

Days: This certification consists of **40 hours of training** delivered through **five individual one-day courses** (5 training days total). Courses may be completed in **any order** based on participant needs and scheduling availability. Course dates are scheduled independently throughout the year and are **not delivered as five consecutive days of instruction**.

Certificate Courses

- [IT Change Management in an AI World](#)
- [Managing AI-Driven Shadow IT](#)
- [Preparing IT Leadership for AI](#)
- [Great Internal IT Client Service in an AI World](#)
- [AI Governance from an IT Perspective](#)

Prerequisites: Participants should have a basic understanding of information technology concepts, business operations, and organizational technology environments. Experience working in IT, cybersecurity, technical support, systems administration, project management, or technology leadership is recommended but not required. Prior experience with artificial intelligence is helpful but not necessary.

Audience: This certificate program is designed for: IT Managers and Directors, Technology Leaders and Supervisors, Systems Administrators, IT Project Managers, Service Desk and Technical Support Leaders, Cybersecurity Professionals, Digital Transformation Teams, Governance and Compliance Professionals, Technology Consultants, and Business Technology Decision Makers.

Description: Artificial intelligence is reshaping every aspect of information technology, from leadership and governance to client service, change management, and innovation. The **Certificate in IT AI Management (ITAIM)** is a comprehensive five-course program designed to prepare IT professionals and technology leaders to successfully manage AI adoption while balancing security, governance, operational excellence, and organizational change.

Participants will explore practical strategies for leading AI initiatives, managing Shadow IT, improving internal IT client service, establishing effective AI governance, and guiding teams through technology-driven transformation. Each course delivers actionable tools, frameworks, and best practices that can be immediately applied within the workplace.

The ITAIM Certificate consists of five individual one-day courses offered on separate dates and is not delivered as five consecutive days of instruction. Participants should visit each course page linked in this outline for detailed descriptions, schedules, and registration information.

Course Objectives: Upon completion of the Certificate in IT AI Management (ITAIM), participants will be able to:

- Lead AI initiatives using proven change management methodologies and organizational best practices.
- Develop strategies for managing Shadow IT while encouraging responsible innovation.
- Strengthen leadership capabilities for evaluating, implementing, and governing AI technologies.
- Enhance internal IT client service through effective communication, measurement, and user engagement.
- Identify and mitigate AI-related operational, security, governance, and compliance risks.
- Build AI governance frameworks that align technology initiatives with organizational goals.
- Improve collaboration between IT teams and business units while supporting responsible AI adoption.
- Create practical action plans that prepare organizations for long-term success in an AI-driven environment.

Certificate in IT AI Management (ITAIM)

OUTLINE:

COURSE 1: IT CHANGE MANAGEMENT IN AN AI WORLD

THOUGHTS ON CHANGE

- Insightful thoughts and quotes

CHANGE METHODOLOGIES AND PROCESSES

- Pettigrew & Whipp's Typology
- Lewin's 3-Stage Model of Change
- ADKAR
- Kotter's Eight-Step Change Model
- Necessary Conditions for Effective Change

MAKING CHANGE SUCCEED

- Myths About Change
- Keys to Successful Organizational Change
- Agents of Change
- Persuasive Communication Techniques
- Overcoming Resistance to Change

MIPI INFLUENCE-BASED MESSAGE DESIGN PROCESS

- Motivational Messaging
- Informational Messaging
- Personal Messaging
- Instructional Messaging

AI GENERATION OF MIPI MESSAGING

- Motivational prompting
- Informational prompting
- Personal prompting
- Instructional prompting

NON-MESSAGING AI CHANGE MANAGEMENT USES

- Sentiment Analysis
- Risk Identification
- Help Desk Documentation Creation and Support
- Reporting and Executive Visibility
- Project Task Definition and Automation

DECIDING TO MAKE CHANGE HAPPEN

- Strategic Questions
- Tactical Questions
- Key Decision Questions

ERICA CHANGE FRAMEWORK

- Environment
- Resources
- Individuals
- Culture
- Action

PERSONAL AND DEPARTMENTAL DEVELOPMENT PLAN

COURSE 2: MANAGING SHADOW IT IN AN AI WORLD

CAUSES OF AI SHADOW IT

- Organizational Dynamics
- Vendor Participation
- IT-Related Causes
- Funding and Resource Constraints

AI AS A SHADOW IT ACCELERANT

- AI-Driven Low-Code and No-Code Platforms
- Access to AI-Powered Tools
- SaaS-Based Professional AI Applications
- Lack of Mature AI Governance Policies

BREADTH OF AI TOOL SETS RISKS, CHALLENGES, AND FINANCIAL IMPACT

- Security Vulnerabilities
- Compliance and Regulatory Concerns
- Data Integrity and Integration Issues
- Support and Maintenance Challenges
- Full Financial Cost of Shadow IT
- Productivity Gains and Losses

OPPORTUNITIES AND BENEFITS

- Innovation and Agility
- Meeting Unique Business Needs
- User Empowerment and Engagement

Certificate in IT AI Management (ITAIM)

IT STRATEGIES TO ADDRESS SHADOW IT

- Building IT/User Relationships
- IT Thought Leadership
- Collaborative Development
- Tool Set Requirements
- Super User Designations
- Governance and Clear Guidelines
- Balancing Control and Flexibility
- Leveraging Citizen Development

IT MANAGEMENT ACTION PLAN

- Guiding Principles
- Roles and Responsibilities
- Control Mechanisms
- Operational Metrics
- Implementation Roadmap

COURSE 3: PREPARING IT LEADERSHIP FOR AI

- **THE EBB AND FLOW OF IT INTENSIVE INNOVATION**
- **IT STRATEGY BASED ON ORGANIZATIONAL SIZE**
- **PREPARING YOURSELF AND OTHERS FOR AI**
- **PREPARING IT LEADERSHIP FOR POTENTIAL AI RISKS AND ISSUES**
- **IT LEADERSHIP AI IMPLEMENTATION SKILLS**
- **AI LEADERSHIP READINESS**
- **WHEN AND WHEN NOT TO IMPLEMENT AI**

COURSE 4: GREAT INTERNAL IT CLIENT SERVICE IN AN AI WORLD

INITIAL THOUGHTS ON CLIENT SERVICE

- Definitions
- Challenges
- Value of Defining Your Business Function
- Concierge Client Service

THE AI / INTERNAL CLIENT SERVICE CONNECTION

- Assisting Users with AI-Related Issues
- IT Support and Help Desk Automation

- Creating IT and User Documentation

MANAGING CLIENT EXPECTATIONS

- Client Wants
- Resolution, Action, Information, or Promise
- The "One IT" Concept
- Moments of Truth
- Client Expectations
- Controlling the Discussion
- DANCE Expectation Management Framework
 - Define the Issue
 - Agree on What Needs to Be Done
 - Negotiate the Final Outcome
 - Complete the Task
 - Ensure Client Satisfaction

WAYS TO SAY "NO"

- Professional and Organizational Reasons
- Saying "No" Without Saying "No"

INFLUENCING CLIENT BEHAVIOR

- The Art of Politics
- Science of Persuasion
- VASE: Responding to Upset Clients
- Actions That Cause Client Reactions

MANAGING CLIENT SATISFACTION

- Key Performance Indicators (KPIs)
- Collecting KPI Data
- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)
- Measurement Processes and Data Types

TASK PRIORITIZATION

- Client-Oriented Prioritization
- Project-Oriented Prioritization

DOCUMENTING PROVIDED SERVICES

- Issues, Actions, and Results
- Closing the Ticket
- Client Preferences, Attributes, and Types
- Knowledge Creation, Retention, and Sharing

PERSONAL AND DEPARTMENTAL DEVELOPMENT PLAN

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COURSE 5: AI GOVERNANCE FROM AN IT PERSPECTIVE

- AI USAGE OPTIONS
- CAUSES OF AI IT-USER CONFLICT
- THE IT, DATA, AND AI GOVERNANCE CONNECTION
- AI GOVERNANCE SCOPE AND DEFINITIONS
- ROLE OF IT IN AI GOVERNANCE
- AI GOVERNANCE IT ACTIVITIES
- RISK MANAGEMENT IN AI SYSTEMS
- AIM AI GOVERNANCE DESIGN PROCESS
- APPENDIX: DELIVERABLE TEMPLATES