



CERTIFIED AI ENABLEMENT PROFESSIONAL

DUBAI, UAE

2025 EDITIONS:

- > 27 - 29 APRIL
- > 10 - 12 AUGUST
- > 09 - 11 NOVEMBER

The KPI Institute is an Accredited Provider of the CPD Standards Office, a Continuing Professional Development global assessor.

Key business benefits:

- > Gain a solid foundation in AI, focusing on NLP for effective technology selection and implementation.
- > Identify integration points, assess organizational readiness, and close skill gaps. Develop actionable plans, focusing on governance and compliance.
- > Measure and evaluate AI performance using advanced analytics.
- > Cultivate an organisational culture conducive to AI adoption.

The team at The KPI Institute:

- > Documented 21,000+ KPIs from 16 functional areas and 25 industries.
- > Reviewed 1,000+ performance reports from 125 countries.
- > Referenced 30,000+ resources as part of the documentation process.



Course overview



The Certified AI Enablement Professional course, created by maentae and based on the AI Enablement Framework developed by FAEI in partnership with The KPI Institute, is an advanced, comprehensive program designed to equip business leaders and professionals with the skills and knowledge required to successfully integrate AI technologies within their organisations.

This course is built around the cutting-edge AI Enablement Framework, offering a systematic approach to assessing AI readiness, developing AI strategies, deploying AI solutions, and managing AI performance across various industries. Participants will gain mastery in essential areas such as Natural Language Processing (NLP), prompt engineering, AI readiness assessments, strategic AI road mapping, and AI deployment. They will also learn how to maintain and continuously improve AI systems to ensure sustained performance and alignment with evolving business needs.

👤 Participants' profile

This course is designed for professionals eager to harness the transformative power of AI in their organizations.

The Certified AI Enablement Professional program is tailored for the following participants:

> AI Pioneers and Innovators

Individuals committed to leading AI initiatives within their organizations. Ideal for those looking to explore AI fundamentals, NLP, and prompt engineering to enhance business processes and decision-making.

> Executive Leadership and Managers

Business leaders, executives, and department heads responsible for strategic planning and organizational growth. This course provides the knowledge needed to assess AI readiness, develop AI-driven strategies, and implement solutions that align with corporate objectives.

> Training and Development Leads

Those focused on building organizational capacity and fostering an AI-ready culture. This course helps develop strategies for AI training programs and capacity-building initiatives to ensure teams are equipped to adopt and sustain AI solutions.

This course is a valuable opportunity for participants across roles to gain practical experience, apply real-world AI strategies, and develop actionable insights for integrating AI into their business environments.

+ Benefits

- > Get access to a deeper understanding of the value added and functionality of the AI Enablement;
- > Develop and implement AI Enablement Architecture in a standardized manner;
- > Overcome challenges in strategy execution by implementing the AI Enablement ;
- > Improve strategy communication by using AI Enablement .

Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer

🎯 Learning objectives

- > Understand AI fundamentals, including NLP, prompt engineering, and readiness assessment.
- > Develop and implement AI strategies with clear roadmaps and governance.
- > Measure AI performance and ensure continuous improvement.
- > Foster an AI-ready culture and apply AI solutions across industries

Agenda

Day 1 - 8h

NLP AI Fundamentals

- › Introduction to AI Literacy
- › Introduction to Natural Language
- › Processing Knowledge Assessment

Prompt Engineering Fundamentals

- › Introduction to Prompt Engineering
- › Understanding Prompt Misuse and Bias

Artificial Intelligence Readiness Assessment

- › Operational Readiness
- › Technology Readiness
- › Skills Readiness

Day 2 - 8h

Artificial Intelligence Strategy and Roadmap

- › AI Enablement Goals
- › Use Cases
- › AI Tools Catalogue
- › Integration Feasibility
- › AI Strategy Roadmap

AI Integration Preparation

- › AI Implementation Requirements
- › AI Implementation Plan

AI Integration Deployment

- › Testing Stage
- › AI Governance
- › AI Deployment

AI Performance Metrics and Analytics

- › Understanding AI Tool Performance
- › Understanding AI Business Impact Measurement

Day 3 - 8h

AI Integration Maintenance and Improvement

- › Understanding AI Maintenance Mechanisms
- › AI Continuous Improvement

AI Integration Training and Capacity Building

- › AI Skills and Awareness
- › Application of AI Integration Training

AI-Ready Culture for Business Integration

- › Organisation Change Management
- › AI Ready Culture
- › Application of AI-Ready Culture

Learning experience

○ Pre-course

This part of the learning experience is meant to ensure a smooth transition to the face to face training. Participants are required to take the following steps:

- › **Needs assessment** – complete a questionnaire to determine a tailored and relevant learning experience;
- › **Pre-course evaluation quiz** – take a short quiz to establish the current level of knowledge;
- › **Guidance and schedule** – analyze a document presenting guidelines on how to maximize your learning experience;
- › **Forum introduction** – share an introductory message to present yourself to fellow course participants;
- › **Pre-requisite reading** – go through a series of documents to better understand the core-course content.

◎ Core course

During the three days of face to face training, the course will facilitate experiential learning and ensure a high level of interactivity. Exercises enhance the development of competencies as they range from a simple matching of concepts to extensive analysis of case studies. The learning experience consists in:

- › Applying concepts in practical exercises, analyzing case studies and identifying solutions;
- › Using templates to develop performance measurement instruments;
- › Sharing best practices and creating a network of KPI Professionals.

◎ After-course

The learning process is not finalized when the core-course ends. Participants are required to take the following steps:

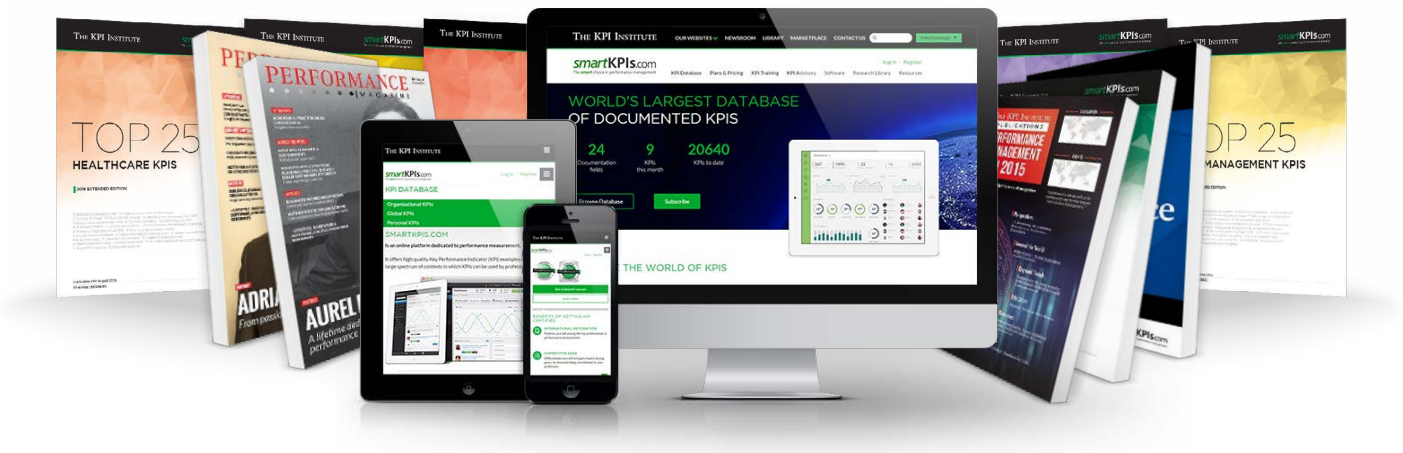
- › **Forum discussions** – initiate a discussion and contribute in a discussion opened by another participant;
- › **Action plan** – create a plan for the actions and initiatives you intend to implement after the training course;
- › **In-house presentation** – create and submit a short PowerPoint presentation to present your colleagues the knowledge you have accessed during the training course;
- › **Additional reading** – go through a series of resources to expand your content related knowledge;
- › **Learning journal** – reflect upon your 3 stages learning experience and complete a journal.

✓ Evaluation

The certification process is finalized only when you complete all of the 3 stages of the learning experience. Nonetheless, you will receive a:

- › **Certificate of Attendance** (hard copy): after participating at the 3 days of on-site training course;
- › **Certificate of Completion** (soft copy): after completing pre-course activities and passing the Certification Exam;
- › **Certified AI Enablement Professional diploma** (hard copy): after you have successfully completed all 3 stages of the learning experience.
- › **CPD Certificate of Attendance** (soft copy): once you have successfully obtained the Professional status.

Educational resources



Course materials

- › Course slides;
- › Course notes;
- › Course quiz;
- › The KPI Infographic.

Catalogues

- › NLP AI Tool (including ChatGPT, Gemini)
- › AI Business Use Cases (AI use cases in marketing, sales, HR, etc)
- › Application Index (Text classification, Sentiment Analysis)
- › Glossary of terms

Fact Sheets

- › AI definitions
- › Type of Prompt for Generative AI
- › AI Tools Selection Method
- › Implementation Requirement

AI Enablement Toolkit

- › Includes 60 templates for different activities that help facilitate implementation of AI Readiness Assessment, AI Strategy and Roadmap, AI Integration Preparation, AI Integration Deployment, Performance Metrics and Analytics, Maintenance and Improvement, AI Integration Training and Capacity Building, AI-Ready Culture for Business Integration.

Premium subscription on smartKPIs.com

- › Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.

Educational resources



This micro-certification course is an additional benefit provided to all participants to upskill professionals in assessing Performance Improvement Frameworks in organizations. The maturity assessment methodology presented during the course is the proprietary knowledge of The KPI Institute and Global Performance Audit Unit, built on 10+ years of research and practical experience in strategy formulation. Moreover, upon course completion participants can request access to one-time, free of charge, the entire evaluation methodology on the GPA Unit online platform.

Professionals will gain practical experience in identifying the strengths and weaknesses of organizational practices and formulating improvement recommendations in 6 key areas:

- › Data analysis
- › Reporting
- › Decision Making
- › Initiatives Management
- › Learning & Recalibration
- › Performance System Governance

OTHER RELATED MICRO-CERTIFICATES



**Micro-certificate
in Strategy Planning
Maturity Assessment**



**Micro-certificate
in Performance Measurement
Maturity Assessment**



**Micro-certificate
in Employee Performance
Maturity Assessment**

NOTE: These three micro-certificates are not offered as part of the Certified Agile Strategy Execution Professional Program, they can be purchased separately.

For more information, [CLICK HERE](#)

Faculty

The KPI Institute retains the authority to designate facilitators for each training course based on business requirements. The TKI Faculty continually expands by incorporating subject matter experts and experienced professionals to guarantee an exceptional experience for our trainees. Consequently, the facilitator assigned to the course may undergo changes prior to the actual delivery date.

For information about the appointed facilitator for each session, kindly contact your sales representative or reach out to office@kpiinstitute.org.



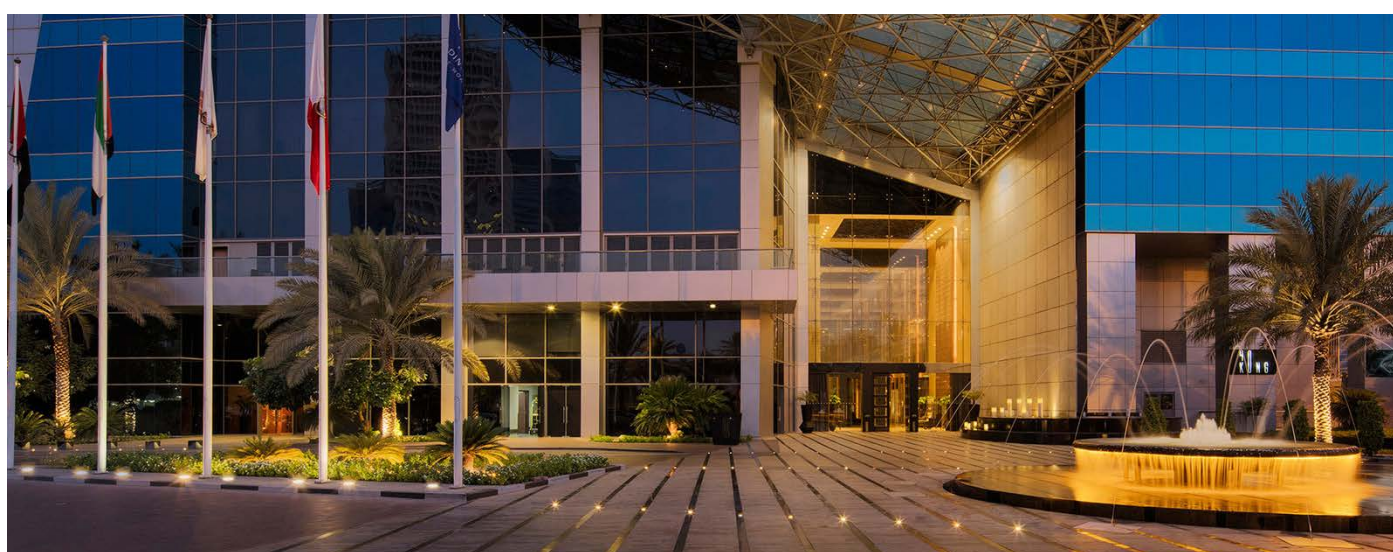
Amany Sadek

COO of FAEl and AI Enablement
Labs Expertise: Operations,
Research and Development,
Business Development

Fees

Course with certification

Language	Course date	General fee	TKI members	Early bird	2 or more participants	Registration deadline
English	27 - 29 April	US \$2,900	US \$2,600	US \$2,450 by 27 March	US \$2,300	20 April
English	10 - 12 August	US \$2,900	US \$2,600	US \$2,450 by 10 July	US \$2,300	03 August
English	09 - 11 November	US \$2,900	US \$2,600	US \$2,450 by 09 October	US \$2,300	02 November



The course fees include course materials, lunch and coffee breaks. It also covers the cost of the certification process, valued at \$350, ensuring a smooth certification system.

Venue

The H Hotel
One Sheikh Zayed Road
Dubai, United Arab Emirates
P.O. Box 125511

Accommodation

Accommodation is not covered by the attendance fee and it needs to be arranged separately by participants. We invite you to contact the event manager to enquire about special rates from the venue.

Organize this training course in-house

If you have a group of five or more to train you can save time and money by running this training course in-house. Use the contact details provided below to request a customized offer from one of our training solution specialists.

For more details

The KPI Institute Marketplace
 +971 4 563 7316 / +971 5 5787 6427
 office@kpiinstitute.org
 kpiinstitute.org
 LinkedIn Facebook Twitter

Registration

3 ways to register

Online

marketplace.kpiinstitute.org

Direct contact

Call us and we will assist you through the registration process.

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Registration form

Email us with your registration details

Payment

Credit card

Pay by credit card using the online facility.

Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

CONNECTED PERFORMANCE TRAINING INSTITUTE

(Middle East Division Office, The KPI Institute)

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Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

Participant details:

Mr. Mrs.

.....
First name Last name

.....
Job title

.....
Email Phone

.....
Organization

.....
Department Date of training course

.....
Training course

.....
City Country

Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

Term of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

.....
Signed Date

.....
Company stamp

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.



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