

KEYNOTE ON AI AND LEADERSHIP

Leadership and Management in the AI Era

AI is changing how more and more teams work. Leadership is changing with it. You have to set direction, make decisions and lead people and AI together, while you are still learning what AI can do.

This keynote focuses on your own role as a leader: maintaining a clear direction when nobody knows how things will turn out, understanding enough about AI to ask good questions, and leading a team where people and AI share the work.



RICHARD VAN HOOIJDONK

Most futurists study tomorrow's world from a distance. Richard van Hooijdonk already works in it: his research team consists of people and AI agents. He speaks about AI and new technology, the organisation of the future and leadership in the AI era.

3,000+

keynotes

650,000+

participants

30+

countries

Bestselling

author

The keynote in 22 topics

Leaders have to guide their teams through the arrival of AI while they are still learning what the technology can do.

THE LEADER

A clear direction

Choosing a direction, developing a vision of the future and starting before the full picture emerges.



01 Leadership without a clear end point

Nobody knows where AI and new technology will be in a few years. Leaders still choose a direction, explain it and adjust when the facts change.



02 A vision tested against scenarios

A vision beyond technology: what the organisation is for in ten years' time, tested against several scenarios rather than a single prediction.



03 Taking the initiative

Starting before every answer is clear: experimenting yourself, bringing the team along and showing together what it delivers.

WHAT AI CAN DO

What leaders need to know

Enough understanding of AI to ask good questions, choose opportunities and make better decisions.



04 What AI can and cannot do

AI predicts, creates text and images, and as an agent carries out tasks itself. Leaders who know what each type can do also see its limits.



05 Where AI delivers value

AI's value varies by process, as do the requirements: usable data, a clear way of working and someone responsible for the result.



06 Decisions with AI PILOT PHASE

AI as a sounding board: testing scenarios, finding counterarguments and collating current management information. The leader decides.



07 Data as the foundation

AI is only as good as the data behind it. Leaders decide which data matters, who owns it and how it stays reliable.



08 Measuring what it delivers

Not counting how many people use AI, but measuring what it changes: lead times, errors, customer satisfaction. And defining success in advance.



09 Responsible and accountable

AI makes proposals; a person stays responsible. Leaders decide where someone checks: the bigger the consequences, the closer to the decision.



DURATION

30, 45, 60 minutes or longer,
with time for questions



LANGUAGE

Dutch or English



FORMAT

On location or online



FEE

From €3,500 (webinars)

Leadership in practice

Leading a human-AI team, helping people through change and developing talent.



10 The AI-first organisation

A leader decides which work AI takes over. People focus on judgement, choices and contact with customers and colleagues.



11 Leading people and AI

PILOT PHASE

Leading a human-AI team means reallocating work, setting limits on what AI agents can do independently and assessing everyone's results.



12 A team facing change

Workload, professional identity, doubt and motivation. Leaders give their teams a say in the changes and room to ask questions.



13 Developing and retaining talent

AI skills are becoming a measure of talent. Leaders develop, recruit and retain people whose work is changing around them.



14 Learning at the top

Leaders who use AI themselves ask better questions and set the example. The organisation takes charge of the knowledge of tomorrow.



15 What employees already do

Employees often use AI already, with or without permission. Leaders do not ban it; they give direction and learn from what people have found.



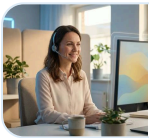
16 Innovation in a slow organisation

Old systems, rules and habits slow innovation. Leaders change them step by step, without waiting for a major reorganisation.



17 AI is not an IT project

Park AI in one department and you get a departmental result. The work changes in line teams, and that is where ownership belongs.



18 Where people stay

Not everything that can be automated should be. Leaders choose deliberately where a person makes the difference: in doubt, emotion and complaints.



19 The leader's ecosystem

Many solutions come from outside. Leaders build an ecosystem of partners, start-ups, researchers and peers, across borders too.

THE OTHER SIDE

Responsibility, security and trust

AI also calls for vigilance. The top carries responsibility for the transformation, for digital security and for trust that messages are genuine.



20 Transformation starts with the board

Making the AI transformation succeed is becoming a board matter. The board sets the direction, allocates the resources and follows progress.



21 Digital security as a board duty

European rules make digital security a duty of the board itself. Directors know the risks, take decisions on them and oversee the response.



22 Real or fake?

With AI, criminals clone voices, hack systems and deploy ransomware. Good security and agreed procedures make it harder for them.



"Richard succeeded excellently in waking up our leaders and setting them on the path to the future: after the lecture, discussions took place across various parts of the organisation about the topics covered, and initiatives have been set in motion."

Aart van Haren Managing director, PLUS



"A dazzling journey through new technology. The enthusiasm and energy during his presentation, combined with the visuals, provided a successful kick-off to our event."

Patrick Steemers Partner, Deloitte



**Leadership and
Management in the AI Era
at your event**

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