



Queen's  
Executive Education

2-DAY PROGRAM

# Principles of AI Implementation

Protect your AI Strategy from Unintended Risk

# Protect Your AI Strategy from Unintended Risk

2-DAY PROGRAM



## Principles of AI Implementation will provide the ethical principles needed to safeguard your AI strategy.

While the opportunities for AI are vast, the negative impact of a poorly executed AI strategy cannot be overstated.

How do you prevent human biases from becoming codified? How is user data protected? What is the greater societal impact of your AI program?

This new 2-day course in downtown Toronto, offered in collaboration between Smith School of Business and IEEE, the world's largest technical professional organization, teaches the practical knowledge and framing required to put ethics and customer values at the core of your AI strategy.

### TAKEAWAYS

#### Personal Benefits

- Gain an appreciation for the ethical and trust issues inherent in AI systems.
- Learn the latest global standards, research and best practices for responsible, customer-centric AI design.
- Network with leading AI practitioners from across industries and sectors.

#### Organizational Benefits

- Mitigate the legal and reputational risk associated with corporate AI implementation.
- Safeguard your AI strategy with objective best practices from IEEE and Queen's University's Smith School of Business.
- Demonstrate your commitment to responsible AI to customers, employees and stakeholders.

#### Who should attend

This program is designed for all levels of the technical organization, from any industry or sector.

#### Upcoming Sessions

Queen's Custom Programs are flexible. They are developed and delivered on your timeline at the location of your choice.

#### Program at a glance:

**Guiding Principles for Ethical AI:** Explore IEEE's critical considerations for values-based design, development and implementation of AI systems and applications.

**Decision-Making with Analytics:** Harness the power of analytics, while ensuring transparency and easy interpretation of autonomous choices and actions.

**The Canadian Regulatory Landscape:** Review the regulations governing corporate AI use, including implications for your current and future AI strategy.

**Industry Best Practices:** Discover the latest research in AI model explainability and ethical AI implementations through case studies with industry experts.



## Make ethics & values the core of your AI strategy

### Pre-Program – Online

Explore the guiding principles of IEEE's AI & Ethics in Design. Learn at your own pace via convenient online modules. Topics include Responsible Innovation in the Age of AI, Data Protection & Safety, Economic Advantage of Ethical Design, Legal Issues and more.

### In-Person Program – Toronto

- Review and discuss key takeaways from IEEE's AI Ethics & Design, including implications for your corporate AI initiatives.
- Learn to harness analytics to make better business decisions, while ensuring that data-driven choices and actions are transparent, explainable and easily interpreted.
- Learn and discuss the CAO's Enterprise Data & AI Management Framework; governing principles and practices to ensure safe adoption of AI into your business.
- Gain an overview of the latest Canadian information and privacy regulations governing corporate use of customer data and AI.
- Explore the latest research, technology and best practices in AI model explainability, transparency and ethical AI implementations.
- Consider the future of ethics, enterprise and work through facilitated class discussion.

---

### Certificate of Achievement



Participants receive a certificate of completion, **"Principles of AI Implementation"** from Queen's Executive Education and Smith School of Business; Canada's leader in educating managers about business applications of analytics and AI.

## Session Leaders

Session leaders include AI experts from Smith School of Business, IEEE and private industry. In addition to exceptional teaching abilities, they have deep technical knowledge and first-hand experience with corporate AI practices and the regulatory environment for Canadian businesses.



**John C. Havens**

*Executive Director,  
IEEE Initiative for Ethical Considerations in  
Artificial Intelligence and  
Autonomous Systems*

John C. Havens is Executive Director of The IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems that has two primary outputs – the creation and iteration of a body of work known as *Ethically Aligned Design: A Vision for Prioritizing Human Well-being with Autonomous and Intelligent Systems* and the recommendation of ideas for Standards Projects focused on prioritizing ethical considerations in A/IS. Currently there are fifteen approved Standards Working Groups in the IEEE P7000™ series.

Previously, John was an EVP of Social Media at PR firm Porter Novelli and a professional actor for over 15 years. John has written for *Mashable* and *The Guardian* and is author of the books, *Heartificial Intelligence: Embracing Our Humanity To Maximize Machines* and *Hacking Happiness: Why Your Personal Data Counts and How Tracking it Can Change the World*.



**Pavel Abdur-Rahman**

*Partner & Head of Data Science, IBM Canada*

*Pavel leads IBM Canada's technology agnostic growing global practice of data strategists, scientists, meta-data & AI model managers,*

*designers, ethicists, hybrid cloud platform architects & software engineers.*

He is frequently engaged by Fortune 500 digital transformation executives (both central and federated stakeholders) in financial, natural resources and telecom sectors to co-create data informed enterprise that leverages its information to make higher quality decisions and interventions.

In addition to his role at IBM, Pavel is an affiliated researcher & lecturer at Queen's Smith School of Business focusing on "Ethically Aligned Digital Transformation" to enable Scaling of Ethical AI, Data Monetization and Self-Regulation related initiatives. Pavel regularly speaks at global conferences, advises venture capital firms and supports digital economic development government agencies.