



THE INSTITUTE OF
CHARTERED
PROFESSIONAL MANAGERS
OF SRI LANKA

www.cpmsrilanka.org

**Transforming
Business Organisations
to Achieve
Growth:
AI-Powered Decision Making**

A large, glowing blue wireframe graphic that resembles a stylized human figure or a complex network structure. It is composed of numerous interconnected points and lines, with a bright light source at the top center, creating a sense of depth and movement. The background is a dark blue grid with faint circular patterns and arrows, suggesting a digital or technological environment.

Programme Overview

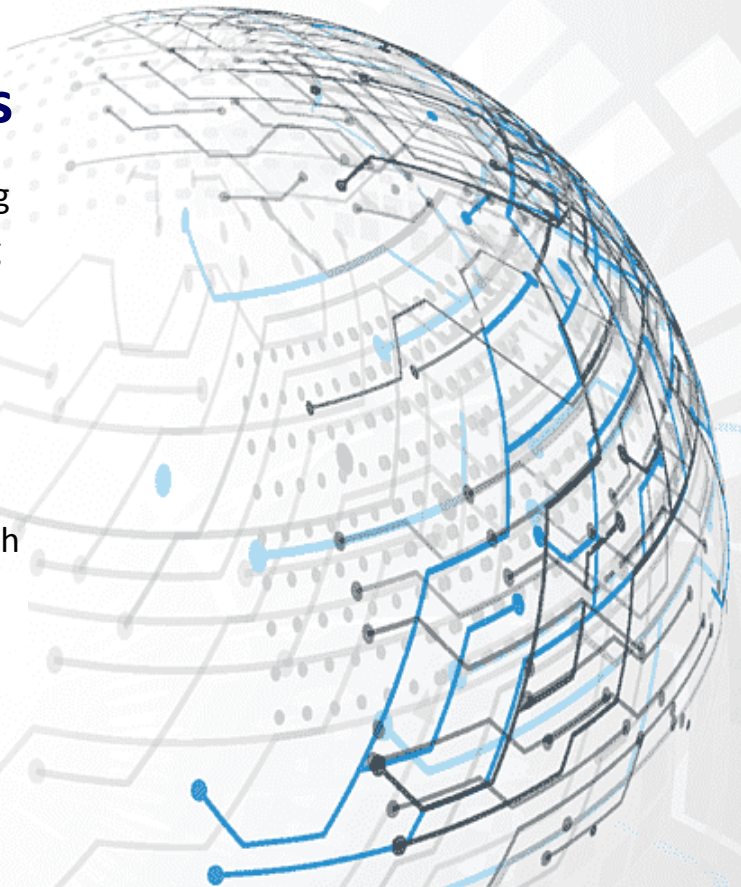
This masterclass program is designed to empower directors and executive managers with the knowledge, skills, and strategies to leverage artificial intelligence (AI) for driving growth and innovation within their organizations. Through a blend of expert-led sessions, practical workshops, and real-world case studies, participants will gain the insights and tools necessary to transform their business organizations into dynamic, data-driven, and growth-focused entities.

Programme Objective

Empower Directors and Executive Managers to Spearhead Business Growth through Strategic AI-Driven Decision-Making

Key Benefits /Outcomes

- Enhanced Decision-Making
- Improved Problem-Solving
- Increased Innovation
- Optimized Operations
- Strategic Growth
- Better Risk Management
- Customer-Centric Approach
- Measurable Outcomes
- Competitive Advantage
- Leadership Development
- Enhanced Communication
- Long-Term Success



Programme Outline

Session 01 – Discovery; “Observations to information”

- Find Value in internal and external structured and unstructured data.
- Automate data discovery, data cleansing, and analysis as much as possible.

Session 02 – Insights; “Information to insights”

- Apply new techniques on existing and new data to generate insights
- Create a test-and-learn environment for continuously harnessing the insights .

Session 03 – Actions; “Insights to decisions & actions”

- Link insights with decisions and actions to deliver quick wins
- Complete with faster and more sophisticated decisions and actions

Session 04 – Outcomes; “Decision & actions to outcomes”

- Unlock value by transforming business function, business unit or industry
- Recruit and train talent to deliver improved financial, market and risk metrics

Programme Content

- Understand AI Strategy and Application
- Using AI to derive value
- Application to Common Business Use Cases
 - Customer Experience
 - Revenue Generation
 - Support Functions
- Introducing a Toolset and Sandbox
- Practical Data Visualization - Using Data Visualization Tools
- Predictive Modeling - Using Algorithms
- Deep Learning & NLP - Creating BOTs and GPTs
- Transforming Organisation using AI - AI strategy Canvas

Target Audience

Directors/ Managers/ Senior Executives/ etc....

Facilitators

Business Intelligence, Data Analytics & Data Science

Mr. Sampath Thrimavithana
Director – Virtusa
MBA/MSc (RGU-UK)

Cyber Security

Mr. Priyal Walpita
Blockchain, AI & ML

Data Analytics, Advanced Excel, Tableau and Power BI

Mr. Lalitha Perera
Certified Data Visualization - Microsoft

Business Modelling

Mr. Deshan Vithana
MAS Group - Data Science & Analytics
MSc (Moratuwa University)

How to Apply

Please use below scan code ;



Registration Closing Date ; 26th February 2024

Please contact us via promotions@cpmsrilanka.org or
011 2 590 995/ 070 6 590 995/ 070 6 590 998 for more information

Programme Fees

CPM Member- LKR 35,000.00

Non-member - LKR 38,000.00

Programme Schedule

Session	Date	Time	Venue
Session 01	05 th March 2024	9.00 am - 12.30 pm	Galle Face Hotel, Colombo 03
Session 02		1.30 pm - 5.00 pm	
Session 03	07 th March 2024	9.00 am - 12.30 pm	
Session 04		1.30 pm - 5.00 pm	

Certification

A Certificate of Participation will be awarded to the participants by The Institute of Chartered Professional Managers of Sri Lanka.

CPD Credits Accredited - 15

About CPM Sri Lanka

In a short span of 15 years, the Institute of Chartered Professional Managers of Sri Lanka (CPM Sri Lanka) has achieved remarkable feats, amassing a dedicated membership of over 3,500 individuals representing a diverse spectrum of professions. CPM Sri Lanka has earned widespread acclaim for its unwavering commitment to delivering invaluable programs, eagerly anticipated by both its esteemed members and the dynamic business community. These programs serve as a wellspring of the latest and most cutting-edge insights for managers. Notably, CPM Sri Lanka's international recognition extends to its active membership in the prestigious Association of Management Development Institutions in South Asia (AMDISA) and conducting executive development programs in association with Indian Institute of Ahmadabad (IIMA) and Management Institute of Malaysia (MIM) cementing its position on the global stage.

Contact;
Binath

[T] +94 112 590 995 / +94 706 590 995 / +94 706 590 998

[E] Promotions@cpmsrilanka.org

The Institute of Chartered Professional Managers of Sri Lanka
No. 11, Melbourne Avenue, Colombo 04.

[T] +94 112 590 995 | +94 706 590 995 | +94 706 590 998

[W] www.cpmsrilanka.org