

Making **Data** & **AI** Work

Why initiatives fail — and how to design them for success

AUDIENCE

Leaders and senior professionals who sponsor, approve, govern, or deliver Data & AI initiatives

80%

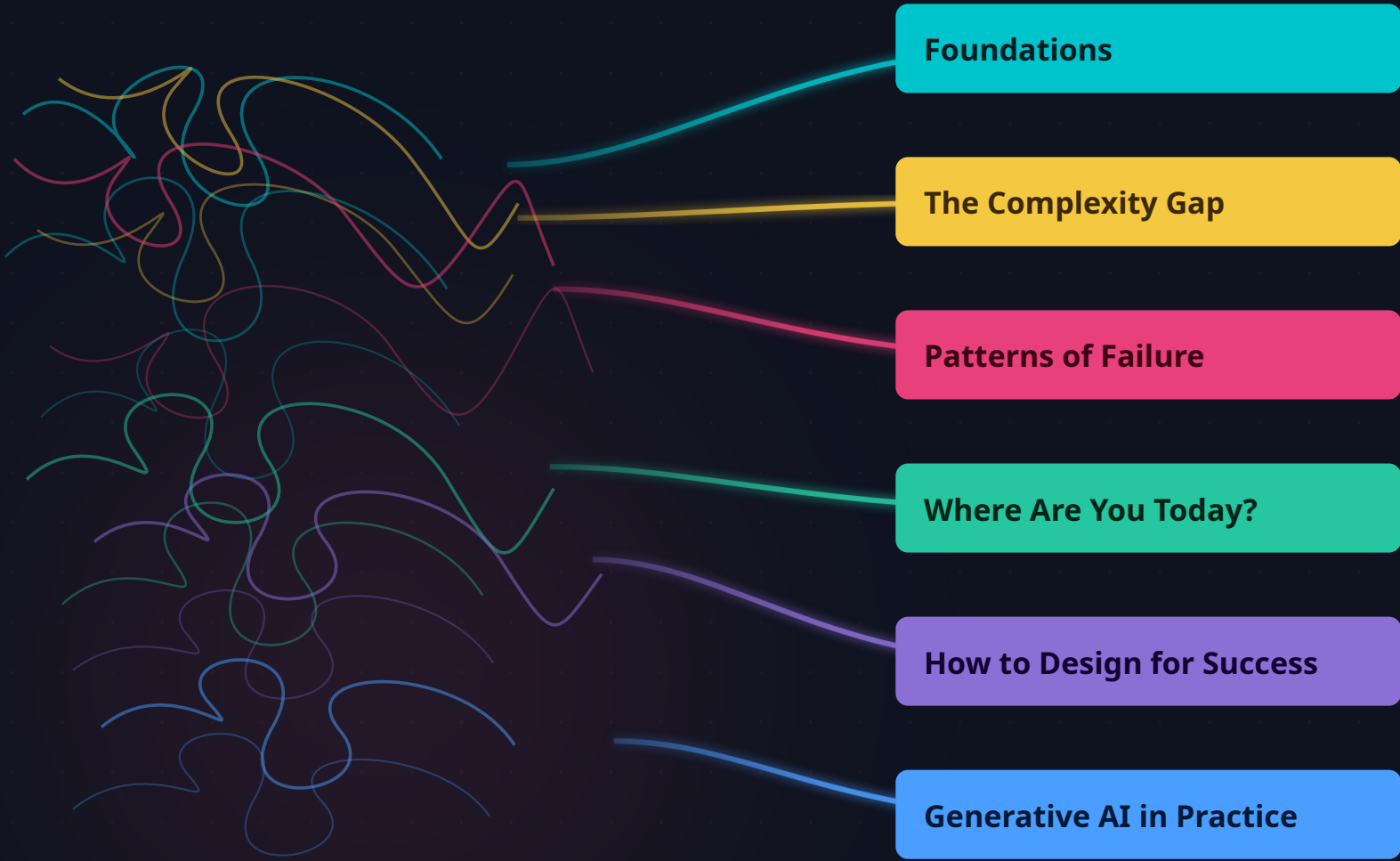
Time lost to bad data

of data scientists' time is spent on data quality issues — not building machine learning models¹

20%

Revenue lost to bad data

of revenue is lost to data that was never right at the source¹



Foundations

The Complexity Gap

Patterns of Failure

Where Are You Today?

How to Design for Success

Generative AI in Practice

Making Data & AI Work

Course At A Glance

EXECUTIVE COURSE · 1 DAY · 6 MODULES

Most Data & AI initiatives don't fail because of technology — they fail because they lack **clarity**: no **shared understanding** of how enterprise data actually works, no clear view of **complexity and common failure patterns**, and no reliable way to **assess maturity** and know what is needed to advance to the next stage. This course builds that clarity and provides a practical **framework** for building initiatives that succeed.

COURSE STRUCTURE

01	Foundations How enterprise data actually flows — from source systems to reports, dashboards, and AI	
02	The Complexity Gap Understanding why initiatives that look simple on paper become unexpectedly complex in practice	
03	Patterns of Failure Identify and name the patterns through which data and AI initiatives fail	
04	Where Are You Today? A structured, honest assessment of where your organisation sits today and what it takes to advance	
05	How to Design for Success A practical decision framework for designing data and AI initiatives that succeed	
06	Generative AI in Practice Providing a practical framework for evaluating GenAI's opportunities and risks	

COURSE INSTRUCTORS

Abdulrahman AlQallaf

Senior Data & AI Professional

12 years building Data & AI capabilities across leading banks in Kuwait — National Bank of Kuwait, Boubyan Bank, and Gulf Bank.

Built Kuwait's first AI-powered banking recommendation and spending-insights features at Boubyan Bank, and led enterprise data strategy at Gulf Bank.

[linkedin.com/in/abdulrahman-alqallaf](https://www.linkedin.com/in/abdulrahman-alqallaf)

Dr. Ahmad AlObaid

AI Expert

PhD in AI, Universidad Politécnica de Madrid, with a Master's in Statistics from Universidad Carlos III de Madrid.

AI researcher with hands-on experience across international public and private sector projects, including consulting for the European Commission in Brussels.

[linkedin.com/in/ahmadalobaid](https://www.linkedin.com/in/ahmadalobaid)

GROUNDING IN PRACTICE

Built from real delivery experience — not theory, not vendor frameworks, and not isolated use cases.

YOU LEAVE WITH

- Clarity and an honest assessment of where your organisation stands today
- A practical framework for designing what's next

¹ Redman, T.C., "Seizing Opportunity in Data Quality," MIT Sloan Management Review, 2017.