



UNIVERSITÉ PARIS 1 PANTHÉON SORBONNE
IAE PARIS
SORBONNE BUSINESS SCHOOL

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>Module 1 (1.5 days – 10h30) Challenges of Managerial AI for Organizational and Business Performance</p> <ul style="list-style-type: none">• 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.	<p>Module 2 (1.5 days – 10h30) Methodology for Integrating Managerial AI</p> <ul style="list-style-type: none">• 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.	<p>Module 3 (1.5 days – 10h30) Marketing, Sales, Customer Relations, and Communication Enhanced by AI</p> <ul style="list-style-type: none">• 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.
<p>Module 4 (2 days – 14h) AI-Enhanced Decision-Making and Performance Management Tools</p> <ul style="list-style-type: none">• 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	<p>Module 5 (2.5 days – 17h30) Human Management Tools Enhanced by AI</p> <ul style="list-style-type: none">• 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.	<p>Module 6 (1 day – 7h) AI-Augmented Management Hackathon Responding to Real Business Contexts</p> <ul style="list-style-type: none">• 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

AI Startup Leader

Sami RAHALI

IT Project Manager

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



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)

INFORMATION AND REGISTRATION

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