



Management Association of Pakistan

THE INTELLIGENT LEADER: AI FOR BUSINESS LEADERS

2-DAY EXECUTIVE PROGRAMME



Tues–Wed,
August 11–12, 2026



10:00 a.m.
05:30 p.m.



Movenpick
Hotel, Karachi



Muhammad Shahzar Ilahi

Program Overview:

The Intelligent Leader is a two-day, hands-on executive programme that takes senior leaders from AI curiosity to AI capability. Day One builds the strategic fluency to understand, evaluate, and direct AI inside the organisation. Day Two converts that understanding into AI capability through guided, hands-on labs in which participants use leading AI tools on real, strategic business tasks across key functions (leadership, operations, finance etc.)

Learning Outcomes:

By the end of the two days, participants will be able to:

- Read the strategic AI landscape and separate value from hype.
- Evaluate AI initiatives and investment proposals confidently.
- Identify high-value AI opportunities within their function.
- Produce quality outputs using the CROSFS prompting framework.
- Apply AI to executive tasks, research, communication, and data analysis.
- Operate leading AI tools such as Claude, NotebookLM, and Lovable.
- Use AI responsibly while protecting sensitive information.

DAY ONE — The Strategic Leader (4 hours)

Module 1 — AI Without the Jargon

A practical, non-technical introduction to AI, Generative AI, and Agentic AI, covering current capabilities, limitations, future trends, and real business applications.

Module 2 — Where AI Creates Real Value Across the Business

High-impact AI use cases across finance, HR, sales, marketing, operations, strategy, and legal, supported by live business demonstrations.

Module 3 — The CROSFS Framework for Leaders

EnablifyAI's structured prompting framework, enabling leaders to generate high-quality AI outputs for strategic and operational tasks.

Module 4 — The AI Opportunity Canvas

A facilitated workshop where participants identify and prioritize AI opportunities within their own function, leaving with an actionable implementation shortlist.

DAY TWO — The Enabled Leader: Hands-On Labs (4 hours)

Module 5 — Responsible AI and Prompting in Practice

Responsible AI principles for the workplace, including data handling, appropriate AI use, and prompt optimization using the CROSFS framework.

Lab 1 — Claude for Executive Work

Hands-on exercises using Claude to analyze data, summarize documents, draft board papers and policy briefs, and prepare stakeholder communications.

Lab 2 — The Modern AI Toolkit

A guided exploration of AI tools for research and briefing, presentation design, and no-code dashboard creation.

Module 6 — Your Firm's AI Action Plan

Participants build a reusable prompt library, identify priority AI use cases, and develop a practical action plan for adoption within their organization. Certificates are presented at the close of the program.

Delivery Methodology:

- Guided hands-on labs practice throughout the program.
- Short conceptual inputs & Live AI demonstrations.
- Function-based group exercises.
- Structured templates and practical exercises.

Participant Requirements & Takeaways:

- Participants should bring a laptop for Day Two, with access to the required AI tools arranged in advance.
- Participants receive EnablifyAI prompt templates, a completed AI Opportunity Canvas, a personal action plan, and a certificate of completion.



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Target Audience:

- CEOs, Managing Directors, and board members
- C-suite executives such as CFOs, COOs, CHROs, CMOs, CIOs, and equivalents
- Functional and departmental heads across finance, HR, sales, marketing, operations, strategy, legal, and technology
- Senior managers being prepared for leadership roles

No technical background is required. Business leaders who want to use AI as a leadership tool, not for AI specialists or developers.

ADMINISTRATIVE INFORMATION

Category	Regular Fee (Rs.)
MAP Institutional Member	65,000
Two or more Institutional Member nominations	61,500
MAP Individual Member	60,000
Non-Member	68,000

*Includes: MAP Certificate, Soft Version of Course Material, Hi-Tea.

** Note: 20% Discount is available on nominations for 5 or more participants

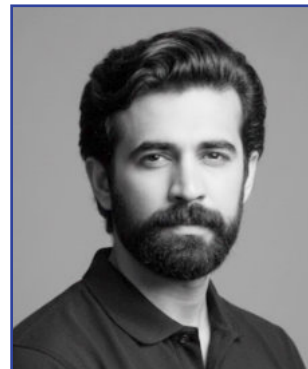
Sindh Sales Tax (SST) Applies



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Muhammad Shahzar Ilahi Co-Founder & CEO, EnablifyAI. Shahzar Ilahi is the Co-Founder and CEO of EnablifyAI, Pakistan's first training-led AI deployment firm, operating under a ten-year STZA Zone Enterprise Licence in the Artificial Intelligence category. He built EnablifyAI on a simple conviction: most organisations buy AI tools before they build AI capability, and that is precisely why so little changes. His model is training-first i.e. take leadership and functional teams from AI curiosity to AI operations, then step back so the organisation runs AI on its own.

He has trained and advised more than 500 senior professionals across 20-plus organisations, including the SECP, the Pakistan Stock Exchange, AlBaraka Bank, Bank Alfalah Investments, UBL Insurers, Indus Motors / Toyota, Jazz, Telenor, and the Legal Aid Society. His programmes hold an 80 to 89 percent adoption rate measured ninety days after delivery, the metric most trainings never dares to track. His flagship programmes, The Intelligent Leader and the GenAI for Lawyers Masterclass, now run internationally, from Karachi and Islamabad to Nairobi with the East Africa Law Society, where he designed Pakistan's first generative AI training for the legal profession.

Outreach Partner



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