



# AI Leader Certification

## 8 Weeks Live Cohort & 6 Weeks Independent Learning



**TACIT EDGE**  
PRODUCT LEADERSHIP



Mindset, Skill Set, Tool Set  
AI Literacy For The Future Of Work



T A C I T - E D G E . C O M

# Executive Summary

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## **An 8-Week Certification Program for Strategic AI Leadership**

Artificial intelligence is rapidly reshaping how organizations operate, compete, and innovate. Yet most leaders were never trained to understand how AI works, how to evaluate its potential, or how to lead its adoption responsibly inside their organizations.

The PdM-AI Leader Certification is an eight-week executive program designed to close that leadership gap.

Rather than teaching coding or deep technical development, the program equips leaders with the strategic fluency required to guide AI adoption, evaluate opportunities and risks, and translate emerging technology into meaningful business outcomes.

Participants learn to approach AI the way successful companies approach product innovation: through clear strategy, disciplined experimentation, data readiness, and continuous iteration.

Over eight weeks, leaders build a practical understanding of AI systems, develop hands-on experience with modern tools, and design real AI solutions connected to their own organizational challenges.

By the end of the program, participants leave not just with knowledge, but with working prototypes, strategic frameworks, and a clear roadmap for implementing AI responsibly inside their organization.

## Who Is This For:

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This program is designed for professionals responsible for shaping strategy, innovation, and operations inside their organizations.

Typical participants include:

- Executives and senior leaders
- Directors and department heads
- Product managers and innovation leaders
- Consultants advising organizations on digital transformation
- Professionals preparing for AI leadership roles

No technical background is required. The program is designed to help **both technical and non-technical leaders** develop a shared level of AI fluency so they can make stronger strategic decisions.

## Cohort Format

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8-weeks Live Online (Zoom)

Mondays: 5:30-6:45 MT - Lecture and Discussion

Wednesdays: 5:30-6:45 MT Live Lab AI Build

Max Class Size: 12

# 8 Week Learning Overview

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## Module 1: Reframing AI Through Product Thinking

**Theme:** AI Is a Product — And You're the One Who Needs to Manage It

Participants begin by learning why AI must be treated as a product rather than a one-time project or technology experiment.

Leaders apply product thinking to real problems in their organizations and experiment with AI tools to accelerate the problem-solving cycle.

**Practice:**

Run a full product management cycle using AI tools to accelerate discovery and iteration.

**Outcome:**

Participants understand why every successful AI initiative requires human leadership and strategic ownership.

**Assessment:**

Earn the PdM-T Product Manager Trained Micro-Credential.

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## Module 2: AI Foundations for Strategic Thinkers

**Theme:** Don't Just Learn Tools — Learn the Strategic Landscape

Participants explore how AI technologies have evolved and how they are being implemented across organizations today.

Leaders learn to evaluate AI opportunities through the lenses of complexity, value, and organizational risk, and begin experimenting with modern AI tools through hands-on labs.

**Outcome:**

Participants map where AI creates a strategic advantage or competitive risk within their own industry.

# 8 Week Learning Overview

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## Module 3: Data Readiness

**Theme:** You Don't Have to Be a Data Scientist — You Do Need to Be Data Smart

AI systems are only as powerful as the data behind them. This module helps leaders understand what makes data valuable, risky, or unusable. Participants assess their organization's data readiness and develop strategies for structuring, protecting, and activating data for AI workflows.

**Practice:**

Structure and label organizational data for AI use cases.

**Outcome:**

Leaders gain clarity on how to manage data risk, unlock value, and prepare their organization for AI adoption.

**Assessment:**

Earn the PdM-AI Data Micro-Credential.

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## Module 4: Understanding Core AI Modalities

**Theme:** Know the Technology So You Can Design the Strategy  
Participants gain a working understanding of key AI capabilities, including natural language processing, computer vision, and auditory AI.

Leaders learn how different AI modalities combine to power modern intelligent systems and how to map business problems to the right technologies.

**Practice:**

Map organizational challenges to specific AI capabilities.

**Outcome:**

Draft a multi-layered AI strategy for solving a real business challenge.

# 8 Week Learning Overview

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## Module 5: Prompt Engineering and Organizational Capacity

**Theme:** Using Prompting to Build Capacity and Scale Intelligence  
Participants learn how prompting techniques dramatically influence AI performance and output quality.

Leaders design workflows that integrate AI into everyday operations, automate repetitive tasks, and expand team capacity.

**Practice:**

Automate a real task from your current work environment.

**Outcome:**

Participants present their first internal AI tool and demonstrate measurable value.

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## Module 6: Generative AI as a Business Asset

**Theme:** Designing Intelligent Experiences That Feel Like Magic  
This module explores how generative AI systems are trained, deployed, and integrated into products and services.  
Participants design AI-driven experiences that enhance personalization, creativity, and decision-making.

**Practice:**

Build a generative AI application aligned with a business challenge.

**Outcome:**

Prototype a “magic moment” where AI dramatically improves the user experience.

**Assessment:**

Earn the PdM-AI GenAI Micro-Credential.

# 8 Week Learning Overview

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## Module 7: Agentic AI and End-to-End Implementation

**Theme:** AI Strategy Is Business Strategy

Participants explore emerging agentic AI systems and learn how autonomous workflows can reshape organizational operations. Leaders use low-code tools to design intelligent workflows that connect internal efficiency with improved customer outcomes.

**Practice:**

Build an AI tool and supporting strategy that connects operations to customer value.

**Outcome:**

Participants develop a roadmap for scaling AI adoption across their organization.

**Assessment:**

Earn the PdM-AI AgenticAI Micro-Credential.

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## Module 8: AI Ethics, Leadership, and Organizational Positioning

**Theme:** You Are the Brand — Make It Ethical, Human, and Future-Ready

The final module focuses on responsible leadership in the age of AI. Participants define AI governance principles, identify ethical risks, and develop a leadership strategy for guiding their organizations through rapid technological change.

**Lab:**

Capstone project ideation and alignment with organizational values.

**Outcome:**

Participants earn the PdM-AI Ethics Micro-Credential.

# 8 Week Learning Overview

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## Final Capstone Project

Participants complete the programme by developing an AI strategy that addresses a real organizational challenge.

## Deliverables include:

- An AI strategy brief aligned with business objectives
- A working AI prototype or minimum viable product
- A strategic presentation demonstrating implementation and impact

**Successful completion leads to the PdM-AI Business Leader Certification.**

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## What Participants Leave With

Graduates of the program leave with:

- 6 AI leadership micro-credentials
- Hands-on experience building AI workflows and prototypes
- A strategic AI adoption roadmap for their organization
- Practical frameworks for evaluating AI opportunities
- Confidence to lead AI initiatives responsibly and effectively



# Investment Summary Live Cohort

## Investment Summary

8 Weeks - 2.5 Hours Per week

Live online facilitation

Session recordings

Limited Participants

Investment: Pricing from \$3,999 CAD + GST per person

Canada Alberta Productivity Grant Eligible

## This is not just software training.

It is structured AI capability development.

By building literacy before complexity and governance before scaling, your organization ensures that AI adoption becomes:

- A productivity multiplier
- A communication accelerator
- A knowledge amplifier
- A responsibly governed system

Intentional adoption prevents reactive experimentation.

Capability precedes automation.

## Trusted By:



# Investment Summary - 6 Week Independent & Licencing

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## Investment Summary

6 weeks Independent Learning Option

Live online facilitation weekly

Licencing and group pricing available\*

Post-secondary & consultancy options available\*

Investment: Pricing from 1200 CAD + GST per person

Canada Alberta Productivity Grant Eligible

## **This is not just software training.**

It is structured AI capability development.

By building literacy before complexity and governance before scaling, your organization ensures that AI adoption becomes:

- A productivity multiplier
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# Creator & Facilitator Bio

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Christa Hill is a globally recognized product leader, AI educator, and keynote speaker helping organizations navigate one of the most important shifts of our time: the integration of artificial intelligence into how we work, lead, and make decisions.

As Co-Founder and CEO of Tacit Edge Product Leadership, Christa partners with executives, leadership teams, and institutions across North America to build real AI capability inside their organizations. She is known for cutting through the noise, translating complex technology into clear, actionable strategies, and helping leaders move from uncertainty to confident, informed execution.

Christa's career spans senior product leadership roles at Getty Images, Morgan Stanley, Benevity, and the Federal Reserve Bank of New York. She has led large-scale initiatives at the intersection of technology, data, and business transformation, shaping how products are built, scaled, and governed in complex environments.

Today, her work sits at the forefront of AI literacy and leadership development. She is the author of curriculum used in post-secondary institutions across North America and delivers executive education programs that help leaders not just understand AI, but lead with it. Her teaching is grounded in a practical framework of mindset, skill set, and tool set, enabling organizations to lift the floor of productivity while raising the ceiling of long-term growth and innovation.

A sought-after speaker, Christa delivers sharp, no-fluff keynotes that challenge conventional thinking and push leaders to rethink their role in an era where intelligence is increasingly accessible. Her core message is clear: competitive advantage no longer comes from what you know, but from how you apply intelligence through your unique perspective, experience, and judgment.

A strong advocate for expanding access to AI literacy, Christa is committed to helping more people and organizations participate in the future of work. Her work is grounded in the belief that technology should be a force for opportunity, capability, and meaningful progress.

Through her speaking, teaching, and advisory work, Christa equips leaders to step into this moment with clarity, confidence, and a clear path forward.

WHAT LEADERS ARE SAYING

## Real Results from Real Leaders

*"Christa made AI feel a lot more practical for our team. She helped us cut through the noise and focus on the problems and opportunities we're solving for first before selecting the various AI tools available. The workshop was a really useful level-set that unlocked some of the team while challenging others. Above all, she got us all more comfortable for solving problems in our day-to-day work."*



**Christine Gillies**

Chief Product & Marketing Officer, Blackline Safety

*"Working with Christa Hill from Tacit Edge for our WWTA AGM was an absolute highlight. What truly set her apart was the effort she put in beforehand; she took the time to deeply understand the truss industry, ensuring her insights were perfectly tailored to our specific challenges. Christa has a rare gift for demystifying AI, breaking down complex technical concepts into actionable steps that resonate with our specific audience through examples. She is an engaging, sharp, and forward-thinking speaker who brought incredible energy to the event—I couldn't recommend her more highly for any organization looking to navigate the future of technology."*



**Dave Pasoli**

Executive Officer, Western Wood Truss Association of Alberta



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## Contact Information

We would love to hear from you!

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