

THE STRATEGY MANAGEMENT OFFICE
Strategy and Performance in synergy

THESMO TRAINING COURSES

THE THESMO TRAINING COURSES PATHWAY

TWELVE COURSES · FOUR TIERS ENTRY LEVEL TO THE BOARDROOM NIGERIA AND WEST AFRICA EDITION · FEES IN USD

MONTHLY COHORTS, PUBLISHED TWELVE MONTHS AHEAD · INSTALMENT PAYMENT AVAILABLE ON EVERY COURSE

HOW IT WORKS

Most AI training is a single course. You attend, you leave, and six months later nothing has changed.

Thesmo Training Courses are built as a pathway. You enter at the level that matches your role, and each tier assumes what the one below it taught. A team can be trained coherently — junior staff, their managers, and the directors above them — without three providers and three contradictory sets of advice.

Four tiers, twelve courses, plus a separate series of one-day executive briefings that sit outside the pathway and require no prerequisite.

TIER 1 — FOUNDATION	No prerequisites
TIER 2 — PRACTITIONER	Any one Foundation course
TIER 3 — ADVANCED	Foundation + one Practitioner course
TIER 4 — LEADERSHIP & EXECUTIVE	See below
B-SERIES — EXECUTIVE BRIEFINGS	No prerequisites, in-house only

TIER 1 — FOUNDATION

FOR EVERYONE. NO PREREQUISITES. START HERE.

COURSE		DAYS	STANDARD USD PER DELEGATE	STATUS
TAA-101	AI Foundations for the Modern Professional	2	995	Monthly, booking now
TAA-101 DAY 1	Standalone first day	1	550	Monthly, booking now
TAA-102	AI for Managers and Team Leaders	2	1,250	Booking now · every other month from Feb 2027
TAA-103	AI for Management — Extended Foundation	3	1,750	Booking now · every four months from May 2027

Which one? TAA-101 if you use AI in your own work. TAA-102 if you are accountable for other people’s. TAA-103 if you want the full management landscape and help deciding which Practitioner course to take next.

Any one of these opens the whole of Tier 2.

All three Foundation courses are open for booking now. Each publishes a full year of dates and has its own detailed brochure, so you can choose a cohort and, if you wish, pay for it by instalments between now and then.

TIER 2 — PRACTITIONER

YOUR DISCIPLINE, TRANSFORMED BY AI. PREREQUISITE: ANY ONE FOUNDATION COURSE.

Six courses, one per management discipline: strategy, risk, operations, projects, finance and performance. Take the one that matches your role.

COURSE		DAYS	STANDARD USD PER DELEGATE	STATUS
TAA-201	AI-Powered Strategy Management	2	1,500	7–8 Apr 2027 · register interest
TAA-202	AI-Powered Risk Management	2	1,500	2–3 Jun 2027 · register interest
TAA-203	AI-Powered Operations & Process Excellence	2	1,500	7–8 Jul 2027 · register interest
TAA-204	AI-Powered Project Management	2	1,500	4–5 Aug 2027 · register interest
TAA-205	AI-Powered Financial Management	2	1,500	6–7 Oct 2027 · register interest
TAA-206	AI-Powered Performance Management	2	1,500	3–4 Nov 2027 · register interest

Take one, or take several. Two Practitioner courses is the recommended preparation for Tier 3.

These courses are delivered on PRiSM, our own strategy and performance platform. You will not be shown screenshots — you will work in a live system on real management data.

TIER 3 — ADVANCED

PREREQUISITE: ANY FOUNDATION COURSE, PLUS ANY ONE PRACTITIONER COURSE.

COURSE		DAYS	STANDARD USD PER DELEGATE	STATUS
TAA-301	The AI-Augmented Manager	3	2,250	19–21 Jul 2027 · register interest

Where the six Practitioner disciplines come together. Tier 2 teaches AI within one discipline. Most senior managers do not have the luxury of one: a decision about operations changes the risk position, which changes the financial forecast, which changes what the strategy can promise.

TAA-301 is for managers who have applied AI in one of those areas and now have to lead across several — bringing strategy, risk, operations, projects, finance and performance into a single view, and knowing which AI-generated signal to trust when two of them disagree.

TIER 4 — LEADERSHIP AND EXECUTIVE

COURSE		DAYS	STANDARD USD PER DELEGATE	STATUS
TAA-401	AI Strategy for Senior Leaders	3	2,950	6–8 Sep 2027 · register interest
TAA-501	AI Leadership: Executive Immersion — in-house only	5	32,500 whole team	By arrangement

TAA-401 — prerequisite TAA-301 (The AI-Augmented Manager), or extensive senior management experience. Governance frameworks, investment appraisal, transformation programme design.

TAA-501 — the capstone. Five days, for senior executives, and delivered to one leadership team at a time rather than as an open cohort. The five days are spread across a quarter — typically two, then two, then one, on dates set with you — and the work is done on your own strategy rather than a fictional one. USD 32,500 for the five days, up to 20 participants. USD 42,500 with case material rewritten around your sector. An in-person residential format is available for GCC clients.

Recognition is by digital badge, tier by tier. Each tier completed earns a verifiable digital badge — Beginner, Practitioner, Advanced, Executive — with the courses, dates and contact hours recorded inside it, so anyone you share it with can check it is real. Completing all four tiers earns the Executive badge and, with it, the designation **Thesmo Management AI Practitioner**.

Contact hours are documented for every course and may count towards your continuing professional development, subject to your professional body’s requirements. If you are working towards the full pathway as an individual rather than as part of an executive team, contact us about TAA-501 and we will arrange a route.

THE B-SERIES — EXECUTIVE BRIEFINGS

ONE DAY. SENIOR AUDIENCE. DELIVERED PRIVATELY TO YOUR ORGANISATION.

No prerequisites, and no place in the pathway — deliberately.

COURSE		DAYS	STANDARD USD PER DELEGATE	STATUS
TAA-B01	Agentic AI: The Executive Briefing	1	—	From Jan 2027, in-house
TAA-B02	Developing Your Organisation’s AI Strategy	1	—	2027
TAA-B03	Writing Your Organisation’s AI Policy	1	—	2027
TAA-B04	What the Board Must Ask	0.5–1	—	2027

USD 6,500 per delivery day for up to 20 participants. USD 8,500 with case material rewritten for your sector.

These exist because some questions do not need a full pathway. A director who has to authorise an autonomous system next quarter needs one focused day, not a tier ladder.

FEES — WHAT YOU WILL ACTUALLY PAY

Every figure in the tables above is the standard rate, per delegate. **Many delegates pay less than that.** The reductions are published rather than negotiated, they apply to every course in the pathway, and two of them combine.

FOUNDING COHORT RATE	Applies to the first cohort of each course, for bookings made before the closing date shown in that course’s brochure. It is the largest single reduction and it does not return once the cohort has run.
GROUP OF THREE OR MORE	From the same organisation, on the same cohort. You do not have to book together — tell us the names and we apply it to each.
THE TWO TOGETHER	They combine. A group of three booking into a founding cohort pays the lowest published rate for that course.
CORPORATE IN-HOUSE	Priced per delivery day for the whole group, not per delegate, so cost per head falls as the group grows. Above roughly ten people it is usually the cheaper route — and you choose the dates.

The exact figure for each rate, and the date each Founding Cohort rate closes, is in that course’s own brochure. If you think you qualify for a rate and it has not been applied, tell us — we will apply it.

TAA-501 and the B-Series briefings are quoted for the whole group rather than per delegate, so the per-delegate reductions above do not apply to them.

WHO WILL TEACH IT

WALE BURAIMOH MBA

FOUNDER AND OWNER — THESMO · THESMO EVENTS · THESMO AI

Thirty-five years across the three things this course sits on: building systems, running the projects that put them into a business, and advising the management that has to live with the result. Every Thesmo training course is delivered by the person who designed it — which is why a hard question in the room does not get answered with *I will come back to you on that*.

- **Twenty-one years in strategy and performance management** — most recently Director of Strategy and Risk Management at Sharjah Maritime Academy (2023–2026), where the strategy and risk function, including the project management office, was established from nothing. He left in January 2026 to run The Strategy Management Office and Thesmo.AI full time.
- **Consulting, coaching and training executive teams since 2005** — central banking at the Central Bank of Saudi Arabia; energy at the Emirates Nuclear Energy Corporation (\$40bn civil nuclear programme), ADWEA and DEWA; government at Dubai's RTA, Transport for London and 26 ministries under the Abu Dhabi Executive Council; and education across a 17-campus, 23,000-student federal higher-education system.
- **Fourteen years in UK financial services before that** — Barclays Funds, Newton Investment Management, and Mellon Financial Europe, where as Strategic Projects Manager he ran a strategy implementation programme across five lines of business, eight shared services and 1,500 staff.
- **A builder, not a commentator** — architect of PRiISM, a production performance management platform with AI evidence verification, predictive KPI forecasting and Bayesian risk intelligence. The governance material in these courses comes from decisions taken on a live system carrying real institutional data.
- **Currently a year into two MSc programmes** — Artificial Intelligence at the University of Leeds, and Financial Management at Alliance Manchester Business School — so the technical and financial claims made in the room are checked against the primary literature, not a vendor's summary of it.

QUALIFICATIONS AND CERTIFICATIONS

POSTGRADUATE	MSc Artificial Intelligence, University of Leeds (2025–27) · MSc Financial Management, Alliance Manchester Business School, University of Manchester (2025–27) · MBA, The Open University (1997)
EARLIER	Graduate Diploma in Computer Science, South Bank University (1989–90) — first-class BSc equivalent · Higher National Diploma in Computer Studies, University of East London (1987–89)
CERTIFICATIONS	Balanced Scorecard Certified Trainer · Future Foresight Certified Trainer, Specialist and Practitioner (The Futures School) · APMP Practitioner (Association for Project Management) · PRINCE2
EXECUTIVE EDUCATION	MIT Economics for Business · Oxford Executive Finance Programme

Corporate in-house delivery is by the same facilitator. There is no associate pool and no sub-contracted delivery.

WHAT RUNS THROUGH ALL OF IT

The Monday Morning Test.

Every module is built against one question: what will you do differently on Monday morning? Content that cannot answer it does not make it into the room.

SIMULATIONS, NOT SLIDES

Every course includes interactive exercises where you make judgements and find out where your instincts serve you and where they do not.

A FOLLOW-UP THIRTY DAYS LATER

We come back to the commitment you made and ask how it went. Almost no provider does this, which is precisely why most training changes nothing.

SOURCED, NOT ASSERTED

Figures come from Stanford's AI Index, the World Economic Forum, PwC and peer-reviewed studies. Facilitators are briefed on which findings are contested. Challenge a number and you will get a straight answer.

BUILT BY PRACTITIONERS

Thesmo Training courses are developed by Thesmo AI Consultancy and Training LLC — a firm that builds AI systems and advises on strategy and performance. The examples come from that work.

YOUR FUNCTION, YOUR SECTOR

Every practical exercise across every course is set in the work you actually do. Delegates choose their function at the start; the scenarios follow.

SEVEN FUNCTIONS	
HUMAN RESOURCES	Recruitment, performance reviews, policy, employee queries
FINANCE	Budgets, forecasts, variance analysis, reporting
INFORMATION TECHNOLOGY	Service requests, incidents, change management, documentation
OPERATIONS	Process performance, capacity, quality, supplier management
CUSTOMER SERVICE	Case handling, complaints, service levels, escalations
MARKETING	Campaigns, content, audience analysis, performance reporting
PROJECT MANAGEMENT	Plans, risks, status reporting, resource decisions

Scenarios are built around nine detailed fictional organisations, each with its own history, pressures and data. They are fictional so the work can be realistic without being anyone’s — and so nothing said in the room is about a real employer.

SECTOR	ORGANISATION
GOVERNMENT	Crestholm City Authority
BANKING	Ardent Commercial Bank
HEALTHCARE	Vantage Health Network
EDUCATION	Meridian University
ENERGY	Coreland Energy Corporation
TELECOMMUNICATIONS	Nexbridge Telecoms
RETAIL	Harlow Retail Group
PROFESSIONAL SERVICES	Clarendon Advisory Group
PROPERTY AND INFRASTRUCTURE	Stonepath Development Group

Corporate in-house delivery can go further: case material rewritten around your own sector, so every example matches your world.

DELIVERY AND DATES

All courses are delivered live online, facilitator-led, in two three-hour sessions per day with a break between. Cohorts are capped so everyone can speak.

A full year of dates is published for every Foundation course, and the calendar rolls forward each month. You can book any date up to a year ahead, which is what makes paying by instalments practical. The rolling calendar is below; full dates and session times are in each course brochure.

COURSE	DAYS	CADENCE	FIRST COHORT
TAA-101	2	Every month	22–23 Oct 2026
TAA-102	2	Every other month	16–17 Feb 2027
TAA-103	3	Every four months	10–12 May 2027
TAA-201	2	Twice yearly from 2028	7–8 Apr 2027
TAA-202	2	Twice yearly from 2028	2–3 Jun 2027
TAA-203	2	Twice yearly from 2028	7–8 Jul 2027
TAA-204	2	Twice yearly from 2028	4–5 Aug 2027
TAA-205	2	Twice yearly from 2028	6–7 Oct 2027
TAA-206	2	Twice yearly from 2028	3–4 Nov 2027
TAA-301	3	Quarterly	19–21 Jul 2027
TAA-401	3	Twice yearly	6–8 Sep 2027
TAA-501	5	In-house, by arrangement	Dates set with you

Dates from October 2026 to September 2027 are confirmed. Dates beyond that are provisional and published so that a place can be reserved and paid for in instalments — not because we are certain of the day. If a provisional date moves, you transfer free or take a full refund, your choice.

A cohort runs when it reaches eight delegates. Below that we postpone and you transfer to any other published date at no charge, or take a full refund.

CORPORATE IN-HOUSE DELIVERY

Available for every course, on your dates, for your organisation only.

USD — WHOLE GROUP, NOT PER DELEGATE	
Per delivery day, up to 20 participants	6,500
With sector tailoring — case material rewritten for your industry	8,500
On-site delivery, in addition	+2,500

In-house dates can be booked up to twelve months ahead, and the invoice can be split into instalments on dates your finance function sets.

PAYING BY INSTALMENTS

You do not have to pay for a course in one payment. Choose a cohort, choose what you can pay and when, and pay the balance off before the course begins.

HOW IT WORKS	Pay in as many instalments as you like, of whatever amounts suit you, on whatever dates suit you.
THE ONE CONDITION	The full fee must be cleared before the first day of your chosen cohort.
SECURING YOUR PLACE	A first instalment of 20% of the fee confirms your place and fixes your price — including the Founding Cohort rate, if you book within that window.
COST OF SPREADING IT	None. No interest, no administration fee, no credit check and no third-party lender. The total you pay is the published fee.
BALANCE DATE	Seven days before the course starts.
IF THE BALANCE IS NOT CLEARED	Your place moves to any later cohort at no charge and everything paid carries across. Nothing is forfeited for being late.
IF YOU CANCEL	Instalments already paid are refunded under the cancellation terms below, on the same basis as a single payment.

Because dates are published twelve months ahead, a course booked against a cohort late in the calendar can be spread across most of a year. Instalments are for individuals booking their own place; corporate in-house delivery is invoiced separately and is not part of this arrangement.

RESERVING A COURSE THAT IS NOT YET DATED

Several courses in the pathway open during 2027 and do not yet carry dates. You do not have to wait for the dates to start paying for them. Reserve a place now, pay towards it at your own pace, and choose your cohort when the calendar opens.

WHEN A COURSE OPENS	On the day its own brochure publishes, and not before. We will not take money towards a course you cannot yet read about in full. Register your interest and you will have the brochure, and the reservation window, ahead of general release.
WHO IT IS FOR	Individuals booking and paying for their own place. Employer-funded and corporate in-house bookings are arranged directly and do not need a reservation.
WHAT YOU PAY	Whatever you like, whenever you like, exactly as with a dated course. There is no minimum and no schedule to keep to.
WHAT IT FIXES	Your price. The fee is locked at the rate published on the day your first payment reaches us, and it does not move afterwards — which is the main reason to reserve early rather than wait.
WHEN DATES OPEN	You hear before anyone else and choose your cohort ahead of general booking. From that point the ordinary booking terms apply and the balance is due seven days before the course starts.
IF YOU CHANGE YOUR MIND	Everything you have paid is refundable on request, at any time until you choose a cohort, less processing fees. No reason needed and no deadline to meet — because you cannot be held to a course that has not been scheduled.
IF IT DOES NOT GO AHEAD	If we withdraw a course or it slips beyond a date that suits you, you take a full refund with no deduction of any kind, or move everything paid onto any other course in the pathway. The choice is yours, not ours.
RESERVING MORE THAN ONE	Permitted, and common where someone is working towards the full pathway. Each reservation is separate and each price is locked on its own first payment.

A reservation is not a booking, because there is no date yet to book. It reserves your place in the first cohort you choose and holds the price you reserved at.

REGISTER

REGISTER	Complete the registration form at thesmo.africa
PAYMENT	By invoice, payable by international bank transfer in US dollars. No card payment required
INSTALMENTS	Ask for an instalment plan when you register; we issue a schedule instead of a single invoice
PURCHASE ORDERS	Accepted from corporate and government employers
PAYMENT TERMS	30 days from invoice, or before the course start date — whichever falls first
CORPORATE IN-HOUSE	Email training@thesmoevents.com with your preferred dates and delegate numbers
REGISTER INTEREST — TIER 2 AND ABOVE	Email us naming the course codes you want — TAA-201, TAA-301 and so on — with your role and organisation. You will have the brochure the day it is issued, and the reservation window ahead of general release. Nothing to pay and nothing to commit to

Your invoice is issued within one working day of registration. Confirmation and joining instructions follow on payment; your Zoom link is sent two working days before the course. We invoice rather than take card payment because international card transactions on Nigerian-issued cards are frequently declined. This route avoids that entirely. Employers settling from a domiciliary account will find this the simplest route; if you are booking your own place and would prefer a different settlement arrangement, ask us when you register.

Fees are set in US dollars and are not recalculated at the exchange rate on the day.

Tier 2 and above: dates are published, reservations are not yet open. We will not ask anyone to pay towards a course they cannot yet read about in full. Each of those courses opens for reservation on the day its own brochure publishes — not before.

The dates above are real and held in the delivery calendar. Register your interest in any course and you will receive its brochure the day it is issued, ahead of general release, with the reservation window open to you first. Registering costs nothing and commits you to nothing.

FOUNDING COHORT RATES APPLY TO THE FIRST COHORT OF EVERY COURSE

Thesmo Training Courses are developed by Thesmo AI Consultancy and Training LLC and delivered by Thesmo Events LLC. Every course is built against one test: **what will you do differently on Monday morning?** Anything that does not survive that question does not make it into the room.

WWW.THESMO.AFRICA · TRAINING@THESMOEVENTS.COM

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Strategy and Performance in Emerging Markets

Fees are quoted in USD and are exclusive of any applicable taxes. Fees are set in US dollars and are not recalculated at the exchange rate on the day. Course availability dates are indicative; registered interest is notified first when dates are confirmed. Thesmo Training Courses are developed by Thesmo AI Consultancy and Training LLC and delivered by Thesmo Events LLC, both of Abu Dhabi, United Arab Emirates. Your booking contract is with Thesmo Events LLC, and fees are payable to it in US dollars. Course content is reviewed continuously; the published outline is indicative and may be refined.