### Competing in the Age of AI—Virtual

**What You Will Learn**
Create a blueprint for moving your organization toward an AI-based business model and unleashing the potential of AI. Diving into AI and machine learning, you’ll learn to build an AI factory that enables your company to compete successfully and drive growth in new markets.

**Key Benefits**
- Digitize and redesign key components of your organization and operating model
- Build algorithms, software infrastructure, data pipelines, and experimentation platforms
- Reimagine your company’s value propositions to create new revenue streams
- Redesign organizational systems, processes, and roles to be AI driven
- Build the skills, capabilities, and culture to manage a digital operating model

**Who Should Attend**
- Decision-makers who are responsible for shaping the organization’s data analytics and/or digital transformation strategy
- Digital officers, technology officers, and individuals building and launching data science, analytics, and AI teams

### Competing in the Age of Digital Platforms

**What You Will Learn**
Discover how to develop, manage, and engage with digital platforms to create sustainable value. Explore the unique dynamics of platform businesses and markets, gaining strategic insights to help you effectively compete in the digital world.

**Key Benefits**
- Develop strategies for gaining a competitive advantage through digital platforms
- Troubleshoot problems that come with creating, overseeing, or interacting with a platform
- Explore governance issues, regulatory constraints, and social and ethical responsibilities
- Respond to competitors quickly and effectively
- Maximize the value of digital platforms for your business
- Survey different options for responding to platform competitors

**Who Should Attend**
- C-level or senior leaders involved in strategic planning, developing new businesses, or overseeing specific platforms
- Entrepreneurs and startup founders of platform businesses
- Board members interested in exploring or understanding platform businesses

### Driving Digital Strategy

**What You Will Learn**
Explore the latest digital technologies, gaining a deeper understanding of changing consumer behavior and media habits. Apply these insights to reassess and revitalize your business, build powerful new platforms, and manage ecosystems that attract and retain customers.

**Key Benefits**
- Make digital transformation a key part of your organization’s strategy
- Choose an organizational structure that spurs innovation and entrepreneurship
- Build a more flexible organization that aligns with strategic goals
- Understand the impact of various technologies, such as 3D printing and digital manufacturing, on your operations
- Manage channel conflict and design omnichannel strategies
- Engage customers through digital, social, and mobile marketing

**Who Should Attend**
- Senior executives who are responsible for shaping overall corporate strategy and driving digital strategy
- Senior executives with significant management responsibilities in any country or industry
- Leaders tasked with implementing the company’s strategy or digital transformation

### Leading in the Digital Era

**What You Will Learn**
Master the leadership practices that are helping business leaders build stronger, more agile organizations that can reap the full benefits of digital tools and data. Prepare to transform your organization, deliver more value, and build competitive advantage.

**Key Benefits**
- Create a data culture and an organization that can make data-informed decisions at all levels
- Address fundamental tensions that can inhibit both personal and organizational transformation
- Enable an outside-in perspective and develop contextual intelligence
- Nurture a culture of experimentation with customer needs at the center
- Collaborate across remote and hybrid teams to strengthen culture and foster accountability

**Who Should Attend**
- Senior executives with relevant experience in a bank, asset management firm, credit card company, financial services firm, or related industry
- Entrepreneurs whose startups aim to disrupt key areas of financial markets

### Leveraging FinTech Innovation to Grow and Compete

**What You Will Learn**
Examine innovations that are revolutionizing the finance industry—including blockchain, machine learning, big data, and artificial intelligence. Discover how to overcome adoption barriers, quickly scale your business, and manage disruptive threats posed by agile, data-driven competitors.

**Key Benefits**
- Harness disruptive technologies to strengthen your market position
- Distinguish between innovations that offer sustainable value versus fleeting benefits
- Develop smart strategies for addressing disruptive threats
- Weave new technologies into existing systems and processes
- Recognize the potential of new technologies to transform industries outside of finance
- Identify opportunities and methods to innovate from within

**Who Should Attend**
- Executives with relevant experience in any industry
- General managers and entrepreneurs responsible for business growth
- CEOs and other senior leaders who manage large marketing budgets for their organizations

### Marketing in the Digital Era—Virtual

**What You Will Learn**
Help your organization thrive in the era of digital marketing and digital business models. Discover how to generate more value for customers and more business growth through an integrated strategy that blends proven marketing approaches with the latest innovations.

**Key Benefits**
- Assess the economic impact and viability of social media and digital business strategies
- Identify the right growth strategy—and align marketing to match
- Balance performance and brand marketing as you fine-tune your brand management
- Make strategic tradeoffs with a better understanding of marketing implications
- Assess the performance of your marketing function, including talent, programs, and infrastructure

**Who Should Attend**
- Senior marketing executives in any industry
- General managers and entrepreneurs responsible for business growth
- CEOs and other senior leaders who manage large marketing budgets for their organizations