

●●● EXECUTIVE COURSE

Making **Data & AI** Work

Six modules. One goal: **clarity**

AUDIENCE

Leaders and senior professionals involved in Data & AI initiatives

NEXT COHORT

Three 2-hour evening sessions

Sunday 20, Tuesday 22, and Thursday 24 September 2026.



Foundations

The Complexity Gap

Patterns of Failure

Where Are You Today?

How to Design for Success

Generative AI in Practice

Making Data & AI Work

A six-hour executive course focused on **technology-business alignment**. It develops practical judgment for evaluating and guiding real Data & AI initiatives, without requiring technical specialisation.

Many Data & AI initiatives struggle because business expectations are not aligned with the realities of delivery. The course helps participants understand that gap, recognise common failure patterns, and make better decisions throughout the initiative lifecycle.

The **open-enrolment** course runs over three 2-hour evening sessions:

Sunday 20, Tuesday 22, and Thursday 24 September 2026.

WHAT EACH MODULE COVERS

01

Foundations

Provides a shared mental model of how enterprise data actually flows: from source systems, through pipelines and warehouses, to the reports, dashboards, and AI outputs. Maps the data stack layer by layer, clarifies who owns each layer, and contrasts the two common ways organisations build out that infrastructure: starting bottom-up with one department at a time, versus top-down with full enterprise coverage from day one.

02

The Complexity Gap

Uses a real enterprise example to trace how complexity grows: from proof of concept to a fully governed platform, and why most initiatives get approved at the wrong stage. Leaves participants a set of diagnostic questions for sizing initiatives honestly before committing budget.

03

Patterns of Failure

Names three failure patterns behind data and AI initiatives, moving past “poor execution” explanations: a data foundation failure pattern, an organisational structure failure pattern, and a human incentive failure pattern. Grounded in recognisable enterprise-setting scenarios.

04

Where Are You Today?

A structured, honest maturity assessment. Places the organisation on a five-level maturity ladder: from fragmented and reactive to a full data/AI operating model, scored across five dimensions including governance, ownership, and AI lifecycle. A guided self-assessment exercise gives leaders a shared, defensible read of where they actually stand.

05

How to Design for Success

The course’s decision framework, at a headline level: three gates — Should This Exist?, How Do We Build It?, and Are We Ready to Run It? — each designed to catch failure before it happens rather than after. Participants leave with a one-page approval artifact they can use on their next initiative, and the language to say no to initiatives that shouldn’t move forward.

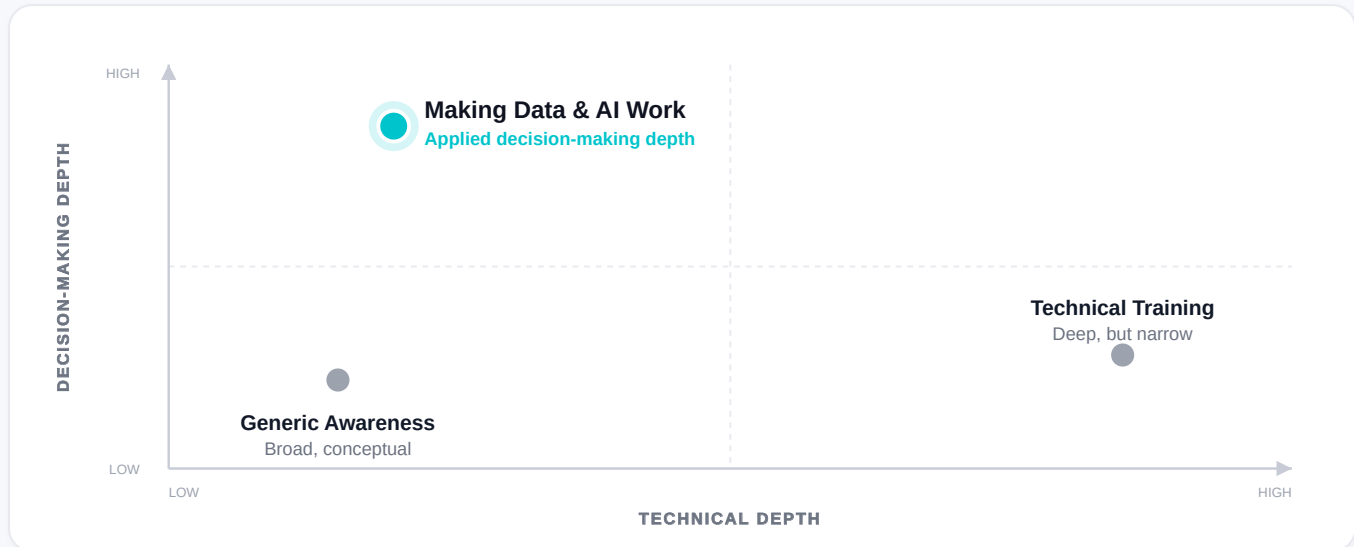
06

Generative AI in Practice

Gain a practical understanding of Generative AI to make informed decisions by recognizing its opportunities and risks and applying a structured approach to evaluating GenAI projects. Explore the fundamentals of modern GenAI, governance considerations, and evaluation techniques through real-world examples and hands-on activities.

Making Data & AI Work

WHERE THIS COURSE SITS



GROUNDING IN PRACTICE

Built from real delivery experience:

- Not theory
- Not vendor frameworks
- Not isolated use cases

YOU LEAVE WITH

→ Clarity on where your organisation stands

Understand your current level of Data & AI maturity with greater structure.

→ Better questions before committing

Assess scope, complexity, ownership, and readiness early.

→ A practical framework for what comes next

Clearer criteria for evaluating future initiatives.

COURSE INSTRUCTORS

Abdulrahman AlQallaf

Data & AI Consultant | Founder, Tatra Insight

12 years building Data & AI capabilities across leading banks in Kuwait — National Bank of Kuwait, Boubyan Bank, and Gulf Bank.

Built Kuwait's first AI-powered banking recommendation and spending-insights features at Boubyan Bank, and led enterprise data strategy at Gulf Bank.

[linkedin.com/in/abdulrahman-alqallaf](https://www.linkedin.com/in/abdulrahman-alqallaf)

Dr. Ahmad AlObaid

AI Researcher & Consultant | Founder, RunzBuzz

PhD in AI, Universidad Politécnica de Madrid, with a Master's in Statistics from Universidad Carlos III de Madrid.

AI researcher with hands-on experience across international public and private sector projects, including consulting for the European Commission in Brussels.

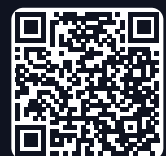
[linkedin.com/in/ahmadalobaid](https://www.linkedin.com/in/ahmadalobaid)

READY TO JOIN?

Ready to join the next cohort?

Open enrolment — three 2-hour evening sessions, **Sun 20 – Thu 24 September 2026**. Register your interest to join the priority list at tatrainsight.com/training/making-data-ai-work. Priority list members get early access before booking opens to the public.

Pilot cohort: KWD 90 Standard course fee: KWD 200



Scan to join the priority list