



DIGISOUL
AI AGENCY • CAIRO



COHORT 01 • MENA / GCC / AFRICA

PROGRAMME BROCHURE • V1.0 • 2026

AI4X™ • Executive Intelligence

Practical GenAI for *Business Leaders.*

Eight weeks. Three production artifacts. One cohort of senior leaders who ship outcomes — not tutorials.

▲ 10 hours/week reclaimed / ▼ Board pack 3 weeks → 90 min / RFP cycle compressed 60-80%

FORMAT

8 weeks

DURATION

24 hours

COHORT

60 seats max

TUITION

\$480 USD

ISSUED BY

Digisoul AI Agency • Cairo

AIX-BL-BROCHURE-PORTRAIT-EN

V1.0 • 2026-05-03



THE PROGRAMME

From AI-curious to AI-capable.

An eight-week executive cohort that turns GenAI from a productivity rumor into measurable hours-back, faster decisions, and governed adoption — built for senior leaders who own outcomes, not outputs.

Every week pairs a leader-grade masterclass with a chat-only lab on your own work. You leave with three production artifacts, a defensible AI charter, and a 90-day rollout your board can sign — measured by adoption, not attendance.

COHORT-BASED

INSTRUCTOR-LED

EN • AR DELIVERY

NO CODE REQUIRED

"My quarterly board pack used to take three weeks. After Week 3, my CFO and I produce it in 90 minutes — and the conversation finally turns to the decision, not the deck."

— NOUR H. • GROUP CFO • MENA RETAIL (COHORT PILOT)

You ship this if you are

- ▶ SME founder, CEO, COO, or MD
- ▶ CFO, Finance Head, or P&L owner
- ▶ Department Head — Sales / Ops / HR / Marketing / Product / SC
- ▶ VP, Senior Director, public-sector DG

You don't need

- ▶ A coding or data-science background
- ▶ Permission to hire AI engineers
- ▶ To learn Python, APIs, or RAG mechanics
- ▶ Six months of free time

▲10h

RECLAIMED PER WEEK
Cohort pilot avg.

–90 min

BOARD PACK CYCLE
From 3 weeks

3 artifacts

SHIPPED PER SEAT
Adoption-measured

60

SEATS PER COHORT
Hard cap, no exceptions



THE EIGHT-WEEK BUILD

A leader's rollout, *week by week.*

02

Every week opens with a leader pain — board prep, inbox, RFP cycle, governance — and ends with a working artifact running on your real work. Ordered to compound: each week unlocks the next.

01 Week one · foundations

Leading in the Age of GenAI

Separate signal from hype. Score 5 candidate use cases, pick three, and issue a Personal AI Use Charter to your direct team.

✦ LAB: USE-CASE CANVAS + CHARTER

02 Week two · prompting

Prompting as a Leadership Skill

R-T-C-C-F-E-V — the executive prompt spec. Build v1 of your leadership prompt library across six leader workflows.

✦ LAB: 20-PROMPT LIBRARY V1

03 Week three · productivity

The Leader's Productivity Stack

Inbox, meetings, board pre-reads. Reclaim 10 hours a week with a workflow that ships today and survives audit tomorrow.

✦ ARTIFACT 1 SHIPS

04 Week four · decisions

Decisions at the Speed of AI

Frameworks · 3-scenario stress tests · pre-mortems · 1-page decision memos. *Finance Leader sub-track inside.*

✦ LAB: BOARD-READY DECISION MEMO

05 Week five · operating model

Processes Your Team Can Run Without You

Move from "I use AI" to "my team runs AI." Charter one Custom GPT or Claude Project; sponsor the rollout, don't build it.

✦ ARTIFACT 2 SHIPS

06 Week six · growth

Growth & Customer-Facing AI

Brand integrity at scale. Ship one customer-facing asset with a claim-verification loop — zero hallucinated claims.

✦ LAB: BRAND VOICE CARD + ASSET

07 Week seven · governance

Governing AI in Your Organization

The four pillars: Data · Output · Identity · Audit. Personal AI policy, team starter, ROI case, 30-60-90 plan.

✦ ARTIFACT 3 SHIPS

08 Week eight · capstone

The 90-Day Leader Rollout

Present your 90-day rollout plan to the cohort. Defend it under Q&A. Graduate from "I use AI" to "I govern AI."

✦ CERTIFIED BY DIGISOUL



WHAT YOU SHIP

03

You leave with the work, not just the knowledge.

01

Shipped Leader Workflow

Inbox · meetings · board pack — 10 hours back per week.

One leader workflow shipped into your real calendar — board-pack-in-90, inbox triage in your voice, or executive pre-reads on demand. Before/after time logs included; the savings are evidence, not anecdote.

CLAUDE

CHATGPT

COPILOT

TIME-SAVED LOG

HOURS SAVED · WEEKLY



02

Custom AI Assistant

A Custom GPT or Claude Project your team runs without you.

Charter, knowledge base, refusal rules, governance checklist — your tender-response, vendor-comparison, or process-SOP assistant. The leader sponsors the build, a designated owner maintains it, and 60 reports use it confidently.

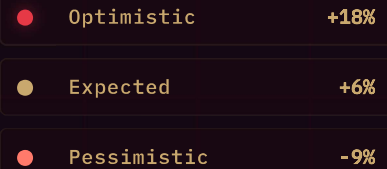
CLAUDE PROJECTS

CUSTOM GPT

GEMINI GEMS

KNOWLEDGE BASE

DECISION SCENARIOS · STRESS-TESTED



03

AI Charter + 90-Day Plan

Personal policy · team starter · ROI case · 30-60-90.

A board-defensible Personal AI Use Policy aligned to PDPL, GDPR, PCI DSS v4.0, NIST AI RMF, and ISO/IEC 42001. ROI formula next to every figure. The 30-60-90 rollout your CEO can sponsor and your auditor can audit.

PDPL

GDPR

NIST AI RMF

ISO 42001

GOVERNANCE SIGNAL · LIVE



→ Board pack appendix · auto-attached



HOW THE COHORT RUNS

A studio cadence, *not a passive course.*



Every week follows the same loop. Two 90-minute live sessions with the instructor (Tue + Thu, Cairo evenings). One hands-on exercise on your own work. One Monday-morning action that lands in your team's calendar — every single week.

PHASE ONE

Learn.

Live masterclass plus an annotated leader template. We unpack the leader pain from first principles, then introduce only the AI capability that solves it — no theatre, no jargon, no code.

- ▶ 2x 90-min live sessions / week
- ▶ SME + Enterprise worked example
- ▶ Pre-read · 30 minutes max
- ▶ Recording within 24 hours · 12-mo replay

PHASE TWO

Build.

You apply it to your own work — not a toy scenario. Office hours, peer review, instructor critique. The exercise is where the artifact actually starts working in your real environment.

- ▶ Chat-only exercise · 15 / 30 / 60 / 90 min
- ▶ Weekly office hours · live Q&A
- ▶ Cohort channel (WhatsApp / Telegram)
- ▶ Peer review & instructor feedback

PHASE THREE

Ship.

Each week ends with a "Monday morning action" — one concrete step you take inside your own organization the day after. By Week 8, you are shipping a 90-day rollout plan, not a homework assignment.

- ▶ Monday morning action · weekly
- ▶ Reusable prompt pack added to library
- ▶ Capstone defended in Week 8
- ▶ Certificate of completion

EIGHT-WEEK SCHEDULE



Live sessions Tuesday + Thursday Cairo evenings · self-paced library midweek · weekly office hours. Three weeks ship a production artifact (W3 workflow, W5 assistant, W7 charter); Week 8 graduates the cohort under Q&A.

THE COHORT, BY THE NUMBERS

16
LIVE SESSIONS

24h
TOTAL INSTRUCTION

60
SEATS PER COHORT

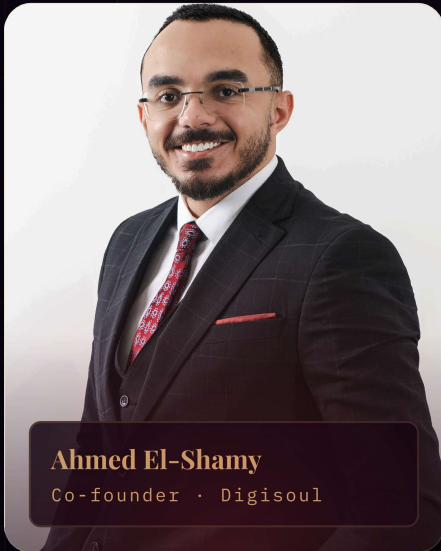
12mo
REPLAY ACCESS



FACULTY

Senior practitioner. *Not a course author.*

05



Ahmed El-Shamy
Co-founder • Digisoul

Ahmed El-Shamy

Co-founder, Digisoul • DBA Candidate, Royal Business College UK

Ahmed has spent the last fifteen years translating AI capability into leadership operating workflows — across enterprise, mid-market, and regulated sectors in MENA and the GCC.

He co-founded Digisoul to build a Heritage-Tech AI training system designed specifically for MENA leaders who refuse to choose between global relevance and regional sensitivity. Cohorts are small, the syllabus is rewritten every round, and the bar is whether participants ship.

DBA Candidate • UK

FMVA

FPWM

BIDA

CBCA

C-OKRP

GRCP

AIFP

ISO 42001 • Lead

LEADER VOICES



This is the only AI program I've seen that treats governance as Week-1, not Week-8. My GC signed the policy. My board cited it.

— COO • REGIONAL LOGISTICS • COHORT PILOT



I came for the AI. I left with a workflow, a Custom GPT, and a 90-day plan that my CEO sponsored on the spot.

— MANAGING PARTNER • MENA CONSULTANCY • COHORT PILOT



CERTIFICATE OF COMPLETION · COHORT 01

PROGRAMME · AI4X™

CERT ID · DS-BL-2026-0001

STANDARD · ISO/IEC 42001:2023

Practical GenAI for Business Leaders.

This certifies that the named participant has **completed** the 8-week, 24-hour executive cohort — defending three production artifacts (shipped leader workflow, custom AI assistant, and personal AI charter with 90-day rollout) live against the cohort rubric.

LEARNING OUTCOMES SHIPPED

- Shipped a leader workflow with measurable hours saved.
- Chartered a Custom GPT or Claude Project owned by their team.
- Issued a Personal AI Use Policy aligned to PDPL / GDPR / NIST AI RMF / ISO 42001.
- Defended a 90-day rollout plan live against the cohort rubric.

AWARDED TO

<< Participant Name >>

Business Leaders · Capstone defended



PROGRAMME

Practical GenAI for Business Leaders

FORMAT

8 weeks 24h live · 16 sessions

ARTIFACTS

3 production-grade

COHORT

2026 · Cohort 01

STATUS

• Completed

Ahmed El-Shamy

Israa Khalaf

AHMED EL-SHAMY

FOUNDER & CEO



ISRAA KHALAF

COFOUNDER & MD

COMPLIANCE · ISO/IEC 42001:2023 · IAC9519986925

VERIFY · DIGISOUL.IO/VERIFY/DS-BL-2026-0001

VALID · PERPETUAL

CERTIFIED BY AN ACCREDITED AUTHORITY



ISO/IEC 42001:2023 — AI Management System.

Digisoul AI Agency operates under the international standard for responsible AI governance — the same management system used to design, deploy and audit every cohort artifact, including the work produced in this programme.

CERT NO. IAC9519986925 · ISSUER IAS · ANAB · STATUS ACTIVE



TUITION

One seat. Everything included.

COHORT 01 • 60 SEATS

ISO
42001

\$480

~~Standalone deliverable value \$2,499~~

▲ YOU SAVE 81%

A single payment for the full eight-week cohort. Three production artifacts you keep, the Leadership Prompt Library, twelve months of replay access, and a first-week guarantee — refundable in full if Week 1 isn't your highest-signal training of the year.

Paymob • card / Apple Pay / Google Pay
Corporate invoicing → bd@digisoul.io

WHAT'S INCLUDED

- ✓ **16 live cohort sessions**
2x 90-min, Tuesday + Thursday Cairo evenings
- ✓ **3 production artifacts**
Workflow • Custom AI Assistant • AI Charter + 90-day plan
- ✓ **Leadership Prompt Library**
35+ tested leader prompts across 6 workflows • bilingual
- ✓ **12-month replay access**
All recordings on the Digisoul LMS • cohort archive included
- ✓ **Cohort channel + office hours**
WhatsApp / Telegram • weekly live Q&A • alumni access
- ✓ **Certificate of completion**
Issued by Digisoul, an ISO 42001-certified AI agency

Reserve your seat.

Cohort 01 is hard-capped at 60. First-week guarantee included.

[Apply now →](#)



FREQUENTLY ASKED

Everything you'd ask *before you apply.*

01 Who is this for?

SME founders, CEOs, COOs, MDs, CFOs, department heads (Sales, Ops, HR, Marketing, Product, Supply Chain), VPs, senior directors with P&L, and MENA public-sector directors-general. Not for developers or analysts who want a coding course.

03 Technical background needed?

No. If you can use Word, Excel, or Google Docs you are ready. Every AI concept is taught from leadership first principles — no Python, no APIs, no math.

05 Is the programme accredited?

You receive an official Digisoul certificate of completion. Digisoul holds ISO/IEC 42001:2023 — the international AI management standard — IAC9519986925.

07 Refund policy?

First-week guarantee. Attend Week 1, submit the first exercise, and if it isn't the highest-signal professional development you've taken this year, full refund — no questions.

02 Hours per week?

2× 90-min live sessions Tuesday + Thursday (Cairo evenings), plus ~1-2 hours of practice on your own work. Twelve months of replay access if you miss a session.

04 Do the AI tools cost extra?

Most have generous free tiers. To complete every lab, one paid subscription (Claude Pro / ChatGPT Plus / Gemini Advanced ~\$20/month) is recommended. Nothing else required.

06 Arabic or English?

Both. Slides, recordings, prompt cards, templates and the workbook are produced bilingually. Live cohorts alternate by demand. Technical terms remain English.

08 How do I pay?

Single payment of \$480 USD via Paymob (card, Apple Pay, Google Pay). Corporate invoicing on request — bd@digisoul.io.

Ready to ship governed *AI*?

Reserve your seat at digisoul.io/practical-genai-for-business-leaders, or have your team email us for corporate enrolment.

APPLY digisoul.io/practical-genai-for-business-leaders
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