



AI LEADERSHIP PROGRAM

*STAY AHEAD IN THE AI TRANSFORMATION
THROUGH LEADERSHIP THAT CONNECTS
TECHNOLOGY, PEOPLE AND STRATEGY*

THE THREE KEY DIMENSIONS OF LEADERSHIP

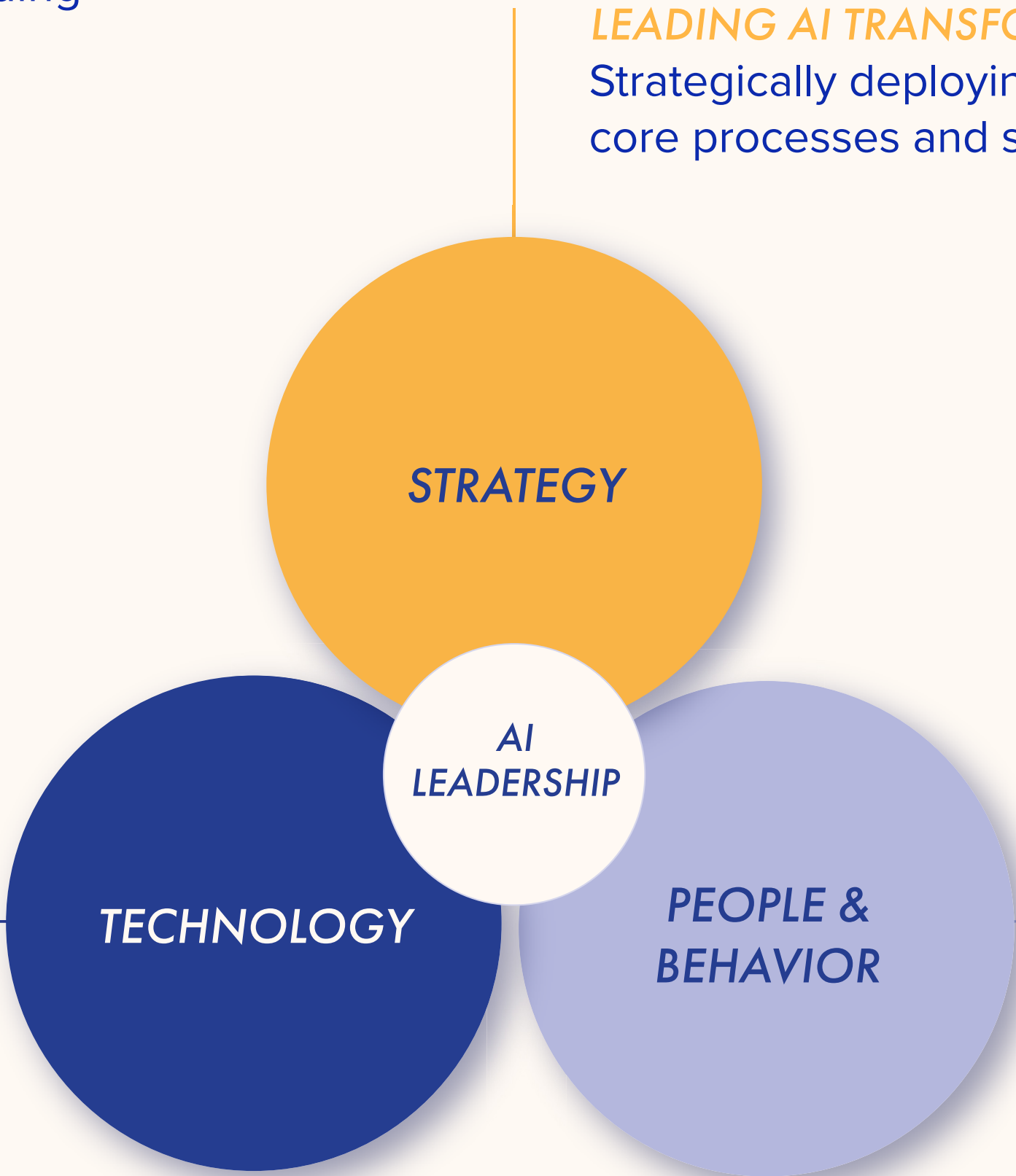
Based on our experience working with organizations, leaders, and AI, we have identified the essential building blocks for effective leadership in the age of AI.

AI FUNDAMENTALS

Understanding what Generative AI is, how it works, what models and applications exist, and why its impact fundamentally differs from previous technological innovations

AI LITERACY

Practical skills in prompting, building AI agents, critical AI analysis, and data-driven decision-making to use AI effectively



LEADING AI TRANSFORMATION

Strategically deploying AI to strengthen core processes and scale valuable experiment

CHANGING BEHAVIOUR AND MINDSET

Cultivating the mindset and skills to lead with human wisdom, critical thinking, foster a culture of curiosity and experimentation, and drive organization-wide AI adoption

ETHICS & PHILOSOPHY

Using AI responsibly and consciously, with a focus on human oversight, philosophy, bias, and broader societal impact

AI LEADERSHIP PROGRAM

Our AI leadership program has an integrated focus and takes leaders' behavior and root causes into account to make the transformation a success. Not a one-off AI leadership training, but a leadership program to give AI a sustainable position in the organization.

PROGRAM SPECIFICS:

*TAILOR-MADE FOR YOUR ORGANIZATION:
BASED ON THE CONTEXT, URGENCY AND AMBITION*

Duration: Ranging from an intensive three-day program to a long-term leadership journey

Target group: For executive boards, leadership teams, and senior leaders

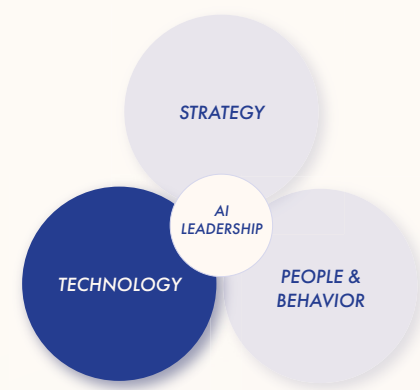
Experts: Facilitation by experienced change and leadership experts and AI thought leaders of business schools

RESULTS OF THE PROGRAM

- ✓ The confidence and skills to steer AI within the organization
- ✓ Insight into how AI contributes to strategic goals
- ✓ A transformation and adoption plan
- ✓ Practical tools to engage people and accelerate adoption

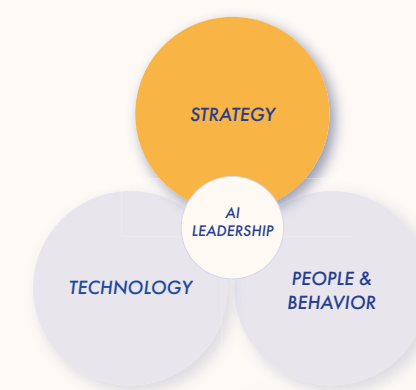


EXAMPLE OF AN AI LEADERSHIP PROGRAM



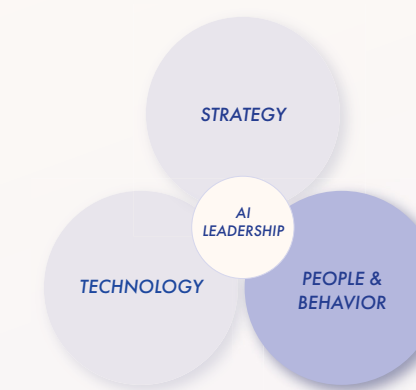
DAY 1: AI FUNDAMENTALS & AI LITERACY

- Different types of AI and its applications and capabilities
- Effective prompting and building your own AI agent
- Data-driven decision-making and AI solutions for business problems



DAY 2: LEADING AI TRANSFORMATION

- The impact of AI on strategy, business model and core processes
- Creating an AI strategy for your organization
- Organizing for leading transformation (governance, digital roadmap, use cases and change management)



DAY 3: CHANGING BEHAVIOR & MINDSET AND ETHICS & PHILOSOPHY

- Reflecting on team effectiveness with AI
- Leading AI adoption and overcoming resistance (options: experimenting mindset, reskilling your workforce)
- Philosophical discussion about the human side of AI

INSPIRATION ON AI BEFORE, IN BETWEEN AND AFTER TRAINING DAYS:

- Webinars on AI specific topics from inspirational keynote speakers
- Getting feedback from AI on your own leadership style and team effectiveness
- Monthly inspiration newsletter with trends and tips

OUR EXPERTS

IN COLLABORATION WITH



REMY MIDDELHOFF

Lead Partner AI & Strategy



SALEM SAMHOUD

Founder,
C-level coach in complex transitions



ROOSMARYN SPLIET

Lead Partner leadership development
&samhoud



THEODOROS EVGENIOU

INSEAD
Expert AI transformation



JEROEN VAN BREDA VRIESMAN

Board member &samhoud



TIJS BESIEUX

Behavioral expert at Harvard
Business School and &samhoud



AMIR GOLDBERG

Stanford professor
Organizational Behavior and AI