



VALUES-BASED LEADERSHIP FOR THE A.I. AGE

An executive education course on
ethical use cases and human-
centric business model designs

COURSE OUTLINE



Overview:

The development and diffusion of Artificial Intelligence (AI) has accelerated in recent years. From the automobile to the advertisement industries, value creation increasingly depends on AI and the autonomous systems it enables. No longer a just curiosity at the cutting edge, AI now has become a key asset and differentiator for corporate, innovation and product strategies. Research suggests that 91 percent of companies across the globe expect to deliver AI-powered growth by 2023, but only 18 percent have already adopted these technologies. Now is the time for action, but ceding more decisions to thinking machines prompts new questions about its impact on productivity, the workforce and society at large. How AI evolves and what role it takes – whether for better or worse – might depend on our race,

Key benefits:

This program prepares you to position your company at the forefront of this revolution, by providing you:

- A set of concrete, responsible, human-centric use cases for the company's A.I. / data driven business applications (whether B2B or B2C), incl. problem-algorithm-data type marching
- A multi-tiered ethical governance framework and processes for both internal and external stakeholders governance (involvement, implications feedback, impact monitoring)
- Societal system fragility tests for the use case (conceptual).
- Understanding of the global lay of the land in terms of which countries are innovating.
- Situational awareness of opportunity spaces and issues (risk)

Key insights from the program and discussions will be captured in a report by Dan Zehr, an award-winning business and technology journalist, and shared with the participants after the course.

& DESIGN

Course details:

This immersive learning experience includes TED talk style keynotes, flipped classroom exercises, interactive speaker sessions, simulations and concrete application-oriented group working sessions. During this journey, you will:

Explore the trends shaping the future...

- AI's impact on labor markets
- Colliding trends in deep tech
- AI-driven digital platforms with network effects
- Emerging human-machine collaboration (*symbio-intelligence*)

Understand how AI redefines economic and political power...

- Economic and industry power
- Consumer choice and agency power

Design human-centered AI use cases by...

- Experiencing exhibits of current disruptive use cases
- Charting the impact of badly designed use cases on societal fragility and the resulting risk to the company
- Practicing a more proactive approach to the design of actionable human-centered use cases

Build AI governance systems to safeguard customer and regulator trust and company performance through...

- Insights into AI governance initiatives and alliances
- A three-step governance framework (data, testing and oversight)
- Components of an AI strategy
- Tools for diagnosing and understanding multi-stakeholder systems



Who should attend?

Mid- and senior-level executives at companies of all stages in all industries who want to maximize opportunity and minimize risk in the cognitive revolution.

The program is appropriate for both digitally native and non-native businesses, and for business-to-business and business-to-consumer business models.

Length and cost of the program:

The program is offered in three different options: As a two-day (recommended), one-day and half-day course, with the content being delivered at different depths and scope (see pages 6 and 7).

In order to ensure an optimal learning experience, groups should include a minimum of 15 and a maximum of 30 participants.

Options	Price per person
Two-day program (recommended)	5,000 USD
One-day program	3,000 USD
Half-day-program	1,700 USD

INSTRUCTORS

The instructors combine relevant subject-matter expertise in the field of deep tech, business, market and strategy development, as well as governance. Our work benefits from our global exposure and experience across the academic, public and private sectors in North and South America, Europe, Africa, the Middle East and Asia.



Dr. Olaf Groth serves as Professor for Global Strategy, Innovation and Economics at HULT International Business School, Program Director for Digital Futures at HULT-Ashridge Executive Education, Professional Faculty at the University of California Berkeley's Haas School of Business and frequently teaches executive education courses at Aalto University. He is Managing Director of advisory think-tank Cambrian Group, a member of the Global Expert Network at the World Economic Forum and co-author of the book Solomon's Code: Humanity in a World of Thinking Machines. Previously, Dr. Groth had 20+ years of experience in blue chip global corporations and consulting firms. He has helped build new ventures and initiatives for employers and clients in energy, technology, telecommunications, aerospace and transportation sectors in 30+ countries. Dr. Groth received business and economics focused Masters and Ph.D. degrees from the Middlebury Institute of International Studies and the Fletcher School at Tufts University, and also completed course work at Harvard Program on Negotiation, Georgetown University's School of Foreign Service, and UC Berkeley. He gives keynotes and media interviews and has published in the Financial Times, Harvard Business Review, Harvard Business Review, WIRED, Quartz, FOCUS Magazine, World Economic Forum, Huffington Post, Peter Drucker Forum, LSE, Decision Lab, Today's CFO, World Financial Review, European Business Review, and Roubini

Tobias Straube serves as Principal for Operations and Analysis at the Berkeley-based Cambrian Group and as teaching assistant at the Hult International Business School. At Cambrian, Mr. Straube has taken the lead in several international research projects for clients like Kärcher and the Konrad Adenauer Foundation. He brings deep experience in governance, higher education and entrepreneurship projects across Africa, East Asia and Latin America. Working for the German Agency for International Cooperation (GIZ), the Friedrich Naumann Foundation and others, Mr. Straube has advised organizations such as the African Union Commission, the Election Commission in Thailand, Impact Hub Berlin and industry-specific associations. He also has co-led international multi-stakeholder projects with combined budgets of \$40 million. Mr. Straube frequently gives webinars and speaks at Cambrian client events and forums like the Global Challenge Foundation. In his latest appearance, jointly with Dr. Olaf Groth, he presented the results of the study on AI strategies in a format widely hailed as engaging, impactful and personable. His work has garnered attention from renowned newspapers, including The Guardian and the German Handelsblatt. Mr. Straube holds an Executive MBA from the HULT International Business School and a BA degree in international political management from the Bremen University of Applied Sciences.



& SPEAKERS

The course will draw from a research and practitioner network of 50,000+ alumni from our global academic affiliations, including the UC Berkeley and Harvard Computer Science departments, the Fletcher School of Diplomacy at Tufts University, Columbia University's Graduate School of Journalism and the Hertie School of Governance.



Nicholas Davis is Head of Society and Innovation and Member of the Executive Committee at World Economic Forum (WEF). He has led the WEF work on global governance of AI and other technologies.



Gosia Loj is AI Policy Affiliate at the Future Society Institute in UK, the former AI Global Governance Lead of the All-Parliamentary Group on AI and international trade and patent expert.



Dr. Karen Coppock is a seasoned global executive at the intersection of technology, platforms and social change. Impact areas have included home-sharing, micro-loans and social startups.



Dr. Mark Nitzberg is Partner at Cambrian, Executive Director of UC Berkeley's Center for Human Compatible AI (CHAI), head of outreach for the Berkeley AI Research Lab and co-author of "Solomon's Code".



Gabriel Enze is Co-Founder of the Nigeria based AI Startup Touchabl, CTO at Rural Farmers Hub and a seasoned expert in building AI-powered human centred use-cases.



Grace Chung is a manager at the Singaporean Info-communications Media Development Authority (IMDA), in charge for developing the country's AI Governance Model Framework for businesses.

What makes us different at Cambrian Group?

Surrounded by the San Francisco Bay Area with its Silicon Valley, Berkeley based Cambrian Group is an advisory think tank for human-centric deep tech in the global economy. At Cambrian, we exercise foresight and analyze rapidly evolving disruption trends from technological, political and economic angles, identifying opportunities that others don't see. We craft deep tech business strategy and policy that integrates human values and strengths, which makes businesses and their societal systems more resilient and sustainable. We identify complementary resources and partners that allow you to opt into disruption, mitigate risk and learn without over-investing. Our clients include global corporations such as Bechtel, Chevron, Clorox, Ferrari, Phillips 66 and Volkswagen; startups such as Caruma Technologies, Grabango, OilChain and Wrench.ai; foundations such as Konrad Adenauer Stiftung; think-tanks such as the Bay Area Council Economics Institute; public entities such as NASA; and educational institutions such as the Hult International Business School, Aalto University and UC Berkeley.

APPENDIX: TWO-DAY OPTION

Day of arrival	Day One	Day two
<p>Please Note: This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.</p>	<p>7:30 – 8:45am</p> <p>Breakfast</p>	<p>7:30 – 8:45am</p> <p>Breakfast with one-on-one coaching clinic upon request</p>
	<p>9:00 – 10:15am</p> <p>Lightening talk: What AI is and what is fueling it</p> <p>Discussion: Why is the cognitive revolution different?</p>	<p>9:00 – 10:15 am</p> <p>Lightening talk: Existing AI use cases and how they disrupt industries</p> <p>Interactive presentation: Introduction of framework for designing human-centered AI use cases</p>
	<p>10:15 – 10:30</p> <p>Break</p>	<p>10:15 – 10:30</p> <p>Break</p>
	<p>10:30 – 11:45</p> <p>Lightening talk: The “global arms race” and the four emerging models of the global autonomy economy</p> <p>Discussion: What do the models mean for global businesses?</p>	<p>10:30 – 11:45</p> <p>Coached group work: Designing human centered AI use cases</p> <p>Readout by groups and joint wind-tunneling of the use cases</p>
	<p>12:00 – 6:00pm</p> <p>Arrival, check in and registration</p>	<p>11:45 – 12:45pm</p> <p>Lunch</p>
	<p>1:00 – 2:15pm</p> <p>Guest speaker on technology trends shaping AI through 2030</p>	<p>12:45 – 2:00pm</p> <p>Flipped Classroom and joint wind-tunneling of use cases.</p>
	<p>2:15 – 2:30pm</p> <p>Break</p>	<p>2:00 – 2:15pm</p> <p>Break</p>
	<p>2:30 – 3:15pm</p> <p>Interactive presentation: Introduction to system fragility and mapping</p>	<p>2:15 – 3:00pm</p> <p>Guest speaker on global AI governance</p>
	<p>3:15 to 4:15pm</p> <p>Coaches group work: Mapping the system of a previously chosen domain for application of AI</p>	<p>3:00 - 3:45pm</p> <p>Interactive presentation: Operationalizing governance mechanisms on a company level</p>
	<p>4:15 – 5:00pm</p> <p>Readout by groups and joint system hacking</p>	<p>3:45 – 4:45</p> <p>Coached application of the governance protocols</p>
		<p>4:45-5:00</p> <p>Wrap up and farewell</p>
<p>6:00 – 8:00pm</p> <p>Introduction to the program, opening reception and dinner</p>	<p>6:00 – 8:00pm</p> <p>Dinner</p>	<p>6:00 – 8:00pm</p> <p>Coaching sessions on demand</p>

APPENDIX:

ONE- OR HALF-DAY OPTION

Day of arrival	Day One	Afternoon
<p>Please Note: This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.</p>	<p>7:30 – 8:45am</p> <p>Breakfast with one-on-one coaching clinic upon request</p>	<p>Please Note: This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.</p>
	<p>9:00 – 10:15am</p> <p>TEDx style lightening talk with Q&A: Power, productivity and people – AI horizons and the four emerging models of the global autonomy economy</p>	
	<p>10:15 – 10:30</p> <p>Break</p>	
	<p>10:30 – 11:15</p> <p>Interactive presentation: A framework for designing human-centered AI use cases</p>	
	<p>11:15 – 12:15</p> <p>Group work: Designing human centered AI use cases</p>	
<p>12:00 – 6:00pm</p> <p>Arrival, check in and registration</p>	<p>11:45 – 12:45pm</p> <p>Lunch</p> <p>1:15 – 2:45pm</p> <p>Keynotes on use cases and governance</p> <p>2:45 – 3:00pm</p> <p>Break</p> <p>3:00 – 4:00pm</p> <p>Coached group work operationalizing company governance</p> <p>4:00 - 5:00pm</p> <p>Flipped Classroom: Presentation of use cases with governance mechanisms and protocols & Wrap-up</p> <p>5:00 - 6:00pm</p> <p>Coaching sessions on demand</p>	<p>10:00 – 12:00</p> <p>Arrival, check in and registration</p>
<p>6:00 – 8:00pm</p> <p>Introduction to the program, opening reception and dinner</p>	<p>6:00 – 8:00pm</p> <p>Dinner</p>	<p>12:00 – 1:00pm</p> <p>TEDx style Keynote over lunch: Power, productivity and people – AI horizons and the four emerging models of the global autonomy economy</p> <p>1:00 – 2:00pm</p> <p>Interactive presentation: A framework for designing human-centered AI use cases</p> <p>2:00 – 2:15pm</p> <p>Break</p> <p>2:15 – 3:00pm</p> <p>Interactive presentation: Governance initiatives and frameworks</p> <p>3:00 - 4:00pm</p> <p>Coached group work: Ethical AI use case design with operationalized governance</p> <p>4:00 – 5:00pm</p> <p>Group presentations with discussion about implications for company strategy</p>



HUMAN - MACHINE - ECONOMY

For more information, please contact the program's manager Tobias Straube at:
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