

# Non-Technical Skills for Leadership

*Driving AI product success through people and strategy*

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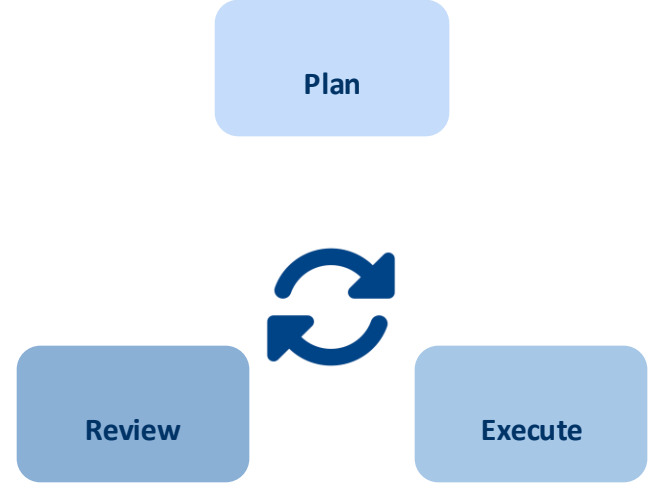
## Non-Technical Skills for Leadership



- Understand the key non-technical skills required for AI leadership, including agile project management, market analysis, and fundraising
- Learn how to use tools like the business model canvas and the value proposition canvas to develop and validate your product ideas
- Get an overview of different team building and stakeholder communication techniques
- Learn how to create a strategic roadmap for an AI startup and pitch it to investors

# Agile Project Management

- Collaborative and iterative approach to project delivery
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- Work is organized into short sprints with planning, execution & testing
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- Continuous feedback allows rapid adaptation and course correction
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# Market Analysis



## Target Market

Define your ideal customer and segment by needs, demographics or behavior



## Competitors

Identify direct & indirect competitors by product and market segment; assess strengths & weaknesses



## Market Size

Estimate total addressable, serviceable and obtainable markets



## Barriers & Opportunities

Analyze barriers to entry, windows of opportunity and supplier/customer effects

# Fundraising & Pitching



Problem & Solution



Market Opportunity



Traction & Milestones



Business Model



Financial Projections



Team



Exit Strategy

## Craft a Compelling Pitch

Your pitch should clearly articulate the problem you solve, the size of the opportunity, evidence of traction and how you make money. Showcase your team's expertise and outline how investors will see a return.

# Team Building



Strong leadership



Clear communication



Trust & collaboration



Diversity & inclusion



Accountability



Continuous learning



Results orientation

# Stakeholder Communication



Identify stakeholders



Clarify objectives & needs



Develop a communication plan



Tailor channels & cadence



Maintain transparency & honesty



Listen & collect feedback

## Why it matters

Effective communication reduces misunderstandings, builds trust and aligns stakeholder expectations. Tailor your message and channels to keep everyone engaged.

# Let's Build!

*Design a Business Model Canvas for your AI startup*

<b>Key Partners</b>	<b>Key Activities</b>	<b>Key Resources</b>
<b>Value Proposition</b>	<b>Customer Relationships</b>	<b>Channels</b>
<b>Cost Structure</b>	<b>Revenue Streams</b>	<b>Customer Segments</b>

**Tip:** Use this canvas to map your business model. Identify customer segments, craft a compelling value proposition, define your revenue streams and cost structure, and outline the partners and resources you need.