# 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
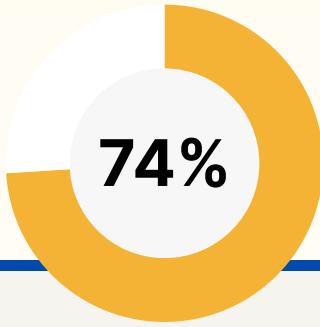
74%

Of companies struggle to achieve meaningful value from AI initiatives despite 2+ years of investment
(BCG, 2025)
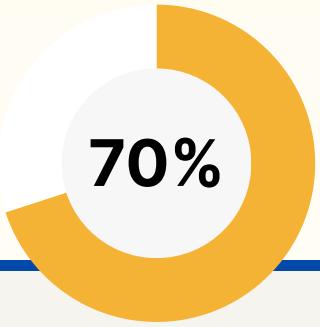
70%

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

30%

Of your workforce will need retraining within the next 3 years
(IBM CEO Study, 2025)
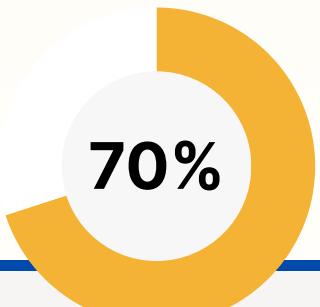
70%

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

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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**

Satya Nadella
Chairman & CEO, Microsoft

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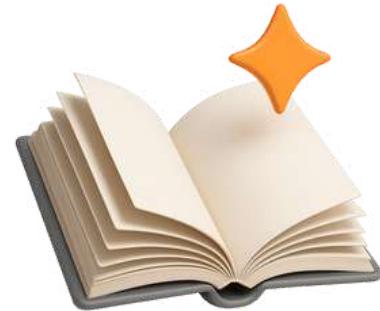
Participants will experiment with AI tools, explore AI applications, assess AI readiness, and learn how to embed ethical and responsible AI practices into business processes while aligning culture with strategic intent to enable system-wide transformation.

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

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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.

AI Culture Shapers

- Balance business objectives and human-centric transformation
- Embed AI into organizational culture DNA
- Foster AI-enabled collaboration across evolving roles

Architects of AI-enabled Cultures

Transformation Catalysts

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

Responsible AI decision makers

- 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

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Did you know that leading companies are allocating

80%

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

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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

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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**:

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CORPORATE EDUCATION

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.

axialent
CONSCIOUS BUSINESS

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.

1

Leading the AI Transformation—From Awareness to Strategic Action

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

2

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.

3

The New Hybrid Workforce—Redefining Roles, Skills & Collaboration

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

4

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

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

5

Trust & Ethics—Ensuring Responsible and Transparent AI Adoption

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

6

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.

7

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.

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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

=
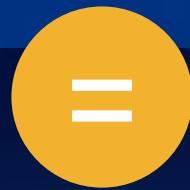
Cultural Transformation Challenge

Your certificate
at a glance
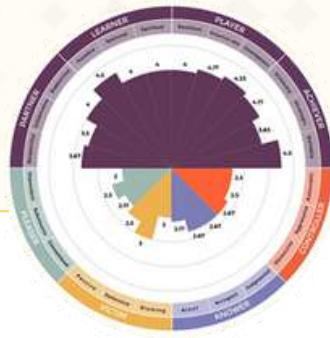
Personal leadership style assessment (ConsciousInsights©)

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

Meet the Facilitators

Module 1 : Oseas Ramirez Assad

CEO, AI Applied Learning Company | AI Adoption and Innovation Expert | Former CEO, Axialent | Entrepreneur | Founder, Startup Cisco Initiative

Expert in AI-enabled leadership and corporate innovation with over 20 years of experience driving technological transformation.

Experience

- Current CEO, Stoic, AI Applied Learning Company
- Partner and former CEO, Axialent
- Corporate Innovation Expert, innovation advisor for leaders of Fortune 500 companies
- A former Cisco Systems executive in charge of Cisco's top 2% talent (Sr. Managers)
- Strategy for Cisco's worldwide network of innovation centers and creator of one of Cisco's internal innovation methodologies and grassroots movement, Startup//Cisco
- 5x Entrepreneur and current board member of his own companies
- Former CIO, CTO and Family Counselor
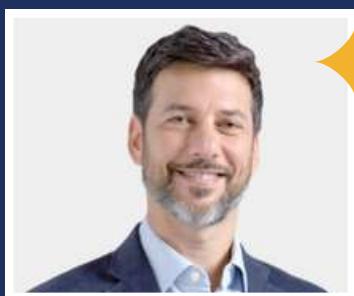
Module 2 : Fran Cherny

Booking Holdings Culture Lead | Inspirational speaker | Author | Advisor to Executives Driving Cultural Transformation Processes

For over 20 years and in more than 20 countries, Fran has supported leading multinationals — such as Procter & Gamble, Microsoft, Facebook, and AXA — through cultural transformation projects, conferences, direct coaching to executives, and facilitation of leadership teams.

Experience

- Booking Holdings Culture Lead
- Partner and former CEO, Axialent
- Author: Be the Change: The Art of Becoming Our Own Innovation Project.
- Advisor to executives driving cultural transformation processes

Module 3 : Dan Strode

Keynote Speaker | Adjunct Professor IE School of Human Sciences & Technology | Former Group Director of Culture & Strategy, Global HR at Santander Bank

Culture and innovation strategist and bestselling author who specializes in transforming organizations through strategic culture change and AI-enabled innovation. Dan combines deep corporate experience with practical frameworks for building innovation cultures and future-proofing organizations through strategic foresight and technology integration.

Experience

- A former Global Director of Culture & Strategy at Santander Bank, he led cultural transformation across 220,000 employees in 32 countries while transitioning the institution from traditional banking to digital-first operations.
- Author of The Culture Advantage, The Innovator's Edge, and the upcoming From Web 1 to Web 3.

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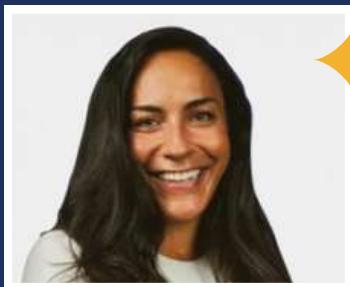
Module 4 : Stephanie Antonian

Founder & CEO of AI Research and Design Lab │ AI & Ethics Thought Leader │ Former Google, DeepMind, Accenture │ Creator of the Digital Health Score │ Harvard-Trained

One of world's top researchers and experts in AI, she brings a unique blend of technical acumen and ethical insight to the field of artificial intelligence.

Stephanie is widely recognized for her visionary perspective on humane technology and is the originator of the phrase "AI as a Love Letter to Humanity," a philosophy that underscores her commitment to building compassionate digital futures.

Experience
- ◆ Founder and CEO of Aestora, an AI research and design lab focused on technology that supports human flourishing.
- ◆ Former leader at Google, DeepMind, Accenture, and NASA-affiliated projects

Module 5 : Matilde D'Amelio, PhD

CEO & Founder in Global AI Training and Consulting Company │ AI and Data Subject Matter Expert in Top Global Institutions (Harvard, Stanford, MIT, Imperial College London)

Dr. Matilde D'Amelio is one of the world's most sought-after consultants and educators in AI, digital transformation, data-driven decision-making and innovation.

She brings 15 years of experience helping organizations shape digital strategy and executive education, working in partnership with global companies and prestigious academic institutions.

Experience
- ◆ Founder and CEO of Aestora, an AI research and design lab focused on technology that supports human flourishing.
- ◆ Former leader at Google, DeepMind, Accenture, and NASA-affiliated projects

Module 6 : Supriya Gupta

Founder & CEO, AI Content Creation Company │ Silicon Valley executive with deep experience building AI products at Intuit Credit Karma, Facebook, and IBM

Highly experienced AI strategy advisor with over 20 years of experience building zero-to-one products and scaling organizations to serve millions.

With a Wharton MBA and engineering background, Supriya specializes in turning cutting-edge AI technology into business impact through user-centric design while maintaining the principle that elegant AI should whisper so products simply work better.

Experience
- ◆ Current Founder & CEO, The Agent C, AI Executive Content Company
- ◆ Former VP/GM at Credit Karma (acquired by Intuit for $7.1B) - led company's AI product development, including the AI-native Financial Assistant used by millions monthly
- ◆ Early AI product lead on Facebook Adtech team at Meta
- ◆ Early GTM leader at BrightRoll (video adtech platform, acquired by Yahoo for $640M)
- ◆ Drove AI innovations at IBM

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Module 7 : Prof Amir Michael, PhD

Professor & Head of Accounting Department | Founding Director of the Durham Rutgers Accounting Analytics Network DRAAN Lab

A leading academic voice in the intersection of accounting, analytics, and artificial intelligence. His research focuses on how data and AI can improve audit transparency, reporting quality, and education in the digital era.

Experience

- ◆ Professor and Head of Accounting, Durham University Business School
- ◆ Former Associate Dean for MBA/DBA and Director of the Durham MBA programme
- ◆ Director, Durham Rutgers Accounting Analytics Network (DRAAN Lab)
- ◆ Led development of the BSc in Accounting (KPMG/ICAEW) Executive School Leavers Programme — cited in UK Government White Paper and the Wilson Review
- ◆ Advocate of research-led, student-centred teaching approach

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