables · continued

7 EU AI Act tier classification
Three of your use cases mapped to risk tiers

8 Change & stakeholder plan
Who to bring along, how, and in what order

9 Adoption roadmap
One use case from awareness to embedded

10 Board-ready ROI narrative
The value story, backed by numbers

11 90-day AI leadership action plan
Your personal plan for the next quarter

12 Capstone transformation brief
The portfolio centerpiece — a full executive brief

Deliverables 1-11 build toward the capstone (12), so your portfolio assembles itself as you go.

How modules and deliverables map together

Each module feeds specific deliverables; each deliverable feeds the capstone. Nothing is busywork.

Module	Feeds deliverables
1 · Foundations	1 (literacy self-assessment)
2 · Spotting value	2, 3 (opportunity map, scorecard)
3 · Strategy	4 (strategy canvas)
4 · Data & tech fluency	feeds 4 & 9 (readiness into roadmap)
5 · Change management	8 (change & stakeholder plan)
6 · Adoption	9 (adoption roadmap)
7 · Governance & risk	5, 6, 7 (policy, register, tiers)
8 · Value & board	10 (ROI narrative)
All → Capstone	11, 12 (action plan + transformation brief)

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JOIN YOUR PEERS

Lead the room, don't just sit in it.

Senior leaders across every function are certifying to direct AI with confidence. Join the cohort already enrolling and become the AI-fluent voice on your team.

Enroll Now >

From Operations Director to AI Transformation Lead

COMPOSITE STORY · ILLUSTRATIVE

Operations Director



Head of AI Transformation

A seasoned operations director had spent fifteen years optimizing supply chains but had never owned a technology mandate. AI kept appearing on the executive agenda, and the silence in those meetings was uncomfortable. Starting on **Rung 2** of the ladder, the first thirty days built the vocabulary; by week three the opportunity map surfaced four operations use cases hiding in plain sight. In phase two, the strategy canvas and a draft governance policy turned those ideas into something the COO could fund. The capstone — a transformation brief for an AI-assisted demand-planning rollout — became the actual plan presented to the board. Within two cohorts' time, the role had been redefined: same person, new title, owning AI transformation across operations. The composite illustrates the Persona-C climb from Directive to Transformative.

What moved the needle

The portfolio. Walking into the conversation with a finished strategy canvas, risk register and ROI narrative changed it from "I'd like to" into "here is the plan."

From Marketing VP to Enterprise AI Strategy

COMPOSITE STORY · ILLUSTRATIVE

VP of Marketing



VP, AI & Digital Strategy

A marketing VP was already using generative tools for content but had no framework to scale them responsibly — and worried about brand and compliance risk. Entering at **Rung 1-2**, the value-spotting module reframed scattered experiments into a prioritized portfolio, while the governance and EU AI Act modules answered the compliance questions that had been keeping legal awake. The board-ready ROI narrative was the turning point: instead of defending tool spend, the VP could show projected efficiency and a control framework in the same slide. The composite tracks the Persona-B emphasis — value, adoption and measurement — and a climb from Aware to Directive, culminating in an expanded mandate spanning AI and digital strategy.

What moved the needle

Pairing opportunity with control. Leaders who can show both the upside and the guardrails get handed bigger mandates.

From Finance Manager to AI Program Lead

COMPOSITE STORY · ILLUSTRATIVE

Finance Manager



AI Program Lead

A finance manager with strong analytical instincts but no formal AI background wanted a path into the AI organization. The data-and-technology-fluency module closed the confidence gap — enough concepts to decide, without pretending to be an engineer. The maturity and readiness deliverables suited a finance mind perfectly, and the capstone transformation brief — an AI-assisted financial-close initiative — doubled as both a portfolio piece and a business case. This composite follows the Persona-D switcher path: full breadth across all eight modules, the complete twelve-deliverable portfolio, and a move into a dedicated AI program leadership seat within a year.

What moved the needle

Breadth plus proof. The full portfolio signalled leadership range that a single project or course never could.

Sample certificate

On completion you earn the GSDC Certified Generative AI Leadership 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.

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JOB-SUPPORT INCLUDED

A credential, a portfolio and a job-support package.

Enrolment includes the full pathway, the 12 hands-on deliverables that become your portfolio, and the GSDC job-support package. Claim the complete bundle.

Enroll Now >

What the credential certifies

The Certified Generative AI Leadership credential signals that you can lead AI strategically, responsibly and at scale — the breadth boards and employers screen for.

Strategic capability

You can set AI strategy and a fundable executive roadmap.

Governance capability

You can stand up policy, risk and responsible-AI controls.

Transformation capability

You can lead change and drive adoption across an organization.

Communication capability

You can prove value and carry the board narrative.

Verifiable & shareable

Your achievement comes with a digital badge that can be verified by anyone and shared across your professional profiles.

The GSDC job-support package · overview

Certification is the start, not the finish. The job-support package is designed to help you convert the credential into a role — or a bigger mandate in your current one.

Portfolio you can show

The 12 deliverables become an executive AI portfolio you can put in front of a hiring panel or board.

Profile optimization

Guidance on positioning your resume and LinkedIn around your new AI-leadership credential.

Interview readiness

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

Verifiable badge

A shareable digital badge that makes the credential visible the moment someone looks you up.

Job-support package · continued

Peer & alumni network

Access to a community of certified leaders for referrals, benchmarking and shared playbooks.

Mentor checkpoints

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

Negotiation context

Market benchmarks so you can 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.

Format & time commitment

Built around a working executive's calendar.

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

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

45% OFF

SEATS FILLING FAST

The upcoming cohort is filling quickly.

Live cohorts cap their seats to protect mentorship quality. Reserve your place in the next Executive AI Pathway intake before it closes to new enrolments.

[Enroll Now >](#)

How to get started

Four steps from this brochure to your credential.

- 1 **Place yourself** on the 5-rung ladder and pick your closest persona.
- 2 **Enrol** in the Executive AI Pathway via the program page.
- 3 **Work the 90 days** — eight modules, twelve deliverables, mentor checkpoints.
- 4 **Certify & convert** — earn the credential and use the job-support package.

The only prerequisite

A willingness to lead. Everything technical is taught in the language of decisions, value and risk.

Questions leaders ask

Do I need a technical background?

No. The pathway is concept-first and decision-focused. There is no coding, and no prerequisites.

How much time does it take?

It is a 90-day pathway designed to fit alongside a full-time leadership role, with self-paced modules and periodic live touchpoints.

What do I actually walk away with?

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

Is it relevant outside tech companies?

Yes. The personas and use cases span marketing, HR, finance, operations and the C-suite across industries.

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 & why now

Three reasons leaders are enrolling this quarter rather than next year.

90

days from AI-aware to a board-ready transformation brief

8+12

modules plus hands-on deliverables that become your portfolio

0

lines of code required — built for non-technical leaders

✓ **The agenda won't wait.** AI is already on your board's agenda; the literacy gap is the risk.

✓ **Credentials differentiate.** A recognized credential signals the leadership breadth employers screen for.

✓ **The portfolio compounds.** You leave with usable plans, not just a certificate.

The bottom line

A 90-day pathway, four personas, eight modules, twelve deliverables, a recognized credential and a job-support package — designed to take a non-technical leader from AI-aware to AI-directive, with the portfolio to prove it.

About this brochure

This brochure summarizes the Executive AI Pathway (Certified Generative AI Leadership). Module structure, the 90-day breakdown, personas and deliverables are described for planning purposes; the career-switcher narratives are **composite, illustrative examples**, not testimonials from named individuals. Exact cohort dates, inclusions, job-support terms and pricing are confirmed on the official program page.

Provided by GSDC for informational purposes. Program details may change; always confirm current details on the official program page before enrolling.

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FINAL CALL

Last call — start your 90 days now.

You've seen the ladder, the personas, the syllabus and the outcomes. The only step left is enrolment. Claim the 50% offer and begin the Executive AI Pathway today.

[Enroll Now >](#)