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CORPORATE EDUCATION

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CONSCIOUS BUSINESS CULTURES

Building AI-Driven Cultures

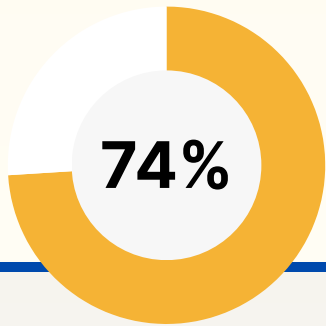
— Leadership Certificate

A NEW MINDSET FOR
A WORLD OF CO-INTELLIGENCE

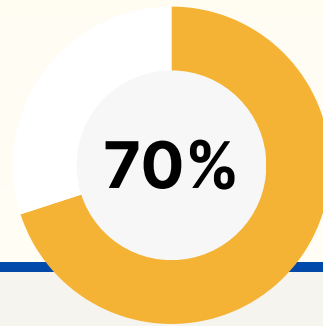
Empowering senior executives to build cultures that
harness the opportunities of the AI era.

The AI Leadership Crisis Your Organization Can't Ignore

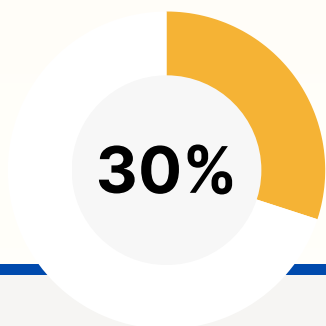
Hard Facts About AI Transformation in 2025



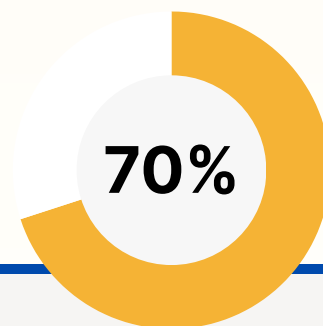
Of companies struggle to achieve meaningful value from AI initiatives despite 2+ years of investment
(BCG, 2025)



AI failures stem from people and process issues — not technology
(BCG Research)



Of your workforce will need retraining within the next 3 years
(IBM CEO Study, 2025)



Of job skills will change due to AI acceleration by 2030
(World Economic Forum)



Satya Nadella

Chairman & CEO, Microsoft

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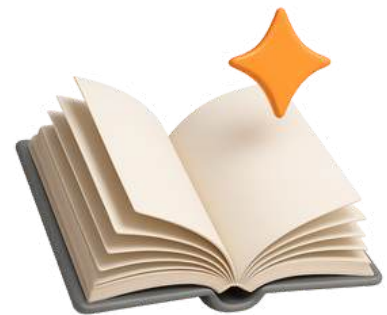
At the end of the day, companies will have to take a process, simplify the process, automate the process, and apply these solutions. And so, **that requires not just technology, but in fact, companies to do the hard work of culturally changing how they adopt technology**

Building AI-Driven Cultures

Leadership Certification Overview

Program Description

This certification equips business leaders with the mindsets, capabilities, and practical tools to consciously build AI-driven cultures. It integrates the latest thinking in AI strategy, human-centric AI leadership, and organizational development to foster cultures that thrive in complexity.



Participants will experiment with AI tools, explore AI applications, assess AI readiness, and learn how to embed ethical and responsible AI practices into business processes while aligning culture with strategic intent to enable system-wide transformation.

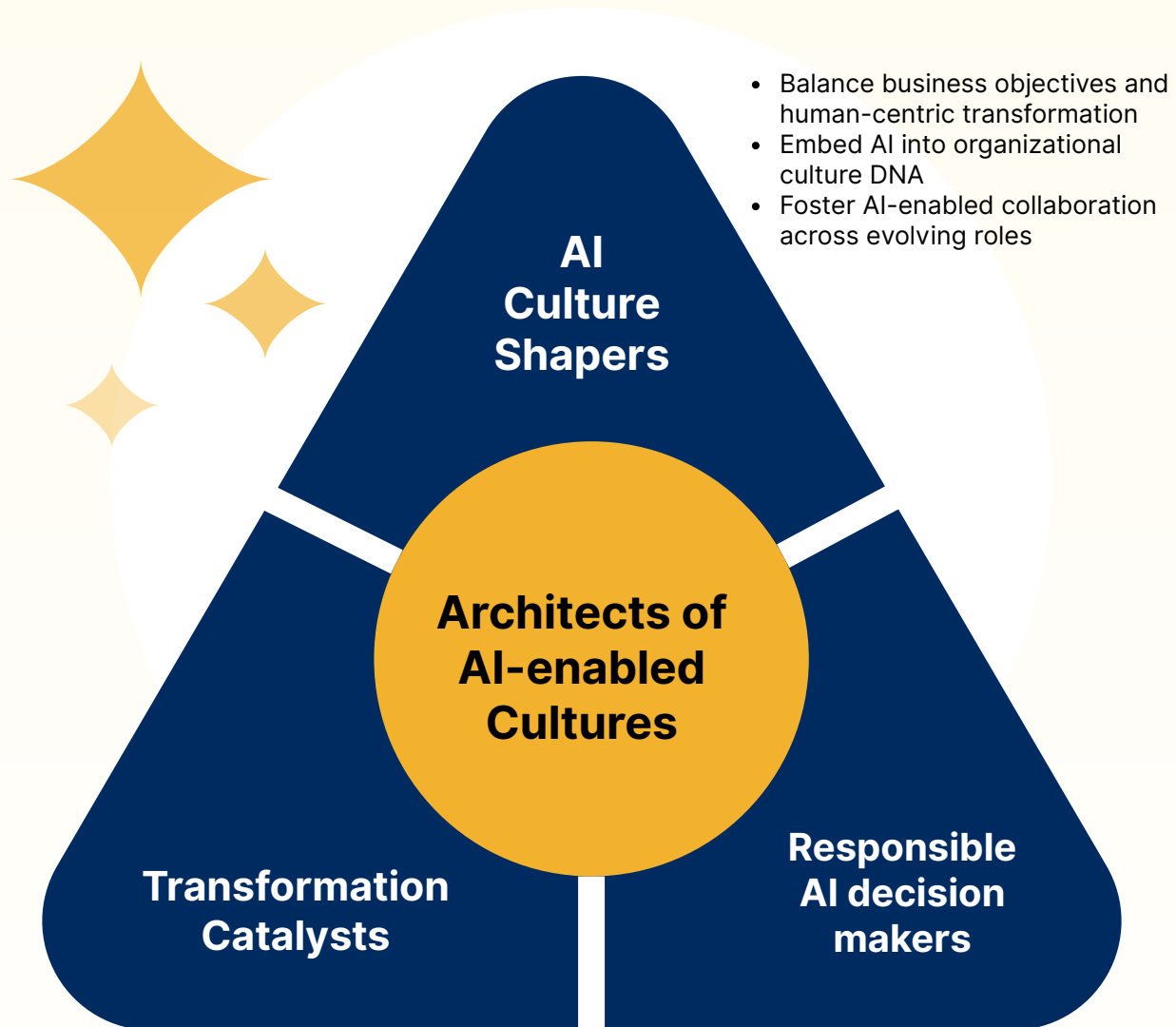
Who is this program for?

- ◆ Senior leaders and executives
- ◆ Transformation, innovation, and change leaders
- ◆ HR, talent, and culture leaders
- ◆ Leaders responsible for AI adoption and digital transformation
- ◆ Change agents driving responsible, sustainable business transformation



The Participants Will Become Architects of AI-enabled Cultures

These leaders won't just adapt to the AI era—they will consciously design and lead the cultural transformation that enables their organizations to thrive.



- Scale AI from pilot projects to enterprise-wide transformation
- Design agile and adaptive teams that thrive in disruption
- Proactively shape the future

- Apply data-driven decision making to culture transformation
- Build trust in AI systems through ethical governance and explainability
- Own AI informed decisions to strengthen leadership accountability

Did you know that
leading companies
are allocating

80%

of AI investments to
cultural transformation
and
leadership development
- not just technology...

Source: finding from the Boston Consulting Group (BCG) AI
Radar 2025 global survey of 1,803 C-level executives across 19
markets and 12 industries

This program introduces a paradigm shift

– a fresh way to look at corporate AI adoption:

Adapt your work culture to AI, and adoption will follow.



We'll explore what's not working today

- Training programs that don't stick
- Rollouts without real adoption
- A focus on prompts instead of behavioral change
- A focus on tools instead of systems and processes
- Investment in technology instead of its adoption



The participants will walk away with a new lens on what it takes to build AI-driven cultures:

- What companies leading AI adoption do right
- How to help people overcome psychological resistance and fear
- How to adopt the mindsets needed for AI experimentation
- How to build cultures that foster curiosity, encourage play, and reward learning
- How to align leadership on AI strategy and priorities
- How to create systems and workflows that integrate AI into daily operations
- How to support the human journey of change—not just the technical one
- How to lead corporate transformation responsibly, ethically, and at scale

Unique combination of academic rigor and practical know-how

This customizable certification program represents a unique blend of academic rigor, led by **Duke Corporate Education**, and practical methodologies presented by **Axialent**:



Consistently ranked #1 worldwide in custom executive education, Duke Corporate Education partners with organizations across industries to deliver transformative, future-ready leadership development that drives real-world impact.



Global leader in shaping corporate cultures and preparing them for the future. Over the last 20+ years, Axialent has led strategic projects with executive teams at some of the world's largest companies, including Google, Procter & Gamble, Mastercard, TikTok, and many others.



Building AI-Driven Cultures

Leadership Certificate



PROGRAM AGENDA & FORMAT

Required Commitment: Active participation in 7 live sessions, approximately 3 hours each.

The Culture Factor—Embedding AI into Organizational DNA

Why culture is the biggest barrier (or enabler) of AI adoption and how to align it with strategy.

AI-Driven Decision-Making—From Gut Feel to Data-First Leadership

Applying data-driven decision-making to culture transformation, leveraging AI for deeper insights.

Scaling AI Adoption—From Pilots to Enterprise-Wide Culture Change

How to transition from AI pilots to a fully integrated, AI-powered culture at scale.

Leading the AI Transformation—From Awareness to Strategic Action

How leaders can drive AI adoption while balancing business objectives and human-centric transformation.

The New Hybrid Workforce—Redefining Roles, Skills & Collaboration

How AI is transforming workforce dynamics, leadership roles, and collaboration in an AI-powered organization.

Trust & Ethics—Ensuring Responsible and Transparent AI Adoption

Building trust in AI systems through ethical governance, explainability, and leadership accountability.

Future-Proofing AI Leadership—Navigating Emerging AI Trends

How emerging AI trends will reshape leadership, culture, and the way organizations operate—and how leaders can proactively shape the future.

Self-Led Modules

These optional modules allow participants to explore the fundamentals at their own pace, encouraging them to share insights and reflections with their community of peers to enhance their learning journey beyond the live sessions



Nurturing The AiQ



- History and evolution of AI
- How AI Is Transforming The Workplace
- AI in Your Daily Work
- Developing a Conscious-First Digital Mindset

Conscious Cultures



- Understanding Conscious Cultures (levers)
- Measuring Culture
- Aligning culture to your business strategy
- Culture Communications

Ai Essentials



- Adaptability and Innovation for Co-Intelligence
- Trust & Reputation
- Leadership Dilemmas in the Era of AGI
- Leveraging AI for Culture Insights



Mindsets (how we think)

+



Behaviors (how we act)

+

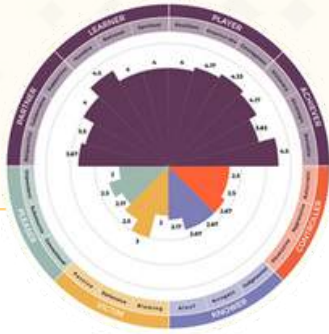


Changing both at scale

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**Cultural
Transformation
Challenge**

Your certificate at a glance



Personal leadership style
assessment (ConsciousInsights©)

How can i convince my team
to use a great new AI solution,
after they rejected the
previous three?

Great challenge! Let's
unpack it.

Personal coaching by AI agents
developed and supported by Stoic



Live sessions with top global
experts in AI, leadership, and
cultural transformation



Three self-paced asynchronous
modules providing foundational
knowledge



Learning community of leaders to
discuss personal challenges and
analyze case studies

Tuition cost



\$4500 per participant

20% off for those who confirm group participation by **September 22.**



Full cohort: Schedule a call with our team

Contact Us

Duke-Certificate.Axialent.com



Scan to schedule a call

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