

HUMAN LEADERSHIP IN THE AGE OF AI



SETTEC
THE TRAINING HOUSE!

USC Marshall
Executive Education

STAY READY FOR WHAT'S NEXT



PROGRAM OVERVIEW

Human Leadership in the Age of AI is a five-day executive program delivered through a collaboration between SETTEC and USC Marshall Executive Education. Designed for leaders navigating the rapidly evolving impact of artificial intelligence, the program explores how executives can make sound strategic decisions about AI while leading their organizations and people through meaningful transformation. The focus extends beyond AI technology itself to the human leadership, judgment, governance, and organizational capabilities required to turn AI investments into sustainable business value.

Led by USC Marshall faculty Professors Shon Hiatt and Pete Cardon, the program moves from strategic foundations to practical leadership execution through an immersive, highly applied learning experience. Participants engage with case studies, peer coaching, discussion, and hands-on exercises centered on real organizational AI challenges. Throughout the five days, participants apply what they learn to their own business environments, ultimately developing a personal action handbook with practical frameworks, decision tools, and next steps they can put to work immediately upon returning to their organizations.

DATES

January 17 - 21, 2027

LOCATION

The Nile Ritz-Carlton, Cairo, Egypt

PRICE

Standard Program Fee: US\$11,500
per participant

***Early Bird Rate:** US\$10,500
per participant for registrations
confirmed by November 10, 2026

Corporate Rate: US\$10,000
per participant for 3+
from the same organization

*Early Bird and Corporate rates are non-cumulative.

Program fee includes program materials
and meals (two coffee breaks and lunch)

WHO IS THIS PROGRAM FOR?

This program is designed for decision-makers — leaders who can directly influence AI adoption and investment within their organizations. It is built for:

- C-suite executives and senior leaders responsible for strategy, transformation, technology or operations
- Business-unit leaders accountable for AI-related investment decisions
- Executives leading organizational change driven by AI adoption

This is not a technical AI training, it is designed for those who set direction and allocate resources, not for AI specialists or practitioners.

PROGRAM STRUCTURE

This five-day program is co-taught by two USC Marshall Executive Education faculty, designed as a deliberate arc from strategy to execution:

LEADING YOURSELF & YOUR ORGANIZATION THROUGH AI TRANSFORMATION

Build the self-awareness and change leadership foundation to guide your organization through AI-driven disruption, understanding your own leadership style and blind spots as the anchor for leading others through uncertainty.

AI STRATEGY & EXECUTIVE DECISION-MAKING

Learn how to assess where AI genuinely creates value for your organization, and where it doesn't. Develop a framework for sequencing AI investment against strategic priorities and resource constraints.

AI GOVERNANCE, RISK & ACCOUNTABILITY

Move beyond implementation to oversight. Explore the governance structures, risk frameworks and accountability mechanisms leaders need once AI systems are adopted.

LEADING PEOPLE THROUGH AI-ENABLED CHANGE

Develop the influence, communication and coaching skills to bring your team, peers and superiors along on the AI journey: managing resistance, building trust and sustaining performance through transformation.

MEASURING BUSINESS & ORGANIZATIONAL IMPACT

Translate AI investment into demonstrable outcomes. Learn practical approaches to tracking and communicating the business impact of AI adoption to your stakeholders.



USC MARSHALL FACULTY



CASE STUDIES



ACCESS TO ONLINE
PLATFORM



INTERACTIVE PEER
LEARNING



DEDICATED PROGRAM
SUPPORT TEAM

The program is intentionally hands-on and experiential, built around case studies, peer coaching, and applied exercises rather than lecture. You will work on your own organization's AI challenges throughout the week and leave with a personal action handbook: a concrete set of next steps and decision tools to apply immediately upon return to your organization.

PROGRAM FACULTY

JILL AND FRANK FERTITTA HALL

PROFESSOR PETE CARDON

Pete Cardon is a Professor of Clinical Business Communication whose work focuses on intercultural communication, leadership, and the growing role of technology in the workplace. His recent research explores how the use of AI in business communication can affect trust, offering timely insights into the importance of human judgment as organizations increasingly adopt AI tools.

Cardon previously served as President of the Association for Business Communication and is the author of *Business Communication: Developing Leaders for a Networked World*.



PROFESSOR SHON HIATT

Shon Hiatt is an Associate Professor of Business Administration and a faculty affiliate of the Greif Center for Entrepreneurial Studies. His research focuses on entrepreneurship, strategy, innovation, and sustainability, and he serves as director of USC Marshall's Business of Energy Transition initiative.

His work explores the strategic and resource challenges facing organizations as new technologies emerge, including the growing energy demands associated with AI. His research and commentary offer an important perspective on how AI adoption is affecting infrastructure, energy needs, and investment decisions. Prior to joining USC, Hiatt was a faculty member at Harvard Business School.



CELEBRATING ACHIEVEMENT

DIGITAL BADGE AND CERTIFICATE

Upon completing Human Leadership in the Age of AI, you will receive an official certificate and a digital badge recognizing your new proficiency. You will be able to share and showcase your achievements by posting your digital badge on online resumes and/or LinkedIn.



University of Southern California

Marshall School of Business, Office of Executive Education

has awarded this

Certificate

to

First and Last Name

for successful completion of the

Human Leadership in the Age of AI

January 17 - 21, 2024

Peter Cardon
Professor of Clinical Business Communication



Shon Hiatt
Associate Professor of Business Administration

Note: This program does not grant academic credit or a degree from USC Marshall School of Business.

ABOUT USC MARSHALL EXECUTIVE EDUCATION

USC Marshall Executive Education delivers career-relevant, non-degree short courses designed to develop the resilience, agility, and innovation of business professionals and executives while enhancing their leadership expertise. The Executive Education department also partners with organizations to create and deliver custom programs, symposiums, and conferences. Our expert team and distinguished USC Marshall Faculty deliver rigorous, results-driven learning solutions for maximizing impact and lasting change.



USC University of
Southern California

EXECUTIVE EDUCATION
MARSHALL SCHOOL OF BUSINESS
UNIVERSITY OF SOUTHERN CALIFORNIA

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