CORPORATE TRAINING

AI Leadership Advanced Program

A program for executives who need to adapt strategy, tools, teams and ways of working to AI, and leave with a plan for their own area.

DURATION	FORMAT	GROUP	INVESTMENT
20 hours	Online or in person	Up to 25 people	From + VAT

01 · SUMMARY

From [illegible] + VAT, for the whole group.

For	Executives and C-level
Format	Live, online or in person
Duration	20 hours, spread out or condensed
Group	Up to 25 people
Language	English or Portuguese
Facilitators	Sónia Gomes, Miguel Coelho
Recording	Optional, for participants only
Investment	From [illegible] + VAT

02 · OBJECTIVES

By the end, each executive has a 90-day plan for their area.

01 See where AI creates advantage for the business

02 Choose tools and platforms with clear criteria

03 Plan how roles and teams need to change

04 Set ways of working that keep quality at scale

05 Plan the launch and adoption of AI features

06 Lead the change with a 90-day plan

Time for discussion is built in. With senior profiles, much of the learning comes from the conversations between participants.

03 · ADAPTED TO YOUR COMPANY

Everything can be adapted

- Modules and structure, to fit the team's goals
- Number of hours: more hours, more practice
- The project and the demo: scope and format
- Examples, exercises and tools from the team's work
- Schedule: spread out or condensed
- Online or in person, English or Portuguese

A longer or more practical version is quoted to match.

IN THE ROOM

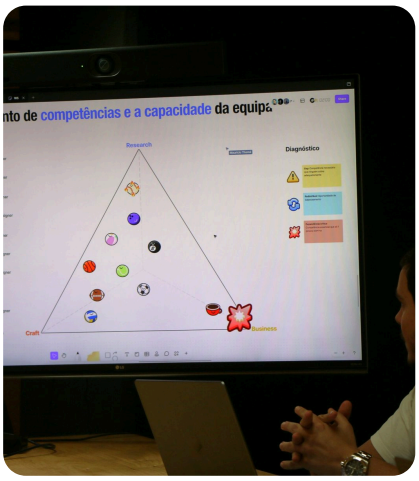
Recent in-person workshops with TheStarter.













04 · STRUCTURE

Six modules, a plan and a presentation.

Leadership | Executives and C-level | 20h

M1	**How AI changes product strategy**	Competitive advantage, positioning and business models.
M2	**Choosing tools and platforms**	Speed, cost, security and dependency on vendors.
M3	**Team structures and roles**	How roles are shifting and which skills to hire for and develop.
M4	**Ways of working at scale**	Processes, responsibilities and quality criteria across teams.
M5	**Go-to-market for AI features**	Positioning, pricing, launch, adoption and impact.
M6	**Leading the change**	Uncertainty, resistance and expectations.
	Team plan	Each executive builds a 90-day plan for their own area, with mentoring.
	Presentation	Plans presented to the executive team for feedback.

05 · FACILITATORS

Led by a CEO and a product leader.



Sónia Gomes

Product Leader and founder of Close to the Sun

Over 20 years in product design and design leadership. Former Head of UX at Prozis and UX Manager at OutSystems, where she led design operations for a team of 70+. Helps teams that build with AI decide what is worth building.

- Invited lecturer at FEUP and Porto Business School
- Certified teacher (CCP)



Miguel Coelho

CEO & Learning Designer, TheStarter

Runs TheStarter as an AI-first company built on Claude: software, design, code, automations, agents and operations, through to marketing and customer support. A small-scale version of what executive teams now plan for across the whole organisation.

- Certified trainer (CCP, IEFP)
- Designed TheStarter's 11-course AI curriculum, from introductory to leadership level

06 · INVESTMENT

One price for the group, agreed upfront.

UP TO 25 PEOPLE

[redacted]

+ VAT.
In person in Lisboa or Porto: + [redacted].

Send an email for pricing

- Prep call to align the content with the executive team
- 20 hours of live training, online or in person
- 90-day plan for each executive's area, with mentoring
- Materials, with lifetime access for participants
- Recording, if the company wants it, for participants only
- Certificate of completion from TheStarter

VAT: 23% for companies in Portugal. Companies in other EU countries with a valid VAT number are invoiced without Portuguese VAT (reverse charge). Outside Lisboa and Porto, travel is charged at cost.

NEXT STEP

AI Skills Fundamentals and AI Skills Advanced for the teams that will put the plan into practice.

07 · CONDITIONS

Booking

Dates set together and confirmed by email. Invoice for the first 50% on confirmation.

Payment

50% on confirmation, 50% up to 10 working days before the start, by bank transfer.

Rescheduling

Free up to 15 working days before the start, subject to the facilitators' availability.

Participants

Same price for the group size stated. Changes to the list of names are free.

These terms can be changed if discussed and agreed in advance.

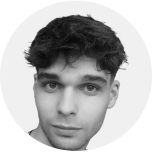
08 · ABOUT THESTARTER

2,700+
students trained

300+
companies served

DGERT
certified training provider (Portugal)

An online school for UX, Product and AI, based in Portugal since 2021. Professionals from companies such as Volkswagen Group Digital Solutions, Bosch, Deloitte, Accenture, OutSystems, Mercedes-Benz.io, Critical TechWorks, TAP, NOS, TeamViewer, Infineon and Globo have trained with us. All our facilitators are practitioners.



YOUR CONTACT

Miguel Coelho
CEO & Learning Designer, TheStarter

Email people@thestarter.io
Website thestarter.io