AI Leaders Bootcamp : From AI Strategy to Enterprise Value

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The Leadership Gap Slowing AI Value

Almost all companies invest in AI, but just 1 percent believe they are at maturity. Our research finds the biggest barrier to scaling is not employees, who are ready, but leaders, who are not steering fast enough.

Today only 1 percent of business leaders report that their companies have reached maturity. Over the next three years, as investments in the technology grow, leaders must drive that percentage way up. They should make the most of their employees' readiness to increase the pace of AI implementation while ensuring trust, safety, and transparency. The goal is simple: capture the enormous potential of gen AI to drive innovation and create real business value.

AI adoption is accelerating, but leadership capability to convert experimentation into measurable value is lagging behind.

McKinsey & Company

33%

UK executives are the **least confident** in Europe in their own AI proficiency (only 33 % confident).

– Consultancy.UK Survey 2024

80%

of organisations are not seeing enterprise level financial impact from AI

– McKinsey State of AI Report 2025

95%

of executives don't fully understand how Gen AI will impact their organisation.

– MIT Sloan & BCG Research 2024

AI Leaders Bootcamp

Duration: Content delivered flexibly over ~3 months

Format: A five-phase leadership journey combining a Barcelona residential, AI enablement sprint, and a real organisational project.

Audience: C-Suite, Senior and Executive Leadership

Delivery: Delivered by leading academics and technical experts

What is included:

- **Launch session:** An initial session focused on an inspirational keynote, setting the context, and providing an overview of the program.
- **Cambridge Executive Residential:** A 1 day immersive leadership experience in Barcelona to explore AI strategy, governance, and the organisational implications of AI.
- **AI Enablement Sprint:** A structured programme helping leaders identify, prioritise, and design high-value AI use cases aligned to business strategy.
- **Practical Tools & Expert Guidance:** Hands-on exposure to AI tools, frameworks, and real-world implementation considerations to move initiatives from concept to execution.
- **Real Organisational AI Project:** Participants work on a live AI initiative within their organisation, developing a roadmap and business case for implementation.
- **Executive Project Presentations:** Teams present their AI initiatives to leadership, defining the value, risks, and next steps for deployment.
- **Pathway to AI Deployment (Optional):** Organisations can progress into implementation support through the AI Enablement Squad and ongoing leadership engagement via the Turing Executive Network.

Delegate Journey

Month 1 | Mindset Shift

Launch Session

KEY OUTCOME

Inspirational keynote, context setting, and program overview

Cambridge Residential

KEY OUTCOME

Develop a shared strategic language, vision and high-level buy-in for organisational change.

Month 2 | Ideation and Application

Problem Validation

KEY OUTCOME

Deep dive into the pre-selected project theme, documenting the specific pain points and problems to be solved

Solution Architecture

KEY OUTCOME

Identify the solution, technical complexity and associated risks.

ROI & Execution Roadmap

KEY OUTCOME

Quantifying business impact and preparing the strategic narrative for the Phase 3 Reveal.

Month 3 | Value Realisation

The AI Value Print

KEY OUTCOME

Document detailing the technical roadmap, commercial path, implementation strategy for the proposed AI solution.

Final Presentations

KEY OUTCOME

Presentation of an AI Value Blueprint that can be taken forward to develop pilots

In-person Event

Online Event

Our Phased Approach to Executive Education

The AI leaders Bootcamp programme is a multi-phase executive journey designed to move leaders from foundational awareness to the practical execution of AI initiatives. By combining academic expertises with hands-on application supported by Cambridge Spark experts, we empower leaders to architect and drive AI-enabled transformation across their organisations.

PHASE 1

Mindset Shift

Cambridge Residential

High-impact immersion establishing a shared language and strategic imperative. Opportunity for inspiration and sparking new strategic ideas

Options:

1 day In person at Barcelona Flexible topics and agenda

PHASE 2

Ideation & Application

Implementation

Moving from concept to execution through creation of an AI Value Blueprint identifying the highest-value AI use cases. Understanding RoI, tactical opportunity

Options:

AI Value Discovery Sprint with support from a Senior Cambridge Spark Advisor

PHASE 3

Value Realisation

ROI & Graduation

Final project presentations to Exec leadership demonstrating tooling, business value and impact.

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Phase 1: Mindset Shift: Norrsken Barcelona Residential

Duration: 1 day

Objective: Provide leaders with a comprehensive understanding of AI's practical business applications and ethical considerations, while equipping them with the tools and strategies to effectively navigate the organisational changes associated with AI adoption

09:00 – 10:15 | Session 1: Demystifying AI – Dr. Antonio Weiss, Bennett Institute for Public Policy, University of Cambridge - 75 min

10:15 – 10:30 | Coffee Break – 15 min

10:30 – 11:45 | Session 2: Ethic of AI - Dr. Alexander Carter - Dr. Alexander Carter, Fitzwilliam College, University of Cambridge – 75 min

11:45 – 13:30 | Session 3: Economics of AI Professor Christos Genakos, Cambridge Judge Business School, University of Cambridge

– 75 min

13:30 – 14:45 | Networking Lunch: Extended gastronomic experience & executive connections

14:45 – 16:00 | Session 4: Challenges in Adopting AI in Large Organisations – Dr. Stella Pachidi, Cambridge Judge Business School, University of Cambridge- 75 min

16:00 – 17:30 | Agentic AI Hackathon + Conclusions: Intensive hands-on workshop using Claude for business solutions - Dr. Raoul-Gabriel Urma fellow and lecturer at the University of Cambridge

Phase 2: Ideation - AI Value Discovery Sprint

Objective

Transform strategic intent into a validated business case. Moving from concept to execution through creation of an AI Value Blueprint identifying the highest-value AI use cases.

Learning Outcomes

- **Educated Risk-Acceptance:** Evaluate the ethical, regulatory, and technical complexities of AI deployment to make informed, high-stakes decisions.
- **Blueprint Creation**: Translate theoretical concepts into a documented AI Value Blueprint that provides a clear technical and commercial path to immediate implementation.

Delivery

A 3 month journey encompassing 3 group strategy sessions with a Programme Director. Cambridge Spark and your organisation determine the priority domains that teams can then choose from:

- **Session 1: Problem Validation** - Deep dive into pre-selected organizational themes to identify specific pain points and friction.
- **Session 2: Solution Architecture** - High-level scoping of the AI intervention, including technical feasibility and data requirements.
- **Session 3: ROI & Execution Roadmap** - Quantifying business impact and preparing the strategic narrative for the Phase 3 Reveal.

Key Deliverable: The AI Value Blueprint

A comprehensive document detailing the technical roadmap, commercial path, and de-risked implementation strategy for the proposed AI solution.

Example Sprint Projects

- How can AI support the most vulnerable customers with a judgement free agent
- Develop a knowledge base to support the automation of pitch decks.
- Transforming customer experience by automating data collection, enabling more self-service options, and providing guided assistance through Agentic AI
- Develop AI Agents to complete end to end workflows in customer service

Phase 3: Value Realisation

Objective:

Demonstrate tangible business impact and secure strategic commitment for production-level AI deployment.

Learning Outcomes

- **Blueprint Creation**: Translate theoretical concepts into a documented AI Value Blueprint that provides a clear technical and commercial path to immediate implementation.

Delivery

A high-impact Graduation ceremony and Executive Pitch. Teams present their validated prototypes and "AI Value Blueprints" to a panel of senior stakeholders for formal review and sponsorship.

> **“The programme with Cambridge Spark will empower our business leaders to further innovate with AI and drive commercial excellence using this transformative technology.”**
>
> *Ron van Kemenade,*
> ***Group Chief Operating Officer***
>
> LLOYDS

About Me - Dr. Raoul-Gabriel Urma

EdTech entrepreneur, author, and international speaker specializing in how organizations can thrive in an evolving technology landscape. He is an **expert in data and artificial intelligence**, combining his work as **an academic, educator, and practitioner** with a strong focus on industry impact and **knowledge transfer**.

He is an I**ndustrial Fellow and lecturer at the University of Cambridge**, where he teaches in areas related to data, AI, and emerging technologies. He also serves on the **Advisory Board of the Academy for the Mathematical Sciences and is a member of YPO**, contributing to global conversations on leadership and innovation in education and technology.

He holds a **PhD from the University of Cambridge and an Executive MBA from Harvard Business School**. He is a **best-selling author and the host of the *Data & AI Mastery* podcast**, where he explores the most important trends shaping artificial intelligence and digital transformation.

His work focuses on helping professionals and organizations build advanced capabilities in data and AI, bridging the gap between academia and industry at an international level.

About Me - Prof. Christos Genakos

Academic Leadership: Serves as the Director of the MPhil in Technology Policy at **Cambridge Judge Business School** and holds a Fellowship at **Fitzwilliam College**.

Educational Foundation: Alumnus of the **University of Athens**, **University College London (UCL)**, and **London Business School (LBS)**, providing a robust theoretical background in economics.

Regulatory Influence: Appointed member of the **Economic Advisory Group on Competition Policy (EAGCP)**, providing strategic counsel to the European Commission's DG Competition.

Research Specialization: Extensively published in the fields of **industrial organisation, applied microeconomics, and management productivity** through affiliations with the CEP (LSE) and CEPR.

Strategic Advisory: Provides expert consultancy to leading global corporations on complex issues regarding **antitrust legislation, regulatory compliance, and pricing frameworks**.

About Me - Dr.Antonio Weiss

AI and digital transformation expert Leadership and advisory experience across public and private sectors. Exited founder of AI-native ecommerce entity.

Technology Advisor to HM Government and UK PM Government Digital Service, NHS AI Lab, UK Space Agency, Office for AI

Award-winning author AI Demystified (Financial Times/Pearson, 2025), #1 UK Bestseller. Author of four other books for FT, Macmillan and Kogan Page.

Affiliated Researcher, Cambridge University Bennett School for Public Policy

Public and private sector consulting Digital transformation, AI strategy, and organisational change

About Me - Dr. Alexander Carter

Alex Carter is Academic **Director for Philosophy and Interdisciplinary Studies** at the University of Cambridge, Institute of Continuing Education where he has designed and delivered courses in philosophy, ethics and creativity theory. He also oversees the Institute's undergraduate research courses.

Alex is a **Fellow and College** Lecturer at **Fitzwilliam College**, where he provides study skills support to students in all disciplines and at all academic levels. Alex is also a **Senior Fellow of the Higher Education Academy**.

Alex's research interests include Wittgenstein's later philosophy, the theology of Simone Weil and the philosophy of humour. Alex is currently **researching the (im)possibility of creative AI.**

About Me - Dr. Jeremy Bradley

Dr Jeremy Bradley **is a consulting Chief Data Scientist**. He is a Fellow of the IMA and a mathematician and computer scientist by training, with a **PhD from the University of Bristol in stochastic process modelling**. He took up a lectureship at Imperial College London in 2004, researching rapid evaluation of massive Markov and semi-Markov models.

With greater industrial applicability in mind, he moved to Tesco in 2015, where he helped develop and then co-led the **Tesco Data Science group** and worked on vehicle routing optimisation for online grocery delivery and online order forecasting, amongst other projects.

He subsequently became Principal Data Scientist at Royal Mail, where he helped form the Data Science group.Jeremy was appointed in the **first cohort of Fellows of the Academy for the Mathematical Sciences.**

About Me - Dr.Stella Pachidi

Stella Pachidi is a Senior Lecturer at King's Business School specialising in the intersection of technology, work, and organisation. She is also a **Research Fellow at Cambridge Judge Business School (University of Cambridge)**.

Her research focuses on how a**rtificial intelligence and digital technologies transform knowledge work, workplace practices, and organisational structures**, with a particular interest in expertise, collaboration, and knowledge production during digital transformation.

She uses qualitative research methods and draws on theories such as practice theory and sociomateriality to study how technologies are developed, implemented, and embedded in organisational life.

With a background in computer science, she takes a holistic approach, **linking technology design with its real-world organisational impact.**

She also holds editorial roles, including Senior Editor at *Information and Organization*, and teaches across MBA, executive education..

About Me - Clarie Benn (Graduation Speaker)

Claire Benn is an Associate Professor and Course Leader for the MPhil in Ethics of AI, Data and Algorithms at the Leverhulme Centre for the Future of Intelligence at the University of Cambridge.

She specializes in ethics and the philosophy of technology, with an international academic background including the University of Cambridge, the Australian National University, and the Van Leer Jerusalem Institute.

Her work focuses on AI ethics, combining foundational philosophical theory with practical applications to improve the design and deployment of responsible technologies in both policy and industry.

She also researches the concept of “supererogation,” actions that go beyond duty, highlighting the positive side of moral behavior.

Ethic of AI | Dr.Alexander Carter

Session Aims

- Redefine 'Ethics' in AI: Move beyond "right vs. wrong" to a broader normative framework (legal, social, functional).
- Analyze the Automation Dilemma: Explore the tension between efficiency and the intrinsic value of human judgment.
- Deconstruct 'Inductive Risk': Understand why choosing between False Positives and False Negatives is a value-based decision.
- Evaluate Human Oversight: Identify which tasks must remain human-centric for reasons of authenticity and justice.

Learning Outcomes

- Distinguish Facts from Values: Recognize how evaluative language shapes AI implementation.
- Navigate Deskilling Risks: Apply "Bainbridge's Ironies of Automation" to business strategy.
- Manage Trade-offs in Accuracy: Decide which errors to minimize based on ethical and social burdens.
- Challenge Technical Assumptions: Integrate ethical/political values into scientific and model interference.

Challenges of Adoption of AI In Large Organisations | Dr.Stella Pachidi

Session Aims

- Identify Organizational Barriers: Analyze why AI is not "plug and play" and how it is inseparable from strategy and business models.
- Examine the Impact on Work: Understand how AI transforms existing practices, judgment, and coordination.
- Deconstruct User Resistance: Explore the psychological and professional roots of resistance, such as deskilling and loss of power.

Learning Outcomes

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- Identify and overcome organisational barriers to the adoption of AI solutions
- Examine how AI impacts work and organisations to understand its adoption challenges
- Evaluate what might be holding your organisation back from leveraging AI's full potential
- Assess practices for enabling AI adoption

Economics of AI | Professor Christos Genakos

Session Aims

- Distinguish AI Hype from the more complex reality
- Create frameworks for AI value measurement
- Understand the basics of the interaction between AI and Economics (Econ 101 of AI)
- Understand the decision making processes that lie at the heart of AI models

Learning Outcomes

- Demystify AI economics for business leaders
- Understand policy implications
- Apply AI canvas for value creation
- Develop ROI assessment approaches
- Link AI investments to business outcomes

Demystifying AI| Dr.Antonio Weiss

Session Aims

- Demystify Generative AI: Provide a clear, accessible understanding of what Generative AI is and how it differs from traditional analytical AI.
- Establish a Strategic Framework: Introduce the "three-legged stool" model (Capability, Use Cases, Governance) as a foundation for successful AI integration.
- Encourage Value-Driven Adoption: Shift the focus from "tech-first" to "problem-first" by identifying where AI can solve specific organizational pain points.
- Promote Responsible Innovation: Highlight the critical importance of ethics, data privacy, and risk management in the deployment of AI tools.
- Inspire Leadership Action: Empower leaders to move beyond experimentation and start building the long-term capabilities required for a sustainable AI strategy.

Learning Outcomes

- Define Key AI Concepts: Distinguish between Narrow AI and Generative AI (LLMs) and explain how they function within a business context.
- Identify High-Impact Use Cases: Apply a structured approach to evaluate and prioritize AI opportunities based on feasibility and organizational value.
- Analyze AI Risks: Recognize the common pitfalls of AI, such as "hallucinations," data bias, and security vulnerabilities, and understand how to mitigate them.
- Evaluate Organizational Readiness: Assess their current "AI maturity" across technical infrastructure, data quality, and workforce skills.
- Develop an Implementation Roadmap: Outline the essential steps for moving an AI project from a pilot/experiment phase to full-scale production and adoption.

AGENTIC AI HACKATHON | Dr. Raoul-Gabriel Urma

Session Aims

- Master Agentic AI: Understand how "Claude Code" differs from standard chatbots by executing tasks directly on a machine.
- Build Without Code: Learn to use natural English to create files, install software, and build functional applications.
- Navigate the Terminal: Gain basic confidence using the terminal as the most direct way to interact with AI agents.
- Iterative Development: Practice "talking to the AI" like a smart colleague to refine, fix, and improve outputs in real-time.

Learning Outcomes

- Execute Live Projects: Go from a blank folder to a live, functioning web application in minutes.
Bridge the Strategy-Tech Gap: Translate business requirements into specific instructions that AI can build immediately.
- Manage AI Permissions: Learn to supervise agentic workflows, approving commands and managing safety features.
- Troubleshoot with AI: Utilize Claude's ability to read and fix its own error messages without human technical intervention.

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Why Cambridge Spark?

Cambridge Spark is an education technology company on a mission to accelerate impactful professional education in technology.

- The UK's **#1 Data & AI Apprenticeship provider**, offering a full-stack solution for data and digital skills
- **Award winning delivery:**
  - CogX **Best AI Course**
  - **Data Analyst of the year** (2 years)
  - **AI apprentice of the year** (3 years)
- Powered by our **award-winning learning platform EDUKATE.AI**

Measured results

£350m+	of confirmed ROI for clients
60%+ Distinction / Merit grades	against 33% industry average
4000+	community of learners and alumni
10th fastest	growing company in London

Who we work with

Rolls-Royce, Aston Martin, Ford, mace, FCA Financial Conduct Authority, University of Cambridge, Morgan Stanley, BBC, Lloyds, Kantar, UBS, NHS

Get in touch with us