

Fall 2026

# AI-EMPOWERED LEADERSHIP





# EMPOWER YOUR LEADERSHIP WITH AI

As a business leader, you're witnessing the rapid rise of AI, transforming industries and redefining competitive landscapes. Yet, integrating AI into your organization's strategy and operations can be daunting. Traditional leadership methods often struggle with the complexities of aligning AI to business goals, navigating organizational change, and anticipating market demands, leaving you feeling unprepared to harness AI's potential for predictive insights and scalable innovation.

The AI-Empowered Leadership Program is uniquely designed to turn these challenges into opportunities. By reshaping your leadership mindset, it provides you with a strategic, hands-on approach to becoming an AI-driven leader who can not only implement AI effectively but also drive transformative change. With this program, you'll gain the tools to make data-driven decisions, lead cross-functional AI initiatives, and secure your organization's competitive edge in an AI-driven world.

# PROGRAM STRUCTURE

The AI-Empowered Leadership Program is an 11-week program designed to deliver a comprehensive and flexible learning experience. All sessions feature faculty and industry-led content, case studies, discussions, and applied activities to ensure practical understanding and application of artificial intelligence concepts.

ONLINE PEER LEARNING SESSIONS SEPTEMBER 29 - DECEMBER 8, 2026		
Title	Date	Time
• Week 1: Opening   Harness AI’s Potential	• Tuesday, September 29	• 4:00 - 6:00 PM PT
• Week 2: Listen and Build	• Tuesday, October 6	• 4:00 - 5:30 PM PT
• Week 3: Strategy-Aligned AI	• Tuesday, October 13	• 4:00 - 5:30 PM PT
• Week 4: Data as a Strategic Asset	• Tuesday, October 20	• 4:00 - 5:30 PM PT
• Week 5: Rethinking Operating Models	• Tuesday, October 27	• 4:00 - 5:30 PM PT
• Week 6: Customer Experiences and AI	• Tuesday, November 3	• 4:00 - 5:30 PM PT
• Week 7: Supporting Humans in the Loop	• Tuesday, November 10	• 4:00 - 5:30 PM PT
• Week 8: Use AI Safely and Responsibly	• Tuesday, November 17	• 4:00 - 5:30 PM PT
• Week 9: AI Implementation Roadmap	• Tuesday, November 24	• 4:00 - 5:30 PM PT
• Week 10:	WORKING ON THE CAPSTONE PROJECT	
• Week 11: Presentations & Closing	• Tuesday, December 8	• 4:00 - 6:00 PM PT

*\*The schedule is being finalized and may be subject to change.*



## FLEXIBLE ONLINE LEARNING

11 weeks of on-demand content available through Canvas, allowing you to study at your own pace each week.



## INTERACTIVE LIVE SESSIONS

Opening and Closing 2-hour sessions and weekly 1.5-hour peer learning sessions held via Zoom for collaborative discussions and networking.



## TIME COMMITMENT

Recommended 4 to 6 hours per week, making it manageable alongside your professional and personal commitments.



## CONTINUED ACCESS

Access to all course materials for a limited time after the program concludes, enabling you to revisit and reinforce your learning.



# DEVELOP AN AI-DRIVEN CULTURE

## YOUR TRANSFORMATIVE JOURNEY

### Redefine Leadership in the AI Era

Gain the strategic insight to embrace AI's potential as more than a tool, shifting from traditional leadership to a mindset that champions data-driven creativity, ethical decision-making, and continuous innovation.

### Develop a Visionary AI Strategy

Learn to craft an AI strategy that aligns with a transformative business vision, positioning your organization to lead—not follow—in a competitive, AI-driven landscape.

### Drive Cultural and Organizational Evolution

Equip yourself to lead beyond technology by fostering an agile, adaptable culture, and preparing your teams to thrive within an AI-enhanced, cross-functional workplace.

## PROGRAM OBJECTIVES

By the end of this program, you will be able to:

- Explore the transformative potential of AI across industries, including its applications, ethical considerations, and strategic value.
- Adopt an AI-informed leadership mindset, enabling you to lead through disruptions with agility and digital acumen, and drive innovation within your organization.
- Design an AI transformation roadmap, outlining clear steps for achieving business value and sustained growth.

You will walk away with a personalized AI strategy tailored to your organization's objectives, built throughout the program, and ready to guide successful AI adoption and leadership transformation.

**A PROGRAM CERTIFICATE WILL BE AWARDED WITH THE SUCCESSFUL COMPLETION OF THE PROGRAM.**

## PROGRAM ROADMAP

### ASSESS AI STRATEGICALLY

- Harness AI's Potential
- Listen and Build
- Strategy-Aligned AI
- Data as a Strategic Asset
- Rethinking Operating Models
- Customer Experience

### CREATE A VISION FOR CHANGE

- Reflect and create idea for strategic AI implementation.

### PLAN YOUR CHANGE

- Supporting Humans in the Loop
- Safe and Responsible AI Use
- AI Implementation Roadmap

### PITCH YOUR IDEA

- Outline clear steps for achieving business value and sustained growth.



- Roadmap for your organization to undertake AI-powered transformation.

*\$15 trillion is the projected contribution of AI to the global economy by 2030, making it the largest commercial opportunity in today's rapidly changing landscape.*

SOURCE: PWC

**SUBMIT YOUR APPLICATION**



# MODULE OVERVIEW

## MODULE 1

### HARNESSING AI'S POTENTIAL

- Build a foundational understanding of AI technologies, including machine learning and deep learning
- Examine how AI is accelerating innovation and transforming products, services, and customer experiences.
- Learn to spot high-impact opportunities for AI integration and assess the organizational readiness and risks involved in innovation initiatives.

### INSTRUCTORS

Dr. Blaize Horner Reich  
Dr. Andrew Gemino

## MODULE 2

### LISTEN AND BUILD

- Develop skills to listen to resistance using structured techniques and learn strategies to approach resistance proactively.
- Use a value-resistance matrix to prioritize change initiatives.
- Learn the 'Listen and Build' approach for AI adoption.

### INSTRUCTORS

Dr. Jeffrey Yip

## MODULE 3

### STRATEGY-ALIGNED AI

- Learn key concepts of “strategy” and “good strategy” and how they apply to organizational or project-level initiatives.
- Practice articulating your organization’s strategy and designing AI initiatives that directly support it.
- Use proven frameworks to evaluate and shape AI initiatives that deliver meaningful, strategy-aligned outcomes.

#### INSTRUCTOR

Dr. Andrew von Nordenflycht

## MODULE 4

### DATA AS A STRATEGIC ASSET

- Explore the relationship between data, models, and algorithms, and how they work together to power AI solutions.
- Evaluate potential sources of data and algorithmic bias, and consider strategies to mitigate them.
- Identify the roles, responsibilities, and organizational structures needed to manage data reliably and unlock its strategic value.

#### INSTRUCTOR

Dr. C.K. Kaligolta

## MODULE 5

### RETHINKING OPERATING MODELS

- Understand how AI reshapes core business functions, organizational structures, and value delivery mechanisms.
- Learn frameworks for redesigning operating models that are agile, data-driven, and responsive to AI-enabled change.
- Identify which capabilities need to evolve and how workflows must adapt to support AI integration at scale.

#### INSTRUCTOR

Dr. Eman Nasr

## MODULE 6

### INNOVATIVE CUSTOMER EXPERIENCES WITH AI

- Understand how generative AI is transforming customer interactions through personalization, scalability, and responsiveness.
- Map customer journeys to uncover opportunities where AI can streamline experiences and add value.
- Assess where AI can enhance customer experience, define success metrics, and manage potential risks in implementation.

#### INSTRUCTOR

Prof. Andrew Harries

# MODULE 7

## SUPPORTING THE HUMANS IN THE LOOP

- Determine the specific talent and skill sets required for your AI projects.
- Explore strategies for training existing staff and new talent with AI expertise.
- Bridge gaps between technical and non-technical teams to enhance collaboration.
- Use AI tools to improve team communication, coordination, and achieve cross-functional objectives.

### INSTRUCTOR

Dr. Terri Griffith

# MODULE 8

## USING GENERATIVE AI SAFELY AND RESPONSIBLY

- Understand the key categories of risk associated with generative AI in workplace settings.
- Learn to spot different types of failure that may arise from each risk category.
- Apply the AI-RISC framework to evaluate GenAI use cases in your organization, weighing both risks and marginal benefits against current practices.

### INSTRUCTOR

Dr. Ian McCarthy

# MODULE 9

## DEVELOPING AN AI IMPLEMENTATION ROADMAP

- Outline actionable steps for successful AI adoption tailored to your organization.
- Learn budgeting techniques for AI projects and methods for measuring their return on investment.
- Explore how to collaborate effectively with vendors and technology partners to augment your AI capabilities.

### INSTRUCTOR

Dr. Blaize Horner Reich

## MEET THE FACULTY

Learn from nine renowned faculty members, bringing their extensive experience in steering organizations through successful AI transformations. Through their guidance, you'll engage with tailored content and participate in immersive sessions through a mix of interactive live sessions and self-paced learning modules, all aimed to help you focus on strategic AI applications and decision-making.



### **DR. ANDREW VON NORDENFLYCHT**

Associate Professor,  
Strategy, Business & Society  
SFU Beedie School of Business



### **DR. BLAIZE HORNER REICH**

Academic Director, DIAL  
Professor Emerita, MIS,  
Innovation & Entrepreneurship  
SFU Beedie School of Business



### **PROF. ANDREW HARRIES**

Tom Foord Associate Professor  
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Associate Dean, ExecEd  
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### **DR. IAN MCCARTHY**

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### **DR. CHAITANYA (CK) KALIGOTLA**

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### **DR. TERRI GRIFFITH**

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### **DR. EMAN NASR**

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## ABOUT SFU BEEDIE

SFU's Beedie School of Business is a dynamic institution delivering cutting-edge research and education programs across three British Columbia campuses. We pioneered Canada's first Executive MBA and the first Indigenous Business Leadership EMBA in North America.

Accredited by AACSB and EQUIS, our reputation for innovation, social responsibility, and global perspective is recognized worldwide. Our alumni network spans 80 countries and comprises more than 30,000 successful graduates.

# #1

**COMPREHENSIVE  
UNIVERSITY IN CANADA**  
14 out of the last 15 years  
(as of 2023), according to  
Maclean's Magazine

# 1%

**OF BUSINESS SCHOOLS**  
worldwide have  
AACSB and EQUIS  
accreditation



# dial

founded by  
**SFU BEEDIE  
SCHOOL OF BUSINESS**

## DIGITAL INNOVATION AND LEADERSHIP (DIAL)

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Simon Fraser University respectfully acknowledges the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səlilwataʔ4 (Tsleil-Waututh), qíčəy̓ (Katzie), kwikwəłəm (Kwkwetlem), Qayqayt, Kwantlen, Semiahmoo and Tsawwassen peoples on whose unceded traditional territories our three campuses reside.