

CREATIVE TRANSFORMATION AMID RAPID CHANGE



WHEN

Apr 10 – 11, 2025 (Live Online)
Sep 25 – 26, 2025 (In Person)

PRICE

\$4,900

WHERE

Cambridge, MA or Zoom

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

The pace of technological advancement is accelerating—AI, automation, and digital transformation are reshaping industries at an unprecedented rate. How do leaders not only keep up but also turn this uncertainty into a competitive advantage?

Guided by innovation expert Hal Gregersen, and based on a research project with Ed Catmull (cofounder of Pixar), this course helps participants develop the mindset and skill set needed to embrace uncertainty and lead creative transformation. The course explores the intersection of human intuition and AI, helping leaders understand how to work alongside AI-driven systems while preserving human agency, creativity, and strategic decision-making.

Through a combination of theoretical frameworks, practical case studies, interactive exercises, and hands-on applications, you will gain valuable insights into the mindset and strategies required to navigate uncertainty, respond to short- and long-term challenges simultaneously, and leverage creativity as a catalyst for organizational transformation.

Please visit our website for the most current information.

executive.mit.edu/eu

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY *



Hal Gregersen



Ed Catmull

*Please note, faculty may be subject to change.

TAKEAWAYS

You will leave with course with a deeper understanding of:

- How to become a challenge-driven leader and organization
- How to craft and recraft Believable Frameworks for the Future
- What exponential processes are and/or how they will influence your progress on this Framework—and how to identify them
- How compounding contributions of past infrastructure, exponential technologies, power cycles, and ecosystems shape and guide your current efforts
- How to shift from an exponential thinking bias to a guided compound growth strategy and action plan
- How to see more deeply the dynamic tensions within complex systems—and how to manage them as forces for making progress on your biggest challenges

WHO SHOULD ATTEND

This course has been developed for senior leaders and professionals who are:

- Willing to taking a hard look at how their teams and organizations operate today and are committed to creating a fundamentally different approach in the next decade
- Responsible for reshaping the direction of their organizations and interested in leveraging rapidly changing technologies to make that a reality
- Curious about rethinking their role as a leader and understanding how to become more challenge-driven
- Committed to their own creative transformation as well as that of their teams and organizations
- Aware that they have been wrong before and will be wrong again as a path to meaningful progress

CONTACT INFORMATION

MIT Sloan Executive Education

P +1-617-253-7166 | E sloanexeced@mit.edu

executive.mit.edu

