Northwestern|Kellogg
School of Management

Leveraging Artificial Intelligence for Innovation and Organizational Performance

Harness the Power of AI for Business Growth

IN PERSON
April 11–13, 2022
Oct. 10–12, 2022
$7,550*

Organizational leaders understand that artificial intelligence (AI) has the potential to massively impact business and are seeking ways to fully leverage AI for analytics, insight, strategy and growth.

Learn from our top research and applied sciences faculty why and how AI, machine learning and related technology are driving business growth and strategy. The program's intuitive AI IQ approach equips leaders with knowledge of AI's power for enhancing a business' levels of innovation and market leadership, speaking insightfully on AI's impact on work and strategy, and gaining tools for pioneering or leading AI initiatives.

Key Benefits

• Learn how AI improves decision-making analytics
• Identify applications of AI for generating insights and making predictions that surpass human capabilities
• Learn how to use AI to derive organizational value from data
• Understand how AI enhances talent and teamwork
• Develop a POV on AI's potential value for innovation, operations, ethics and bias
• Learn to lead or pioneer organizational AI initiatives

"The unprecedented optionality of AI and machine learning is driving business at an exceptional pace. To better understand the full potential of AI, this program will help professionals learn the leadership skills needed for combining AI, organizational capabilities and agendas in ways that will boost your firm's strengths, grow your business, energize innovation and keep rivals at bay."

BRIAN UZZI, ACADEMIC DIRECTOR

Who Should Attend

• Leaders with responsibility for growth and managing innovation within their organizations
• Senior and functional leaders charged with generating a strategic vision or strengthening their talent pool
• Entrepreneurs driving new or disruptive approaches to business
• Government and civic leaders who aspire to be on the cusp of business knowledge or tasked with new service development or cost reduction

Learn more and apply: **kell.gg/kxaiop**

*Your program fee includes accommodations, meals and course materials.
Dates and program fees are subject to change.

Program Content

Why AI Is New and Revolutionary

• Learn what makes AI "new" and "revolutionary" in today's business environment

Using AI to Solve Business Problems

• Boost innovation while reducing costs

• Capture the tacit knowledge and intuition of your most talented experts

• Turn unstructured data into decision-making information

• Understand how AI can drive automation and reduce bias in decision-making

Adopting and Leading Organizational AI Initiatives

• Learn strategies for leading the adoption of AI

• Address ethical issues and build awareness of potential biases

Managing AI Teams

• Learn how to structure and lead an AI team

• Understand implications of AI on workforce disruption

Participants will also receive a digital certificate.

The Faculty

The faculty for this program is comprised of leading experts, accomplished academics and dynamic leaders who are setting the bar for impactful management.

Brian Uzzi
Academic Director; Richard L. Thomas Professor of Leadership and Organizational Change; Co-Director, Northwestern Institute on Complex Systems (NICO); Faculty Director, Kellogg Architectures of Collaboration Initiative (KACI); Professor of Industrial Engineering and Management Sciences, McCormick School (Courtesy); Weinberg College of Arts and Sciences (Courtesy)

Larry Birnbaum
Professor of Computer Science, McCormick School of Engineering; Co-Director, Intelligent Information Laboratory (InfoLab); Co-Founder of Narrative Science

Leslie DeChurch
Professor of Communication Studies, School of Communications, Northwestern University; Director, ATLAS Lab (Advancing Teams, Leaders, and Systems)

Dave Ferrucci
Adjunct Professor of Entrepreneurship and Innovation; Founder & CEO at Elemental Cognition; Director of Applied AI at Bridgewater; Co-Creator of IBM's Watson

Steve Franconeri
Professor of Psychology, Weinberg College of Arts and Sciences; Director, Northwestern Cognitive Science Program; Professor of Leadership, Kellogg School of Management (Courtesy); Professor of Design, McCormick School of Engineering (Courtesy)

Kris Hammond
Bill and Cathy Osborn Professor of Computer Science, McCormick School of Engineering

Adam Pah
Clinical Assistant Professor of Management & Organizations; Associate Director, Research Assistant Professor, Northwestern Institute on Complex Systems (NICO)

Adam Waytz
Associate Professor of Management & Organizations

*Please note:
Faculty is subject to change.*

Your Learning and Living Experience

Our in-person programs are held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

*When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.

Learn more and apply:
kell.gg/kxaiop

Consult with an Advisor:
execed@kellogg.northwestern.edu   847.467.6018

Leveraging AI for Innovation and Organizational Performance

ACADEMIC DIRECTOR: Brian Uzzi

SAMPLE SCHEDULE - IN PERSON

	DAY 1	DAY 2	DAY 3
MORNING SESSIONS	**Welcome** **Why AI is New and Revolutionary** Uzzi	**Effectively Communicating AI Insights** Franconeri	**AI Leadership** Uzzi
	Demystifying and Quantifying AI Pah		**Program Close** Uzzi
LUNCH			
AFTERNOON SESSIONS	**Aligning AI with Your Strategy** Pah	**Mind + Machine Partnerships: Optimizing Human-Machine Teaming** DeChurch	
		Societal Considerations of Teaming with Machines Waytz	
	Implementing and Deploying AI Solutions Hammond	**The Future of AI** Ferruci	
DINNER			
EVENING SESSION		Founder Fireside Chat – Larry Birnbaum	

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