

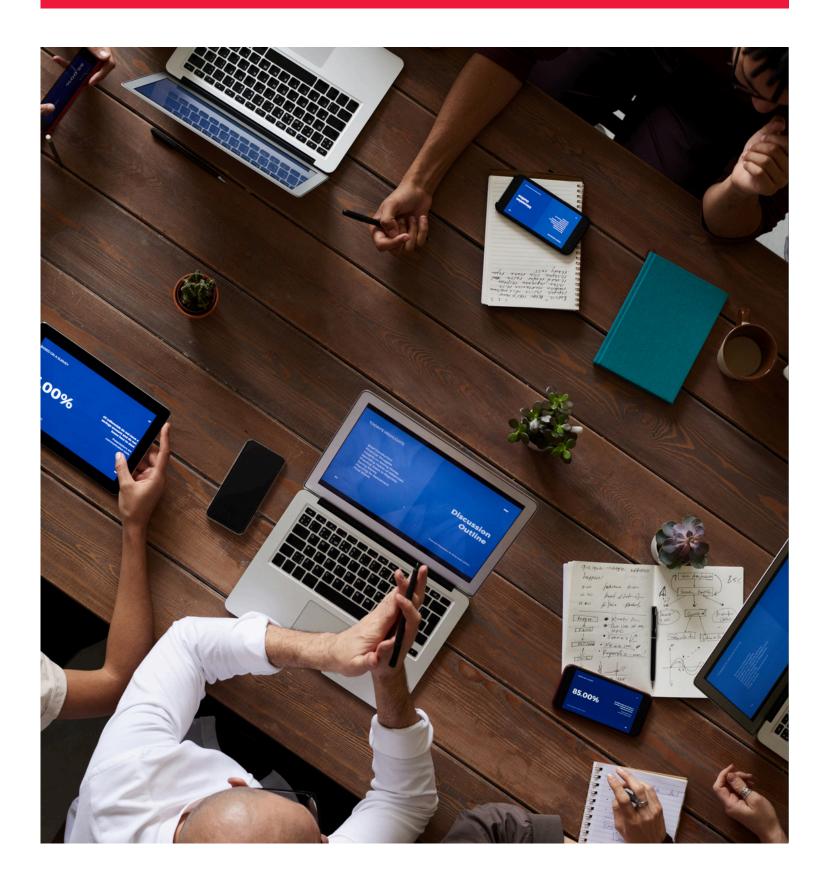
A great story of management



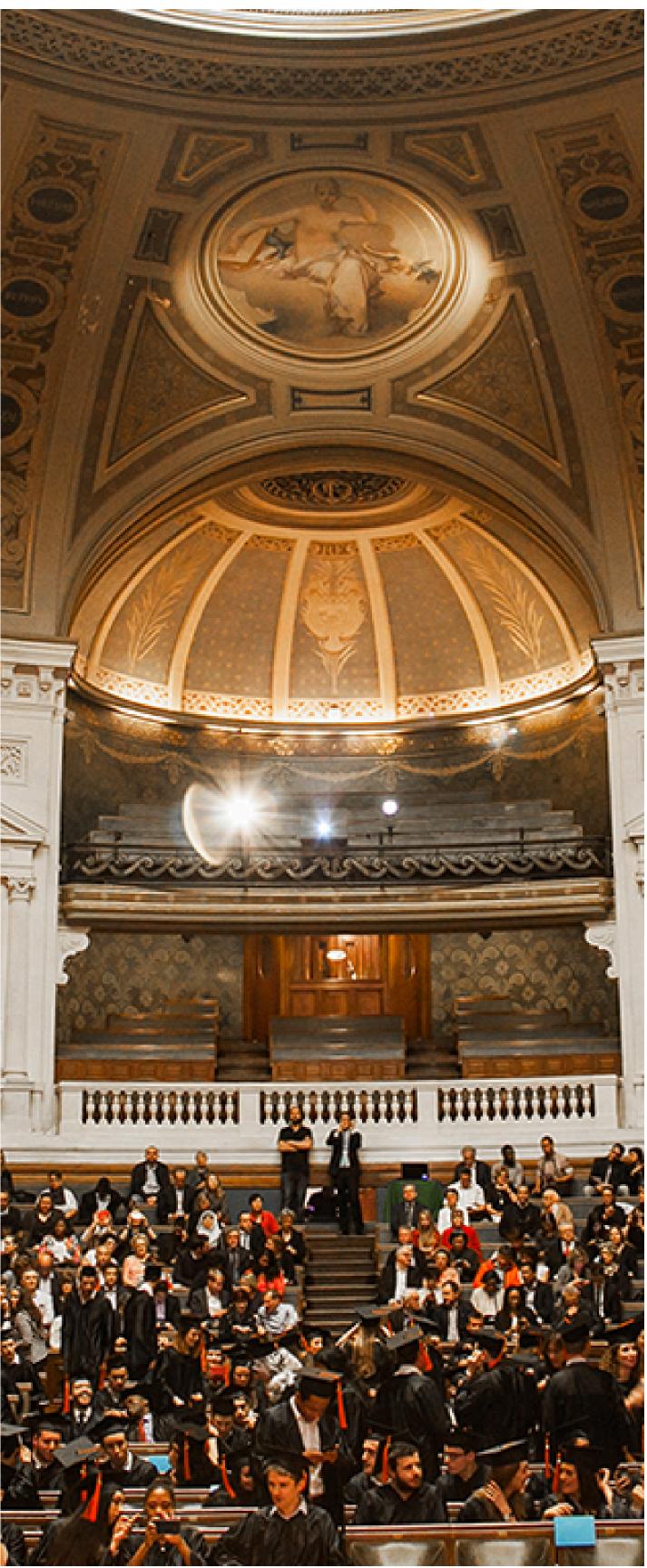


EXECUTIVE PROGRAMME

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 Al. A current study by ADECCO highlights an exponential speed of Al adoption by employees but notes challenges in optimizing and a clear need for guidance. Al is revolutionizing management and business practices. With impressive potential, Al transforms working and management methods using a range of augmented tools in production, operational management, sales, strategy, etc.

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

OBJECTIVES

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

RO

- Become a manager-leader at the forefront of managerial Al integration, immediately enhancing organizational efficiency and economic performance.
- Boost your teams' efficiency and your organization's business impact through new Al 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 Al for national and international organizations.

Programme Highlights

- Immediate application to your activities: creation of an operational managerial plan.
- Access to the latest disruptive Al tools and innovative practices.
- Real-world applications.
- Presentation of innovative Al 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 Al technologies.

Target audience

- Senior executives and managers aiming to integrate Al 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 Al 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 Al, humanartificial intelligence collaboration for new collective efficiency, creation of augmented hybrid teams.
- Explainability, cognition, and Al operational modes. Governance, compliance, and Al security: Al Act, GDPR, cybersecurity risks, ethics, responsibility.

Module 2 (1.5 days – 10h30) Methodology for Integrating Managerial Al

- Structuring Al integration within the organization. Building an Alaugmented team. Adopting an Almindset. Encouraging, reassuring, and ensuring fairness towards Al.
- Improving productivity and selforganization with Al. 20 operational tasks enhanced by Al.
- 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 Al

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

Module 4 (2 days – 14h) Al-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 Al.
- Finance & Al

Module 5 (2.5 days - 17h30) Human Management Tools Enhanced by Al

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

Module 6 (1 day – 7h) Al-Augmented Management Hackathon Responding to Real Business Contexts

- Project
- Deployment
- ROI

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

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

Al Startup Leader

Sami RAHALI

IT Project Manager

Léa QUIBOEUF

Managerial transformation: tech, Al

Nicolas CROM

Digital Tools Consultant and Trainer

Stéphanie HEUILLON

HR Expert

Ben ISSEN

Consultant and trainer in Managerial Al

Florian PITTION

Innovation & leadership consultant

Maxime RABÉCHAULT

Consultant in Managerial Al

Roxane DIARRA

Marketing Director

Adèle VAUJOUR

Consultant in Managerial Al







Maria MERCANTI-GUERIN

Co-Director of the programme
IAE Paris

Associate Professor



Michael PICHAT

Co-Director of the programme,

Neocognition

Founder, Associate Professor

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)

