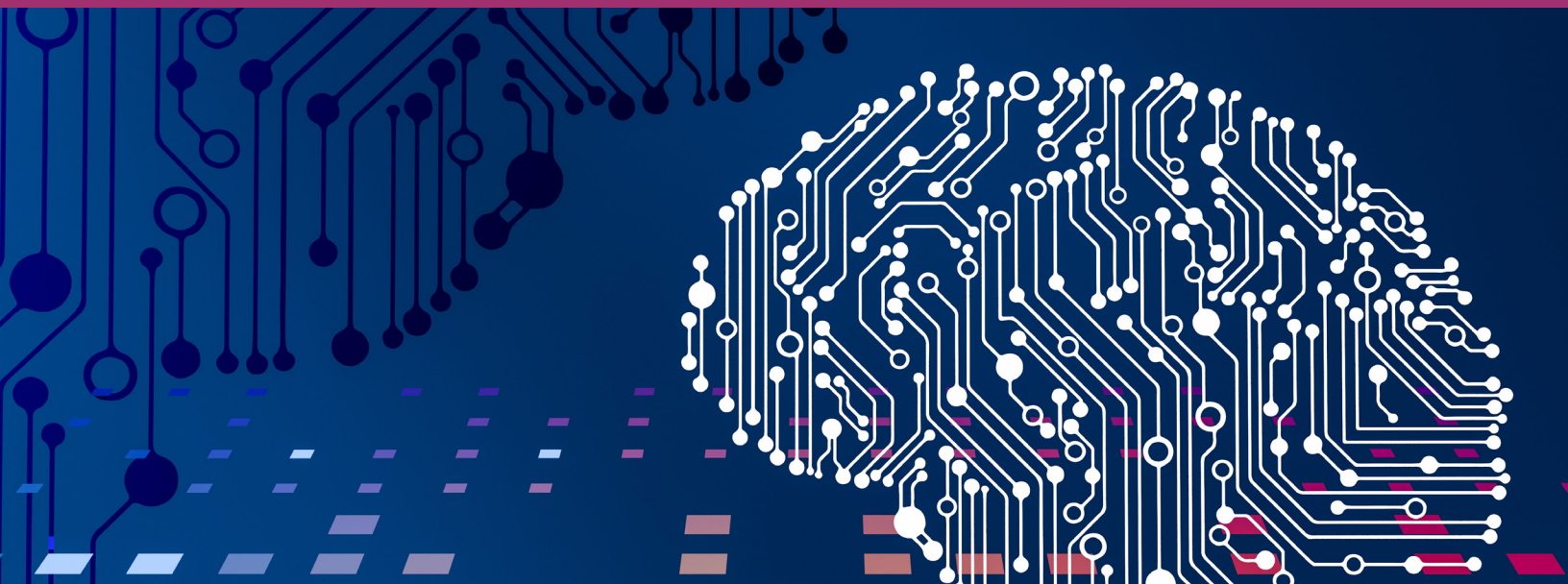# LEADING THE AI-DRIVEN ORGANIZATION

WHEN

Apr 22–26, 2024
Sep 9–13, 2024
Nov 11–15, 2024

PRICE

$12,500

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Digital Business

Artificial intelligence (AI) has ushered in a transformative era for businesses, with profound implications across various sectors. Today, AI technologies are enabling companies to enhance decision-making through data-driven insights and predictive analytics, optimize operations for efficiency, and personalize customer experiences at unprecedented levels. However, AI also poses challenges, such as the need for ethical considerations, data privacy, and upskilling the workforce to harness AI's full potential. How can you ensure that you are equipped to lead AI initiatives effectively?

Leading the AI-Driven Organization lays out a clear path for navigating the transformative landscape of AI. It begins by defining and describing the current state of AI, tracing its evolution, and exploring what this means for you, your teams, and your organizations. You will acquire a comprehensive understanding of the AI continuum, which spans from basic AI concepts to advanced technologies like machine learning (ML), deep learning (DL), generative AI, and the journey towards artificial general intelligence (AGI).

Please visit our website for the most current information.

executive.mit.edu/lai

MIT MANAGEMENT EXECUTIVE EDUCATION

FACULTY *

**Paul McDonagh-Smith
(Faculty Director)**
More faculty on website.

*Faculty subject to change

TAKEAWAYS

- Define and describe the reality of where we are with AI today, how we got here, and what this means for you and your organization

- Assess the impact of AI-related technologies on your future work

- Accelerate AI related innovation in your teams and organizations with an exploration and experiment driven approach

- Speak and communicate a common AI / digital language throughout your internal and external business networks

- Unify human and technology capabilities, such that they complement (rather than compete with) each other

- Understand and apply key principles of AI organizational, workforce, and talent development

- Generate ideas and create a roadmap to gain strategic advantage through the application of AI in your business

WHO SHOULD ATTEND

This program is designed to prepare those with strategic decision-making responsibilities to effectively analyze, articulate, and apply key AI management and leadership insights in their work and that of their teams and organizations. It is particularly beneficial to those managing individuals and teams who are responsible for the design and delivery of AI and other transformative technology initiatives in any industry.

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