



Saudi
Welcome
to Arabia

Artificial Intelligence for Managers

Saudi Tourism Authority

CASE STUDY

About LCT

LCT International is recognised as a leading, global provider of BAC accredited training.

We are delighted and proud to announce we have recently achieved Provider of Training Excellence Status.

Training Approach



Interactive Learning –

Introducing AI applications and technologies that can be used in practical ways



Management Focus –

Strengthening decision making through AI, data, and transparency



Practical Application –

How to use AI in day-to-day tasks, enhancing outputs, accessibility for all

Overview

London Corporate Training (LCT) was approached by the Saudi Tourism Authority (STA) to deliver a tailored AI for Managers course designed to enhance their team's capabilities in applying AI tools in daily operations."

"The training focused on enabling managers to make informed decisions using AI, streamline routine tasks, and effectively evaluate the outcomes of AI integration in team workflows

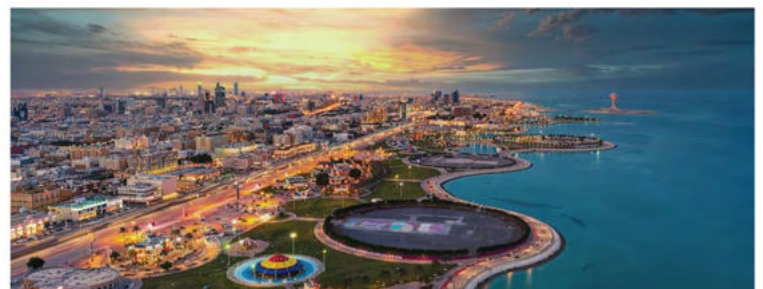
Challenges

Overcoming AI Resistance: Removing any reluctance to embrace AI technologies by discovering the applications that can simplify day to day tasks.

Fostering Team Buy-In: Creating buy-in from team members and demonstrating the ease with which AI can be used across departments.

Enhancing Business Functions: Identifying areas to enhance business operations through the use of AI technologies.

Measuring AI Effectiveness: Establishing how to measure the impact of AI and how to assess its effectiveness on productivity and output.



Course Outcomes

- **Enhanced Confidence**
The course was delivered by digital expert Glenn White, who gave the managers the tools with which to start using AI in the workplace immediately.
- **Progressive Leadership**
The managers gained practical skills to ensure they can support their team members, across all departments, in using AI to create efficiencies in their roles.
- **Strengthened Decision Making**
Establishing routine to use AI in a strategic way to strengthen and support managerial decision making
- **Improved KPIs & Data Analysis**
Acquired tools to assess and measure the impact of AI applications.



Focus On Quality

LCT International is accredited by the British Accreditation Council. This accreditation means that LCT International has chosen to seek external accreditation and receive a review on its processes to demonstrate that it is a high- quality organisation.

In order to achieve BAC accreditation, the institution has to demonstrate that it meets BAC's rigorous standards in four inspection areas:

- ✓ Management
- ✓ Teaching
- ✓ Welfare
- ✓ Facilities

Client Satisfaction

We have built our reputation on the cornerstone of excellent customer service and top-quality training consultants, all of whom have extensive experience in their respective fields.

The result is extremely high levels of client satisfaction.

We emphasise the practical element of our delegates' learning experience: we take time to show them how to apply theoretical management concepts to real life scenarios, allowing them to utilise the tools and techniques learnt with their respective work scenarios.