

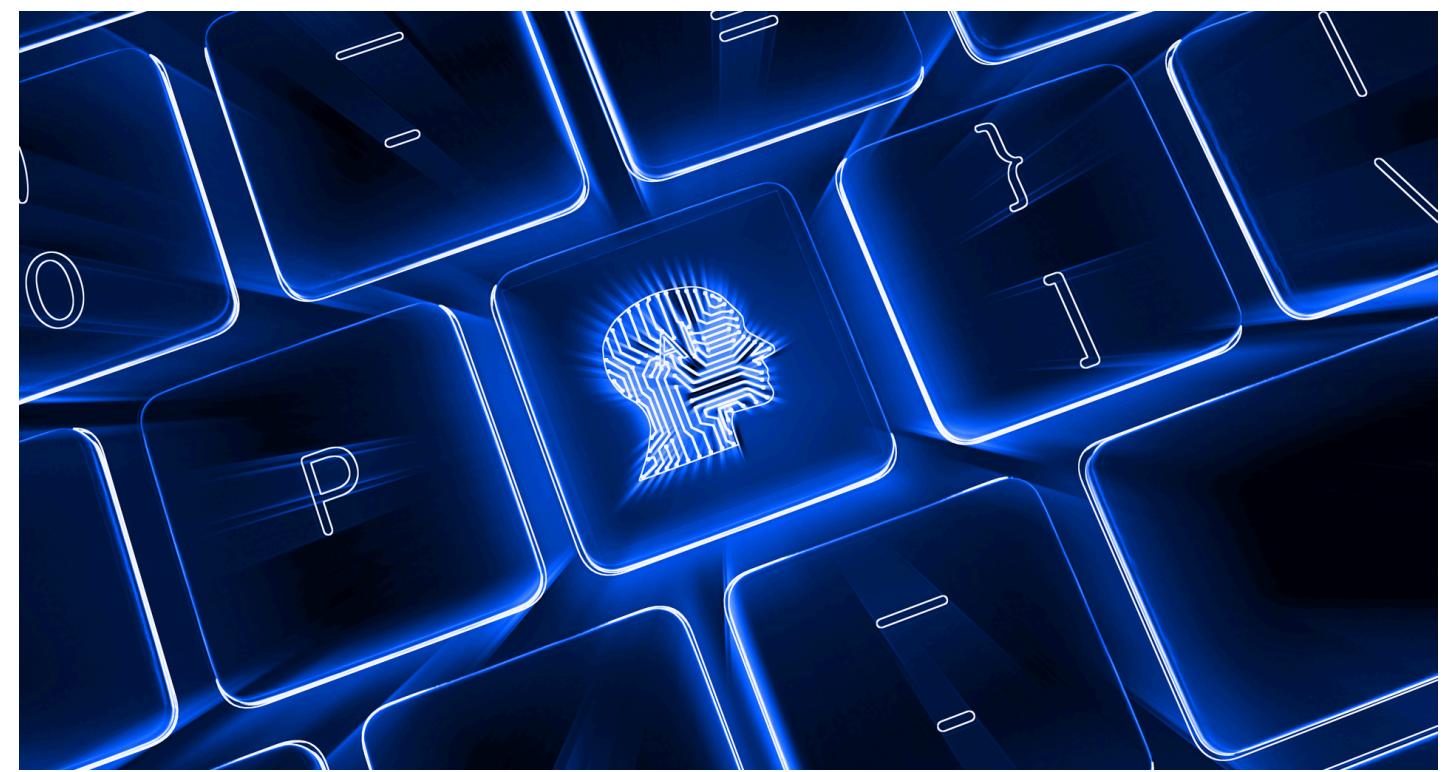
A great story of management



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

Module 1 (1.5 days - 10h30)

Challenges of Managerial AI for Organizational and Business Performance

- Digital organizational strategy augmented by AI, optimization and productivity, competitiveness and innovation, AI agents and value chain, acceleration of business impact.
- Reorganizing work with AI, human-artificial intelligence collaboration for new collective efficiency, creation of augmented hybrid teams.
- Explainability, cognition, and AI operational modes. Governance, compliance, and AI security: AI Act, GDPR, cybersecurity risks, ethics, responsibility.

Module 2 (1.5 days - 10h30)

Methodology for Integrating Managerial AI

- Structuring AI integration within the organization. Building an AI-augmented team. Adopting an AI mindset. Encouraging, reassuring, and ensuring fairness towards AI.
- Improving productivity and self-organization with AI. 20 operational tasks enhanced by AI.
- 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.

Module 3 (1.5 days - 10h30)

Marketing, Sales, Customer Relations, and Communication Enhanced by AI

- Knowing your market with AI. Content marketing. Designing new products and services.
- Persuasion and AI.
- E-commerce, marketplace, and retail with AI. Personalized customer experience with AI.
- Customer journey design. AI-optimized communication, campaign design, social media management.
- Commerce, CRM, and AI. Conversational chatbots, AI sales assistants.

Module 4 (2 days - 14h)

AI-Enhanced Decision-Making and Performance Management Tools

- Identifying and monitoring dashboards of behavioral KPIs and outcomes with AI.
- Data analysis and AI, risks and opportunities, predictive and prescriptive systems.
- Cognitive biases, trade-offs, and AI.
- Finance & AI

Module 5 (2.5 days - 17h30)

Human Management Tools Enhanced by AI

- Process optimization with AI. Solution orientation and AI.
- Managing managerial challenges, re-engagement with AI. Problem-solving and AI.
- Human resource management and AI: AI-assisted recruitment, skills matching, etc.
- Project management and AI.

Module 6 (1 day - 7h)

AI-Augmented Management Hackathon Responding to Real Business Contexts

- Project
- Deployment
- ROI

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

Club Med

GROUPE
BPCE

AG2R LA MONDIALE

CRÉDIT AGRICOLE

CNP
assurances

SAFRAN

DELL

DECATHLON

RenaultDigital

VEOLIA

AIRFRANCE

orange™

ipc
PARIS
FACULTÉS LIBRES

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 PITTON

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

IAE Paris-Sorbonne Business School

8 bis, rue de la Croix Jarry - 75013 Paris

www.iae-paris.com

@iaeParis