

LEAD 360

EXECUTIVE COHORT

LEADING WHAT'S NEXT:
MASTERING AI LEADERSHIP

THE HYBRID EXPERIENCE

PHASE I: OCTOBER 16

VIRTUAL EVENT

PHASE II : FEBRUARY 20-21

LIVE EVENT | ATLANTA, GA

PROSPECTUS



LEAD360 EXECUTIVE COHORT MASTERING AI LEADERSHIP 2024

JOIN OUR COMMUNITY

[CLICK HERE TO JOIN](#)

THE PURPOSE: **INCREASING SUCCESS AND SUSTAINABILITY**

Our Corporate conferences bring together a select team of thought-leading influencers to strengthen systems that yield more successful senior and executive corporate leaders. Through our discovery process, this executive community will birth innovative strategies that truly ensure sustainability for corporate leaders.

THE PROCESS: **IDENTIFY + DISCOVER + DEFINE + REFINE**

Experience an environment where leaders are free to ideate, evaluate, discuss and plan. While this is not a destination meeting, we are excited about the solutions that this highly curated group of transformational thinkers will reveal.

THE AUDIENCE: **MANAGERS TO SENIOR LEADERS**

WYN Academy is designed for managers to senior-level leaders. Typically, those leaders hold the title of manager and above. These leaders are intentional in their quest to create a greater organizational impact by engaging in a rigorous educational experience.

In this challenging time for corporate leaders, we need an organization that is bold and transformational in its executive development...LEAD360 is that organization. We invite your organization to join us in the quest to ensure the success and sustainability of our corporate village.

- Dr. EW Walton, CEO, LEAD360



THE SETTING

This year, our LEAD360 Executive Cohort will offer a hybrid experience.

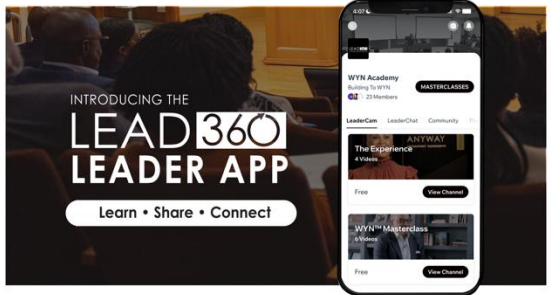
Phase 1 will begin with a virtual program kickoff, allowing you to connect with like-minded leaders and receive important program information. During this phase, your cohort will also gain access to the LEAD360 Event App, where you can engage with program content such as videos, articles, announcements, and more.

Phase 2 will feature a live conference in Atlanta, GA—a key hub for business leaders—providing the perfect environment to enhance your skills, perspectives, and networking opportunities.

LEAD360 COHORT

We are excited to extend an invitation for your corporation to bring a cohort of leaders to our upcoming WYN Academy Hybrid Experience, **MASTERING AI LEADERSHIP**.

For your cohort, the experience includes onboarding onto our **LEAD360 Event App** to engage with pertinent information, cases and interaction that leads up to the LIVE event in Atlanta, GA.



THE AUDIENCE

WYN Academy LIVE is designed for managers to senior-level leaders. Typically, those leaders hold the title of manager and above. These leaders are intentional in their quest to create a greater organizational impact by engaging in a rigorous educational experience.



LEADING WHAT'S NEXT

MASTERING AI LEADERSHIP



YOUR LEADERS WILL EXPERIENCE EXECUTIVE CASES IN:



STRATEGIC MARKETING & AI

Through the sessions on "Marketing Strategy and AI," leaders will gain a comprehensive understanding of how artificial intelligence revolutionizes traditional marketing practices. They will learn how AI-driven analytics can efficiently process vast amounts of consumer data to uncover valuable insights, enabling businesses to tailor marketing strategies with unprecedented precision. Moreover, students will grasp the importance of staying at the forefront of technological advancements to remain competitive in the ever-evolving landscape of marketing.



ORGANIZATIONAL DEVELOPMENT & AI

In the session titled "Organizational Development and AI," executives will acquire invaluable insights into how artificial intelligence can drive transformative changes within businesses. Through case studies and interactive discussions, they will explore how AI technologies can streamline organizational processes, enhance productivity, and foster innovation. By understanding the integration of AI into organizational development, students will be better equipped to navigate the future of work and lead effective change management initiatives in diverse corporate environments.



EXECUTIVE BRANDING WITH AI

In the session titled "Executive Branding and AI," senior leaders will gain actionable insights into leveraging artificial intelligence alongside contemporary career enhancement platforms and tools to amplify their personal brand. Through interactive workshops and case studies, they'll learn how AI-powered analytics can refine their branding strategies, optimize content creation, and target their audience with precision. By harnessing the synergy between executive branding and AI technologies, senior leaders can enhance their online presence, expand their influence, and unlock new opportunities for professional growth and advancement.



EQUITY & AI

Explore the transformative potential of Artificial Intelligence in enhancing Diversity, Equity, and Inclusion (DEI) within workplaces and beyond. This session will delve into how AI can provide data-driven insights, reduce human biases in hiring and promotion, and enable personalized development programs tailored to diverse needs. Discover how AI can facilitate more inclusive communication and collaboration tools, creating accessible and supportive environments. Join us to understand how the synergy between DEI and AI can foster inclusive, equitable, and diverse environments that drive innovation and success.

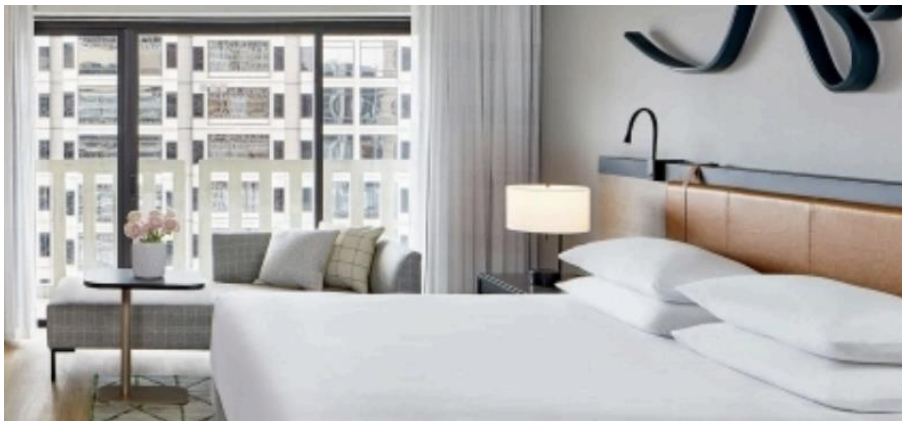
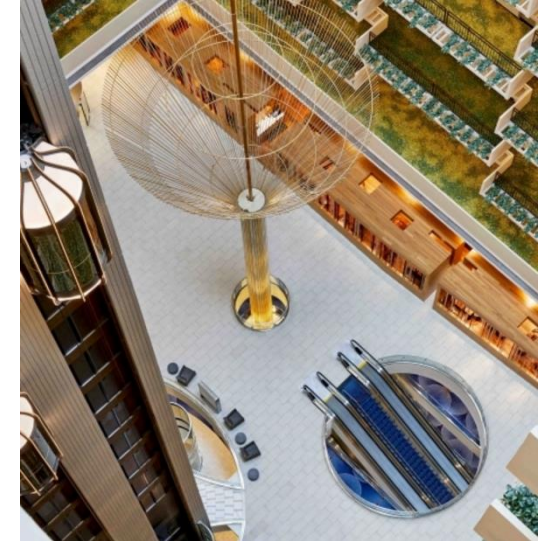
LEAD360 **EXECUTIVE COHORT** MASTERING AI LEADERSHIP 2024

COMBINE HOST HOTEL

Hyatt Regency Atlanta

265 Peachtree Street, Atlanta, GA 30303, USA

Our corporate conference will be held at The Hyatt Regency Atlanta, which offers a variety of features to ensure a special and memorable experience for your cohort.



LEAD360 **EXECUTIVE COHORT** MASTERING AI LEADERSHIP 2024

HYBRID EXPERIENCE OVERVIEW

PHASE I: LEAD360 EVENT APP

OCTOBER 2 **ONBOARDING + PRE-WORK**

We invite your cohort to start their hybrid experience by exploring the features of the **LEAD360 Event App** and getting an overview of the program.

They will receive an invitation to sign-up to create their account on the app and complete program-related pre-work.

Participants will understand their expectations on the day of the program kick-off.

OCTOBER 16 **PROGRAM KICK-OFF**

The virtual event will start with introductions, an overview of the program, and a walkthrough of expectations, followed by a presentation of the cohort pre-survey results.

PHASE II: LIVE EVENT

DAY 1: FEBRUARY 20 **GATHERING + LUNCHEON**

Join us for Day 1 of the Executive Cohort experience, where you'll have the opportunity to connect with your fellow peers and gather all the essential materials required for your enriching experience.

DAY 2: FEBRUARY 21 **HACK-A-THON**

Experience the culmination of teamwork and innovation as teams present their findings to esteemed peers. Receive invaluable real-time feedback on each presentation, enriching your learning journey.



THE EXPERIENCE

PARTICIPANT BENEFITS

PARTICIPANTS WILL RECIEVE

- WYN Academy Materials
- Virtual Certificate of Completion
- Access to the LEAD360 App
- Course Materials
Articles and Pre-work

PARTICIPANT EXPERIENCE

- Convenient Online Learning
- Executive Networking
- Top Tier Information on Topics
- Access to engaging onstage presentations
- Interactive classes
- Insights on leadership and management



A HISTORY OF OUTSTANDING PARTNERSHIP

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PHARMACEUTICAL COMPANIES OF Johnson & Johnson

GRAINGER


CISCO

AstraZeneca 



 **Dropbox**

Charter
COMMUNICATIONS

LOCATIONS

LEAD360 Event App

Hyatt Regency Atlanta

265 Peachtree Street, Atlanta, GA 30303, USA

POINT OF CONTACT

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DRESS CODE

The Hack-A-Thon will be conducted in business casual and ask that you avoid denim and sneakers. We recommend bringing a light jacket for the classroom.

