



A great story of management



AI DESIGNING FOR HUMAN DEVELOPMENT

neocognition



# MANAGING ORGANIZATIONAL PERFORMANCE WITH AI

## EXECUTIVE PROGRAMME

Starting January 2026





# MANAGING ORGANIZATIONAL PERFORMANCE WITH AI

## Become an augmented manager and multiply your team's business efficiency

A recent survey by New Vantage Partners indicates that 92% of top global companies are investing in AI. A current study by ADECCO highlights an exponential speed of AI adoption by employees but notes challenges in optimizing and a clear need for guidance. AI is revolutionizing management and business practices. With impressive potential, AI transforms working and management methods using a range of augmented tools in production, operational management, sales, strategy, etc.

The programme **"Managing Organizational Performance with AI"**, offered by **IAE Paris-Sorbonne Business School & Neocognition**, equips leaders and managers with robust operational and innovative skills for integrating AI within teams, directly serving efficiency and economic growth.

## OBJECTIVES

- Integrate AI into digital managerial strategies for immediate business impact.
- Transform team performance across all organizational functions using AI.
- Leverage AI agents to automate, predict, decide, personalize, communicate, adjust, accelerate, facilitate, optimize profitability, and harness self-adaptive AI technologies.
- Become an augmented manager: develop a concrete and actionable AI roadmap for your organization.

## PEDAGOGICAL APPROACH

- Demonstrations of technological AI tools.
- Techniques and methods of managerial AI, operational synthesis toolsheets.
- Real business cases and supervised group workshops.
- Simulations, role-playing, debriefings.
- Real-life application reports within the organization.
- Application of behavioral KPI tracking tools for immediate implementation of managerial AI within the organization.
- Benefit from our dedicated AI assistant-manager bots throughout the training.

## ROI

- Become a manager-leader at the forefront of managerial AI integration, immediately enhancing organizational efficiency and economic performance.
- Boost your teams' efficiency and your organization's business impact through new AI opportunities.
- Benefit from an innovative programme accredited by IAE Paris/Sorbonne Business School, widely recognized in France and internationally, as well as from the network of this prestigious academic institution.
- Take advantage of innovative tools, techniques, and use cases provided by Neocognition, specialized in operational and strategic self-adaptive managerial AI for national and international organizations.

## Programme Highlights

- **Immediate application to your activities: creation of an operational managerial plan.**
- **Access to the latest disruptive AI tools and innovative practices.**
- **Real-world applications.**
- **Presentation of innovative AI use cases from companies.**
- **Each session can be attended either in person or via videoconference.**
- **Continuous support provided by assistant-manager bots and implementation of our self-adaptive AI technologies.**

## Target audience

- **Senior executives and managers aiming to integrate AI into their strategic and operational management to rapidly enhance business impact and growth.**
- **Consultants wishing to acquire solid expertise in managerial AI to drive economic development within organizations.**
- **High-potential professionals looking to accelerate their careers by mastering business and managerial AI applications.**

# PROGRAMME

<p><b>Module 1 (1.5 days – 10h30)</b> <b>Challenges of Managerial AI for Organizational and Business Performance</b></p> <ul style="list-style-type: none"><li>• Digital organizational strategy augmented by AI, optimization and productivity, competitiveness and innovation, AI agents and value chain, acceleration of business impact.</li><li>• Reorganizing work with AI, human-artificial intelligence collaboration for new collective efficiency, creation of augmented hybrid teams.</li><li>• Explainability, cognition, and AI operational modes. Governance, compliance, and AI security: AI Act, GDPR, cybersecurity risks, ethics, responsibility.</li></ul>	<p><b>Module 2 (1.5 days – 10h30)</b> <b>Methodology for Integrating Managerial AI</b></p> <ul style="list-style-type: none"><li>• Structuring AI integration within the organization. Building an AI-augmented team. Adopting an AI mindset. Encouraging, reassuring, and ensuring fairness towards AI.</li><li>• Improving productivity and self-organization with AI. 20 operational tasks enhanced by AI.</li><li>• Managerial tasks augmented by AI: operational support, creativity, goal setting, planning, identifying important elements, quality of production, problem-solving, communication, engagement and motivation, reporting, etc.</li></ul>	<p><b>Module 3 (1.5 days – 10h30)</b> <b>Marketing, Sales, Customer Relations, and Communication Enhanced by AI</b></p> <ul style="list-style-type: none"><li>• Knowing your market with AI. Content marketing. Designing new products and services.</li><li>• Persuasion and AI.</li><li>• E-commerce, marketplace, and retail with AI. Personalized customer experience with AI.</li><li>• Customer journey design. AI-optimized communication, campaign design, social media management.</li><li>• Commerce, CRM, and AI. Conversational chatbots, AI sales assistants.</li></ul>
---	--	--

<p><b>Module 4 (2 days – 14h)</b> <b>AI-Enhanced Decision-Making and Performance Management Tools</b></p> <ul style="list-style-type: none"><li>• Identifying and monitoring dashboards of behavioral KPIs and outcomes with AI.</li><li>• Data analysis and AI, risks and opportunities, predictive and prescriptive systems.</li><li>• Cognitive biases, trade-offs, and AI.</li><li>• Finance &amp; AI</li></ul>	<p><b>Module 5 (2.5 days – 17h30)</b> <b>Human Management Tools Enhanced by AI</b></p> <ul style="list-style-type: none"><li>• Process optimization with AI. Solution orientation and AI.</li><li>• Managing managerial challenges, re-engagement with AI. Problem-solving and AI.</li><li>• Human resource management and AI: AI-assisted recruitment, skills matching, etc.</li><li>• Project management and AI.</li></ul>	<p><b>Module 6 (1 day – 7h)</b> <b>AI-Augmented Management Hackathon Responding to Real Business Contexts</b></p> <ul style="list-style-type: none"><li>• Project</li><li>• Deployment</li><li>• ROI</li></ul>
---	--	--

COMPANIES PARTICIPATING IN THE OPENING SEMINARS,  
THE HACKATHON, OR THE ANNUAL FORUM:



# TEACHING TEAM

## University Professors IAE Paris-Sorbonne

### **Maria MERCANTI-GUERIN**

Associate Professor

### **Jean-Loup RICHET**

Associate Professor

### **Nadr EL HANA**

Associate Professor

### **Isabelle CADET**

Associate Professor

### **Paul VIGNERON**

AI, Data and Accounting Consultant



### **Maria MERCANTI-GUERIN**

**Co-Director of the programme  
IAE Paris-Sorbonne**

Associate Professor



### **Michael PICHAT**

**Co-Director of the programme,  
Neocognition**

Founder, Associate Professor

## Professional Speakers Neocognition

### **Michael PICHAT**

Managerial AI R&D, Founder Neocognition

### **Pierre HEUZÉ**

CIO

### **Fernando TRONCOSO SALAZAR**

Organizational Strategy Consultant

### **Olivier SZTABOWICZ**

Digital Transformation Consultant

### **Stéphane FADDA**

AI Startup Leader

### **Léa QUIBOEUF**

Managerial transformation: tech, AI

### **Nicolas CROM**

Digital Tools Consultant and Trainer

### **Stéphanie HEUILLON**

HR Expert

### **Ben ISSEN**

Consultant and trainer in Managerial AI

### **Florian PITTION**

Innovation & leadership consultant

### **Maxime RABÉCHAULT**

Consultant in Managerial AI

### **Roxane DIARRA**

Marketing Director

### **Adèle VAUJOUR**

Consultant in Managerial AI

### **Sina MOVAGHAR**

AI & Automation Expert

## PRACTICAL DETAILS

- 4 months
- 10 Saturdays, 9 am – 5 pm, available either in person or via videoconference
- January to May 2026
- €5000 (training eligible for CPF funding)

## INFORMATION AND REGISTRATION

[contact@neocognition.ai](mailto:contact@neocognition.ai)

IAE Paris-Sorbonne Business School

8 bis, rue de la Croix Jarry - 75013 Paris

[www.iae-paris.com](http://www.iae-paris.com)

   @iae-paris