



THE ART OF LEADERSHIP IN THE AGE OF AI

"HOW DOES AI RESHAPE BUSINESS MODELS, DECISION MAKING, AND COMPETITIVE ADVANTAGE?"

"HOW CAN I, AS A LEADER, BECOME AI-SAVVY TO LEAD THE COMPLEXITIES OF THE AI ERA?"

"HOW DO WE HARNESS THE POWER OF AI WHILE PRESERVING HUMAN CONNECTION, ETHICAL JUDGMENT AND A SENSE OF PURPOSE?"

"WHERE DOES AI REPLACE, AND WHERE DOES IT SERVE US?"





AI RESHAPES EVERYTHING WE SEE, DO, AND EXPERIENCE...

Artificial Intelligence is not just a technological advancement; it is a force reshaping everything we see, do, and experience. From the way we work and interact to how industries operate and innovate; AI is driving change at an unprecedented pace.

Organizations that embrace AI unlock new efficiencies, gain deeper insights, and explore transformative possibilities.

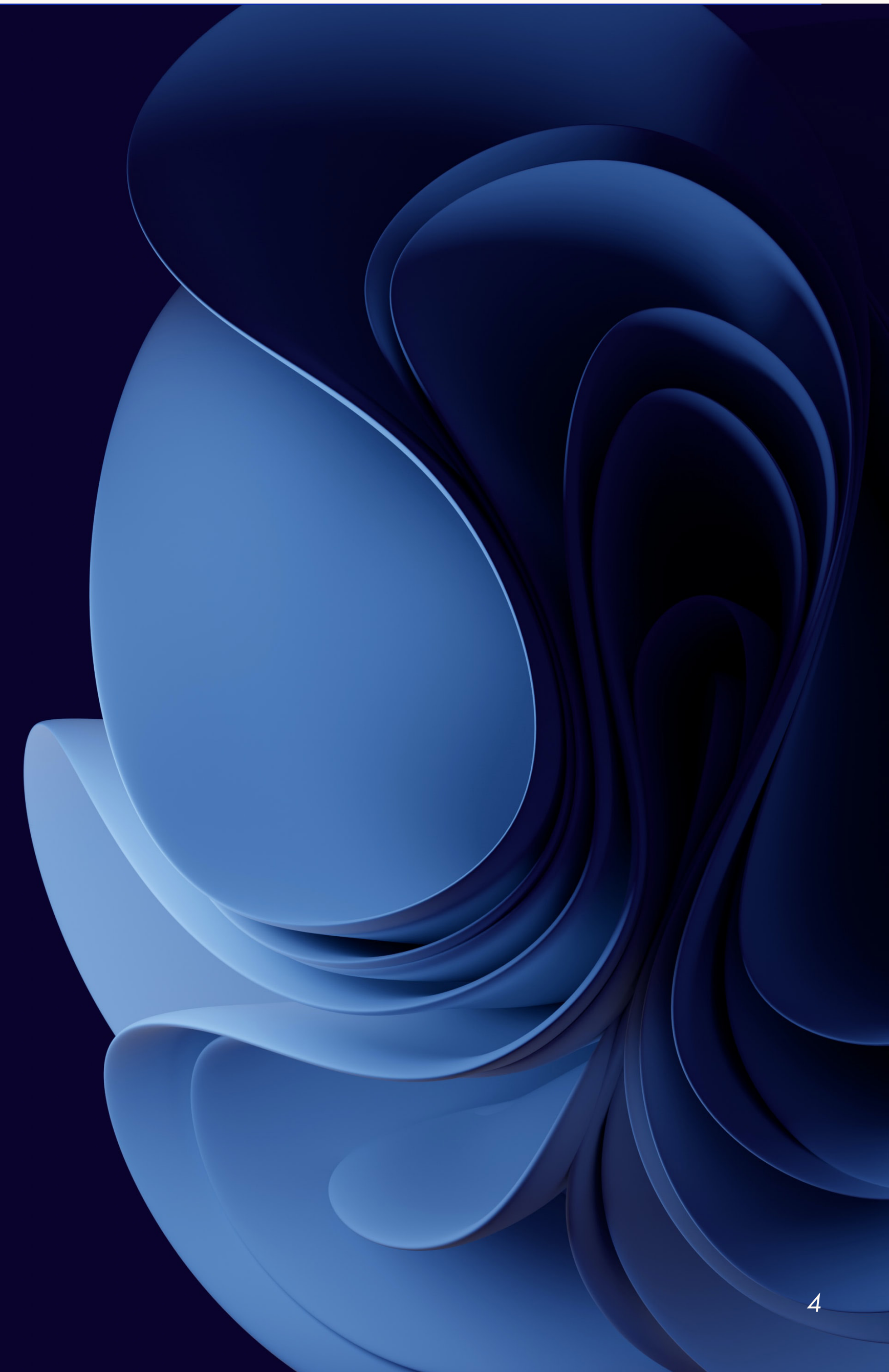
However, AI also challenges traditional leadership paradigms, reshapes decision-making processes, and redefines the skills leaders need to successfully lead in the age of AI.

THE URGENCY FOR LEADERSHIP TRANSFORMATION HAS NEVER BEEN GREATER

Shaping the future of AI through leadership

The future of AI is not predetermined, it will be shaped by the quality of our leadership and the choices we make today. Leaders who embrace AI will drive innovation and success, while those who hesitate risk falling behind and losing their competitive edge.

At **&samhoud**, we have been developing leaders for over 35 years, and today, the urgency for leadership transformation is greater than ever. Several years ago, we integrated AI into our own work, establishing ourselves as pioneers in the industry. Our unique expertise in AI, leadership development, transformation, behavioural change and management processes has shown us that successfully leading in the age of AI requires a multidimensional approach.

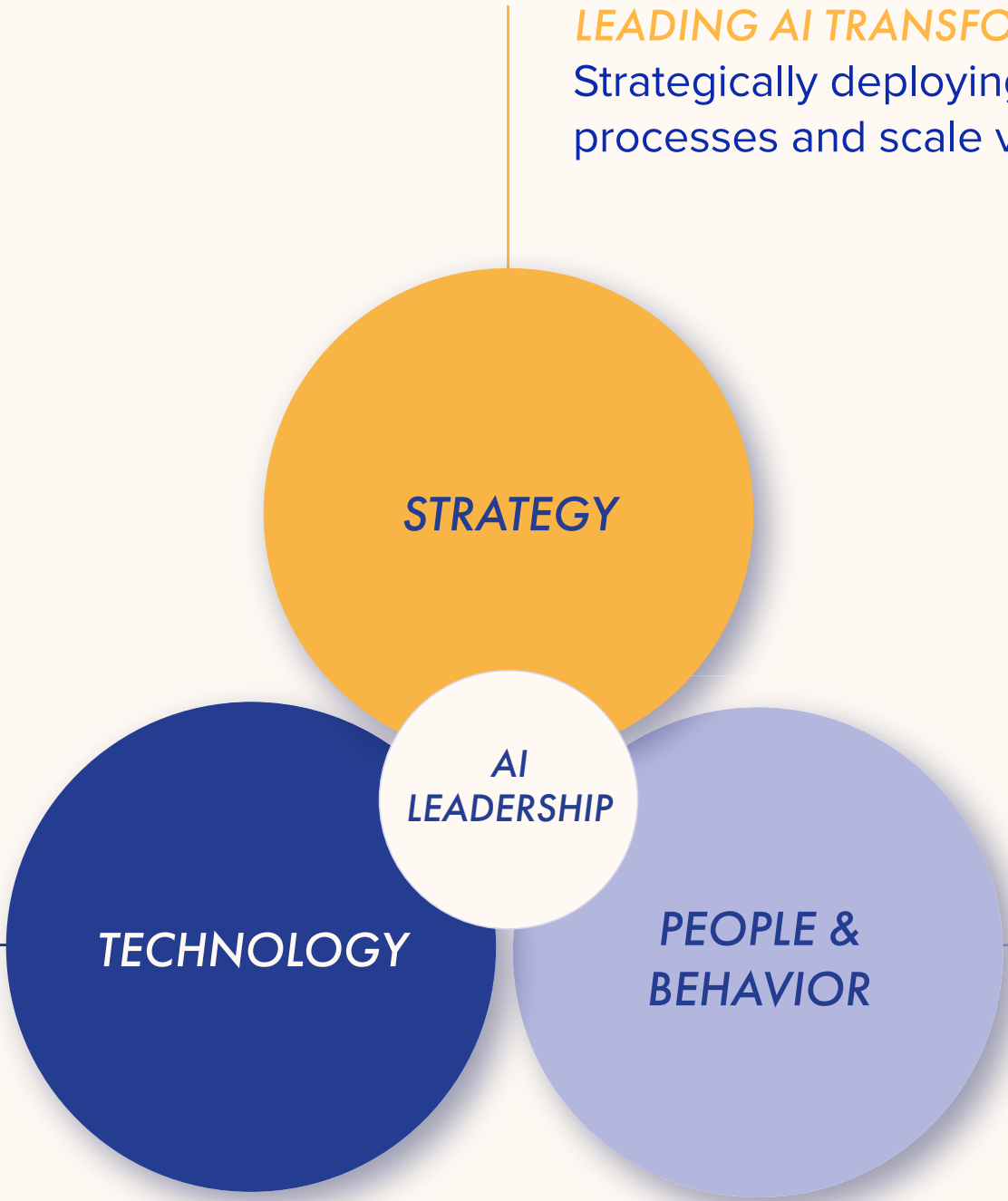


THE THREE KEY DIMENSIONS OF AI LEADERSHIP

Mastering AI fluency, driving the AI transformation and augmenting human leadership requires more than awareness and demands a structured approach. 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. These dimensions equip leaders with the skills to understand AI, integrate it strategically, and ensure its ethical use—providing a clear framework for success in an AI-driven world.

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

LEADERS NEED TO START WITH THE FUNDAMENTALS...

To lead effectively in the age of AI, leaders must be both AI-savvy and technologically fluent. This means understanding not just the mechanics, capabilities, and limitations of AI but also how to strategically apply it—whether through generative models, automation, or data-driven insights.

At the core of AI fluency lies a deep understanding of AI fundamentals: how it works, the different models and applications, and why its impact fundamentally differs from previous technological shifts.

By embracing AI literacy, leaders gain a competitive edge—not only for themselves but for their organizations. Equipped with the right knowledge and skills, they can foster a culture of adaptability, empower their teams, and confidently navigate the evolving digital landscape.

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

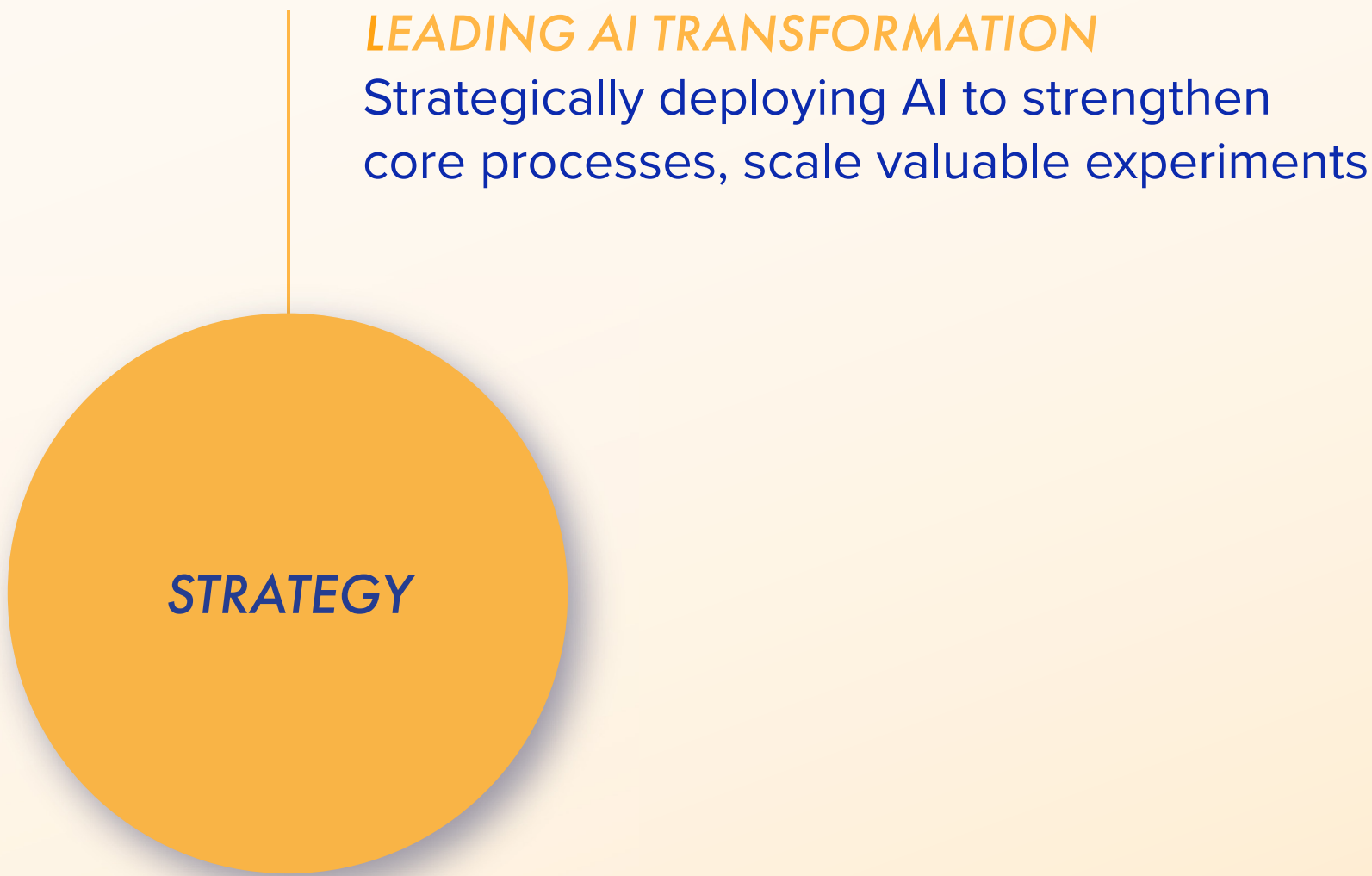


...DRIVE STRATEGIC AI TRANSFORMATION WITHIN THE ORGANIZATION...

Beyond AI-learning, leaders should strategically apply AI to drive success as it reshapes business models, core processes, and competitive positioning. Therefore, leaders must define how AI creates value and ensure it drives growth, efficiency, and innovation.

Successful AI integration requires a clear strategy, a structured digital roadmap, strong governance, large-scale adoption, and well-defined use cases to guide transformation.

Organizations must cultivate a culture that embraces AI, equipping teams with the right skills and capabilities. Investing in the workforce of the future is crucial for long-term adoption and success.



...AND MOST OF ALL BECOME MORE HUMAN THAN EVER BEFORE

AUGMENTING WHAT MAKES US HUMAN

Leaders must go beyond understanding AI, they need to integrate it into their leadership, combining technological fluency with human wisdom. This means embracing deep reflection, asking the right questions, and applying critical and ethical thinking to interpret AI-driven insights with sound judgment. Effective leadership demands awareness, the ability to see the bigger picture, and providing context for AI-generated solutions. It also calls for empathy and connection, using AI to understand people better, strengthen relationships, and build trust.

When used wisely, AI enhances what makes leadership truly human, deepening team insights, improving decision-making, and fostering meaningful connections.

LEADING BEHAVIOURAL CHANGE IS KEY

AI is transforming how we work, lead, and create value. Strong leadership fosters adaptability, resilience, and a culture where AI is an enabler, not a threat. A holistic, strategic approach to leading behavioural change is essential to drive transformation, empower people, and ensure lasting success.

SHAPING AI TO BUILD A BRIGHTER FUTURE

AI reflects the values and intentions of those who develop and deploy it. The choices we make today will shape AI's impact for generations to come. That's why leaders must take responsibility for guiding AI's development with ethical intentions, ensuring it enhances human well-being, fairness, and progress.

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

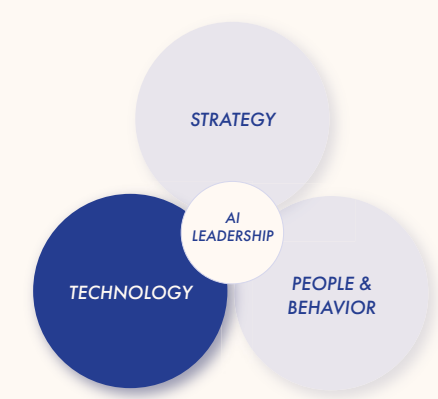
Using AI responsibly and consciously, with a focus on human oversight, philosophy, bias, and broader societal impact

*BY EMBEDDING THESE PRINCIPLES
INTO AI'S EVOLUTION, WE CAN
ENSURE IT REMAINS A FORCE FOR
GOOD, EMPOWERING PEOPLE,
STRENGTHENING ORGANIZATIONS,
AND FOSTERING A THRIVING SOCIETY.*



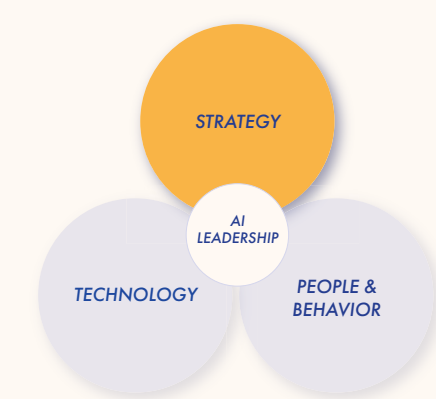
EXAMPLE OF AN AI LEADERSHIP PROGRAM

VARIOUS EXPERTS WILL GUIDE YOU THROUGH THIS JOURNEY



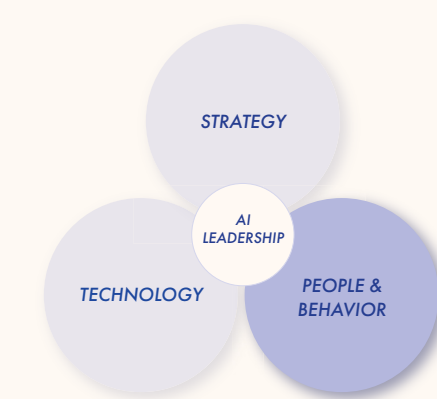
DAY 1: AI FUNDAMENTALS & AI LITERACY

- 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
- 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

* Programmes can be made tailor-made for your organization, both on content, duration and focus

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



SAMHOUD