



LEAD 360

EXECUTIVE COHORT

MASTERING AI LEADERSHIP

SEPTEMBER 18 – 20, 2024

GEORGETOWN UNIVERSITY
WASHINGTON, D.C.

BROCHURE

LEAD360 EXECUTIVE COHORT MASTERING AI LEADERSHIP 2024

JOIN OUR COMMUNITY

[CLICK HERE TO JOIN](#)

THE PARTNERSHIP: LEAD360 + BUSINESS ENTITIES + GEORGETOWN UNIVERSITY

LEAD360 is teaming up with one of the most prominent business schools to tackle an enormous challenge; Executive Inequity. The McDonough Business school has boldly committed to supporting LEAD360's research efforts and the development of our community over the next several years.

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 Black senior and executive corporate leaders. Through our discovery process, this executive community will birth innovative strategies that truly ensure sustainability for Black corporate leaders.

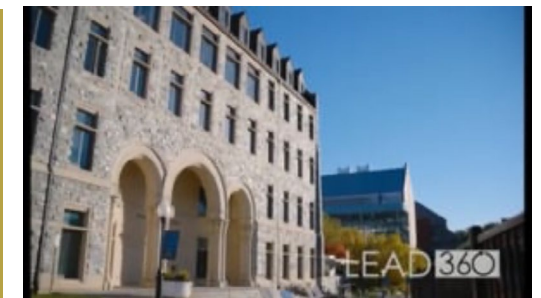
THE PROCESS: IDENTIFY + DISCOVER + DEFINE + REFINE

We have created 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 Black 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



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LEAD360 COHORT

We are excited to extend an invitation for your corporation to bring a cohort of leaders to our upcoming WYN Academy Live conference, MASTERING AI LEADERSHIP which will be held at Georgetown University in September 2024. The focus of the conference is to increase the success of Black corporate leaders, and we believe that your participation would be an excellent contribution to the conversation.

This congress of middle and senior leaders will provide a platform for leaders to connect with industry experts, network with other professionals, and learn about the latest trends in their field. Our keynote speakers and breakout sessions will offer valuable insights and strategies to help Black corporate leaders succeed in today's challenging business environment.

EW Walton, PhD
CEO, LEAD360



WYN™ ACADEMY
MASTERCLASS

THE SETTING

This year our LEAD360 Executive Cohort will be held at Georgetown University's McDonough School of Business. The Washington, D.C. area is the home of the largest representation of Black business leaders, making the city the optimal backdrop for leveling up our skills sets, perceptions, and connections.

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.



BUILDING TO WYN LEADING IN THE WORLD OF AI 2.0



Georgetown's McDonough School of Business is committed to fostering a community that is diverse, equitable, and inclusive. The school is committed to understanding the diverse perspectives and experiences of faculty, staff, students, and alumni as it thoughtfully enacts meaningful change within the McDonough community and throughout the world. Since 2020, a Standing Committee on Diversity, Equity, and Inclusion composed of faculty, students, staff, and other McDonough stakeholders has been working to define what DEI means at McDonough, gather data and report on the state of DEI at the school, and make recommendations on where to go next.

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 WTH 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.



HEALTH EQUITY & AI

In the session titled "Health Equity and AI," senior leaders will gain invaluable insights into how artificial intelligence is revolutionizing healthcare practices, particularly in the realm of pharmaceuticals. They'll explore how pharmaceutical companies are leveraging AI to enhance research and development processes, expedite drug discovery, and improve patient outcomes. By understanding the intersection of health equity and AI, senior leaders can effectively strategize on deploying these technologies to address healthcare disparities, ensure equitable access to treatments, and drive innovation in the pharmaceutical industry.

LEAD360 EXECUTIVE COHORT MASTERING AI LEADERSHIP 2024

3-DAY EXPERIENCE OVERVIEW

DAY 1: SEPTEMBER 18 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 two-day journey.

DAY 2: SEPTEMBER 19 CLASSROOM EXPERIENCE

Embark on your Executive Cohort journey with an immersive classroom session designed to foster interactive engagement with esteemed Georgetown professors.

Dive into real-world cases and exercises centered around Artificial Intelligence, equipping you with the knowledge and skills necessary for the upcoming Day 3 hackathon presentation.

DAY 3: SEPTEMBER 20 PRESENTATION

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

As the day draws to a close, celebrate your achievements with certificates of completion and well-deserved recognition for your dedication and effort.



An experience I needed. Insightful and helpful to my career goals. We need more programs like this.

Deborah Wilson, VP Shutterstock



THE EXPERIENCE

PARTICIPANT BENEFITS

PARTICIPANTS WILL RECEIVE

- WYN Academy Materials
- Georgetown Certificate of Completion
- Course Materials
Articles and Pre-work
- Georgetown University Paraphernalia

PARTICIPANT EXPERIENCE

- Executive Networking
- Top Tier Information on Topics
- Access to engaging onstage presentations
- Interactive classes
- Access to distinguished Georgetown University faculty members
- Insights on leadership and management



THE **INVESTMENT**
INDIVIDUAL REGISTRATION FEE

MIXED COHORT PARTICIPATION

(FOR INDIVIDUAL OR SMALLER GROUPS)

Regular price \$5,500

***\$4,500**
PER PERSON

*Early Bird Registration Ends **April 30**

[CLICK HERE TO REGISTER](#)

GENENTECH SCHOLARSHIP

(CANNOT BE A MEMBER OF GENENTECH)

\$750
PER PERSON

5 SPOTS LEFT Deadline To Apply Is **June 1**

[CLICK HERE TO APPLY](#)

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A HISTORY OF OUTSTANDING PARTNERSHIP

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Campbell's

GEORGETOWN
UNIVERSITY



 GILEAD



GOLIN

octagon



Janssen Oncology
PHARMACEUTICAL COMPANIES OF Johnson & Johnson

GRAINGER


CISCO

AstraZeneca 



 **Dropbox**

Charter
COMMUNICATIONS

ACADEMIC LOCATION

Rafik B. Hariri Building

McDonough School of Business, Georgetown University
37th and O Streets NW, Washington, DC 20057

POINT OF CONTACT

Lydia Kashaka

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Lydia@wewyn.org

DRESS CODE

Classes are conducted in business casual ask that you avoid denim and sneakers. We recommend bringing a light jacket for the classroom.

Kim Hunt

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