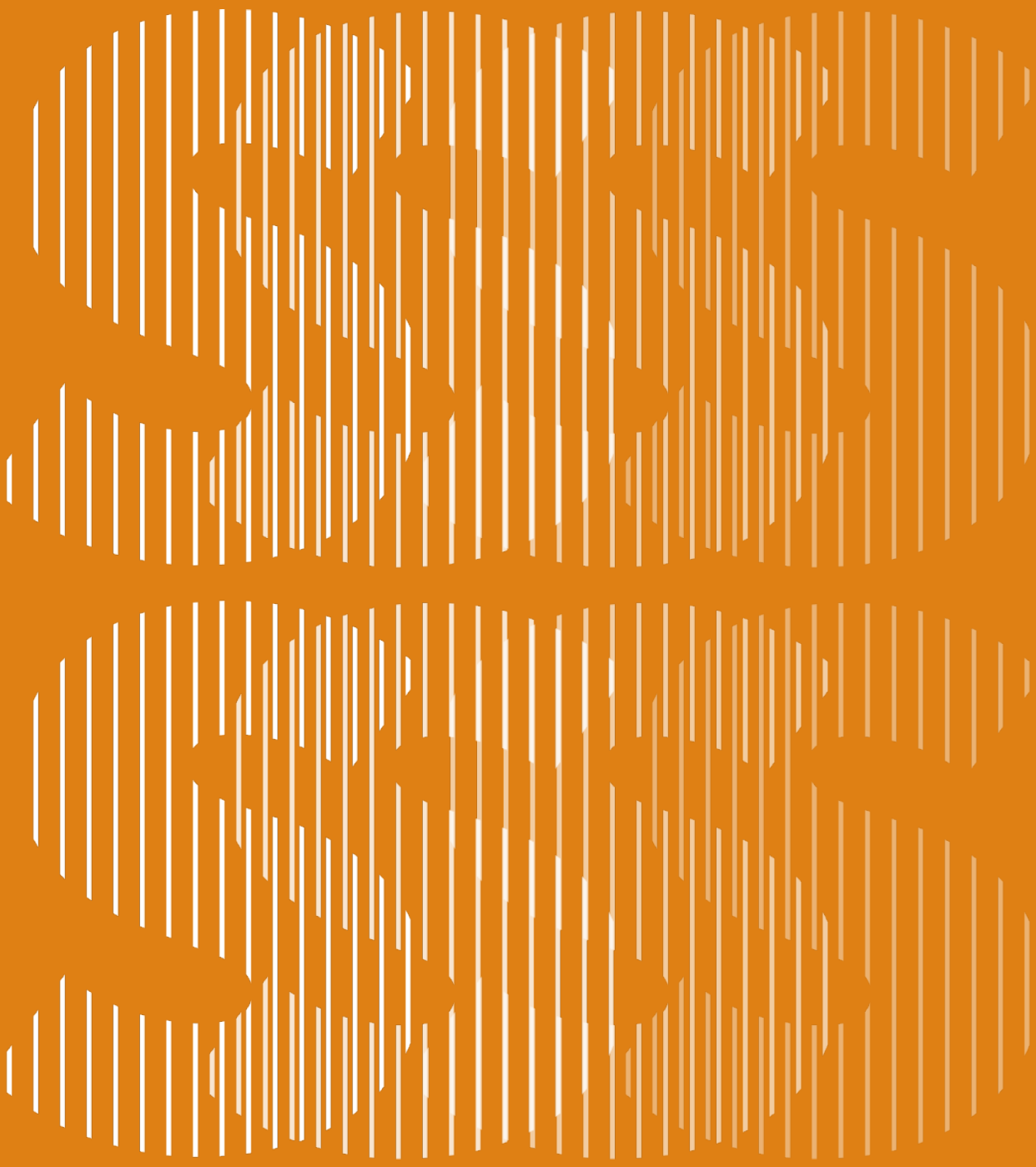
Stanford | ONLINE

AI-Driven Leadership

Strategies for the future



Index

Navigating Leadership in the Digital Age

Leadership is a pivotal force driving digital transformation and competitive advantage in the era of Artificial Intelligence (AI). The rapid integration of AI into various business processes demands leaders who are not only tech-savvy but also visionary in leveraging these technologies for innovation and growth. Leaders who drive digital processes and the adoption of digital systems are crucial in navigating the complexities of AI implementation, from ethical considerations to workforce realignment and data governance. They play a significant role in fostering a culture of continuous learning and agility, enabling organizations to adapt swiftly to technological advancements and market changes. As AI reshapes industries—from healthcare and finance to manufacturing and retail—effective digital leadership is essential for capitalizing on new opportunities, mitigating risks, and ensuring sustainable progress in a rapidly evolving digital landscape.

Recognizing the need to cultivate a leadership mindset tailored for the AI-powered era, Stanford Online has designed its **AI-Driven Leadership: Strategies for the Future** course to equip leaders with the skills and knowledge required to navigate these challenges. This course addresses the multifaceted demands of AI integration in organizations, preparing learners to drive innovation, manage ethical considerations, and lead organizational transformation in diverse industries.

Data Leadership in the Age of AI—In Figures

95 %

of respondents answered that AI has the potential to power better leadership decisions.

Source: IBM Survey- Leadership in the Age of AI

67 %

of survey participants marked that they expect their organizations to invest more in AI in the next three years.

Source: McKinsey Survey- The State of AI In Early 2024

$300 Billion

is the predicted worldwide revenue for the AI market in 2024.

Source: The International Data Corporation (IDC)

About This Course

6 weeks | Online | US $ 2,900

Effective leadership requires a deep understanding of AI and its transformative potential in today's ever-changing digital environment. Leaders must apply AI-driven knowledge to enhance decision-making, increase operational efficiency, improve customer experience, and maintain a competitive advantage. They need to elevate their teams' understanding to fully harness the potential of AI-driven organizations. Additionally, they must guide their teams in adopting new AI tools for their work. To address these needs, Stanford Online has developed a comprehensive curriculum focused on the intersection of leadership and artificial intelligence.

In this course, learners will embark on a transformative journey to cultivate a leadership mindset tailored for the AI-powered era, acquiring the specific skills and adaptability needed for effective leadership amid rapid advancements. The exploration includes cases and frameworks to help learners plan and lead the development of organizational capabilities for both generative AI and predictive analytics (machine learning). The course concludes with a dynamic AI Leadership Capstone Project, where participants apply their acquired knowledge to plan an implementation of an AI system or capability within an organization.

About This Course

During This Course, You Will Learn to...

Identify how leaders create the conditions for effective development of both generative AI and predictive analytics capabilities.

Design a plan for creating those conditions, including anticipating likely barriers and needed strategies for success.

Assess organizational data readiness for AI and promote a culture of data excellence.

Understand how to configure workflows for both generative AI and predictive analytics, including needed reskilling and change management.

Design and implement a plan for implementing generative AI and predictive analytics in a workflow and assessing the impact.

Assess the evolving role of managers and their responsibilities in the context of increasing reliance on AI technologies.

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Who Will Benefit From This Course

01 **Mid to Senior-Level Executives including CEOs, CTOs, and leaders with decision-making authority** who want to integrate artificial intelligence into their organizations.

02 **Digital Transformation Managers and other managers leading organizational digital initiatives** who seek to adapt their leadership capabilities for the digital era.

03 **Entrepreneurs and business owners** looking to implement AI strategies in their businesses.

04 **Leaders of data teams** seeking to increase their impact within their organization by employing various AI tools and systems.

Your Instructor at a Glance

Melissa Valentine

Melissa Valentine
Associate Professor of Management and Engineering, Stanford University

Melissa Valentine is an Associate Professor at Stanford University in the Department of Management Science and Engineering. Professor Valentine studies how technology is transforming organizations. Recent studies include how experts can develop new capabilities and expertise using algorithms and how managers can use AI and algorithms to design and manage flash teams. Professor Valentine spent her recent sabbatical year as the inaugural Sabbatical Scholar at Stanford Institute for Human-Centered Artificial Intelligence. She and her collaborators have received best paper awards for research at both management and Human Computer Interaction (HCI) conferences. Her work has been covered in the New York Times, The Wall Street Journal, Harvard Business Review, Wired, Fast Company, and The Financial Times. Professor Valentine holds a bachelor's degree from Stanford University, a master's degree from NYU, and a Ph.D. from Harvard University. She was recognized with an NSF CAREER award in 2019.

Course Outline

01 How Leaders Create Conditions for Effective Integration of Predictive Analytics

- Illustrate leadership activities that foster effective implementation of predictive analytics tools and how they influence team members' adoption and utilization of these tools.
- Assess current frameworks, organizational structures, and evaluation methods for predictive analytics.
- Develop a new framework, propose a novel organizational structure for AI implementation, and outline innovative evaluation procedures for AI initiatives.

02 How Leaders Create Conditions for Effective Integration of Generative AI and Agentic AI

- Describe differences between predictive analytics and generative AI, including differing risks and opportunities.
- Summarize leaders' activities that foster effective generative AI implementation and how they shape team members' adoption and use of these tools.
- Evaluate existing framing, structuring, and evaluation schemes for generative AI.
- Create new framing for a genAI strategy, draw up a new proposal for AI structuring, and define new AI evaluation processes.

03 Creating a Culture of Data Excellence

- Evaluate your current organizational data culture, focusing on issues related to data quality, misuse, silos and integration, and governance.
- Assess organizational data readiness for generative AI.
- Formulate a governance and compliance framework for sustaining high-quality, well-governed data.

04 Configuring Workflows and Decisions for Machine Learning (ML)

- Discover the different ways that ML workflows are configured.
- Predict when a change process or tool is likely to produce resistance or adoption.
- Plan or design an ML workflow.

05 Configuring Workflows for Generative AI and Agentic AI

- Understand the different ways in which generative AI workflows are configured.
- Recognize essential evaluation practices for generative AI workflows.
- Plan or design a generative AI workflow.

06 How the Work of Managers Will Change in the Age of AI

- Examine how managers are using AI to design organizations, focusing on AI's role in decision-making, structuring information flows, and coordinating resources.
- Describe the risks and opportunities associated with algorithmic management.
- Conceptualize a tool to aid in an organizational or managerial function.

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Certificate of Achievement

All learners who successfully complete the course will be awarded a Stanford Online Certificate of Achievement, officially recognizing their mastery of the course material. This certificate serves as a testament to their dedication and expertise in the subject matter and can be used to enhance their professional credentials and career opportunities.

The Certificate of Achievement for an individual course will be issued in a digital badge format, verified on the blockchain.

In addition, they will also earn 4 Continuing Education Units. To obtain CEUs, complete the accreditation confirmation, which is available at the end of the course. CEUs are calculated for each course based on the number of learning hours.

The Continuing Education Unit (CEU) is defined as 10 contact hours of ongoing learning to indicate the amount of time they have devoted to a non-credit/non-degree professional development program. To understand whether or not these CEUs may be applied toward professional certification, licensing requirements, or other required training or continuing education hours, please consult your training department or licensing authority directly.

Benefits of Joining Our Community of Learners

Join a community of learners with diverse backgrounds and careers dedicated to expanding their leadership abilities. Engage in study groups and collaborative learning opportunities, enhancing your understanding of the field through shared insights and experiences.

Course Benefits

01 **Networking opportunities** with fellow course learners.

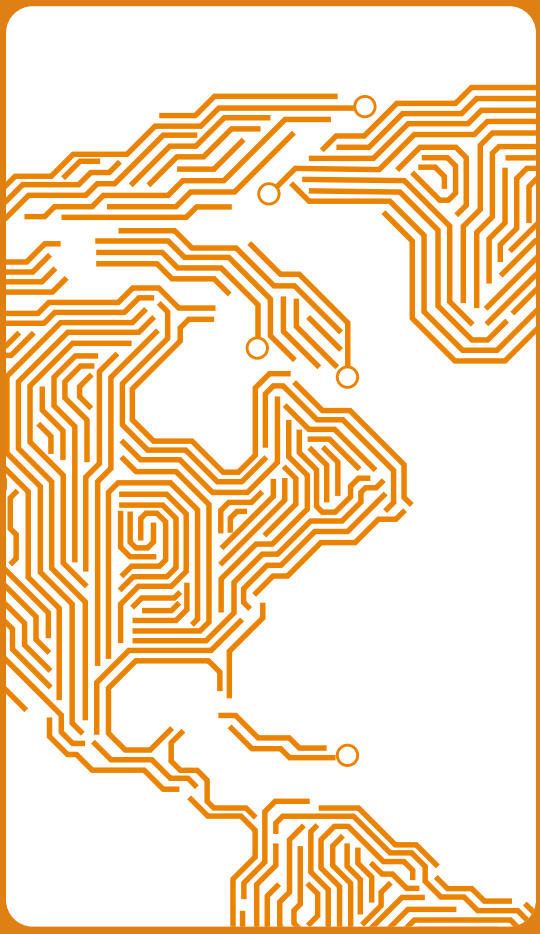
02 **A 15% off on future** Stanford Online courses and programs offered in collaboration with Global Alumni (restrictions apply).

03 **Exclusive updates** on new courses, events and programs.

04 **Access to the course materials** for up to six months after course completion.

About Stanford Online

Stanford Online provides learners worldwide with the opportunity to engage with Stanford teaching and research, deepen their knowledge, gain new skills, and earn a Stanford credential. Its extensive range of courses, designed and delivered by Stanford faculty, is conveniently available in an online format. Experience the excellence of Stanford Online's courses, blending academic rigor, industry focus, an applied learning perspective, and flexible online learning tools for a dynamic and enriching educational experience.



About Global Alumni

Stanford Online is collaborating with online education provider Global Alumni to offer a portfolio of online programs. These programs leverage Stanford Online's leadership in innovation, science, engineering, and technical disciplines developed over years of research, teaching, and practice. Global Alumni collaborates with institutions to manage enrollments (including all payment services and invoicing), technology, and participant support.

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Delivered in collaboration with

global alumni

-excellence or nothing-

For more information, please contact the Stanford Online Team at Global Alumni

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Schedule a call →

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