



**NOVA**

**IMS**

Information  
Management  
School

# LEADERSHIP IN THE AGE OF AI

EXPLORING  
THE CROSSROADS  
OF TECHNOLOGY  
AND HUMANITY

PARTNERSHIP  
**maat**



# ARTIFICIAL INTELLIGENCE IS RESHAPING OUR UNDERSTANDING OF LEADERSHIP

The influence of AI on leaders requires more than just a technological update; it demands a fundamental reevaluation of how decisions are made, how teams operate, and how leaders are nurtured.

**A NEW CONCEPT OF LEADERSHIP  
IS EMERGING, AND WE HAVE  
A VISION**



# THIS IS AN INVITATION TO A TRANSFORMATIVE EXPERIENCE

A five-day immersive course designed to help participants grasp the rapidly evolving technological landscape of modern business and emerge equipped with the leadership tools to navigate this challenging environment.

**Bringing together industry experts in AI and leadership, thought leaders in AI ethics and philosophy, educators, data science specialists, musicians, philosophers, neuroscientists, pioneers in human resources, astrophysicists, and creatives,** this course offers a rich, interdisciplinary experience.

FIVE DAYS THAT WILL CHALLENGE WHAT YOU KNOW - AND THE WAY YOU THINK ABOUT AI

We've brought together a distinguished group of pioneers, each renowned in their field, to create this profound, transformative, and disruptive leadership program.

AN ECLECTIC GROUP OF  
THINKERS AND CREATORS,  
UNITED TO SHAPE A  
HUMAN-CENTERED VISION  
FOR THE FUTURE OF WORK  
AND BUSINESS



**DIEGO COSTA PINTO**  
Data-Driven Marketing  
NOVA IMS



**MAURO CASTELLI**  
Computational Intelligence  
and Machine Learning  
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**MIGUEL DE CASTRO NETO**  
Business Intelligence  
and Smart Cities  
Dean of NOVA IMS



**GUILHERME VICTORINO**  
Behavioral Sciences, Innovation,  
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Vice-Dean of NOVA IMS – Value Creation



**SOFIA COSTA QUINTAS**  
Organizational Behavior  
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BI, AI Analytics  
National Technology  
Officer Microsoft



**CARLOS COELHO**  
Creative and specialist  
in brand creation  
Ivity Brand Corp



**LUÍS PEDRO DUARTE**  
Digital & business transformation  
C-suite business advisor



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**CARLOS MARTINS**  
Saxophonist, composer,  
and jazz teacher



**MIGUEL SETAS**  
Leadership | CEO CCR Group  
Largest mobility infrastructure  
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**TOMÁS MIRANDA**  
Luthier  
Philosopher and humanist



**PAULO MARQUES**  
Distributed Systems  
Co-founder and Technical  
Fellow at Feedzai



**TERESA NASCIMENTO**  
Chief People Officer | Global HR  
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**PEDRO MACHADO**  
Astrophysicist  
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**GONÇALO QUADROS**  
Computer Science Leadership  
Chairman Critical Software



**CARLA SOUSA PONTES**  
Medical Doctor  
Lusíadas



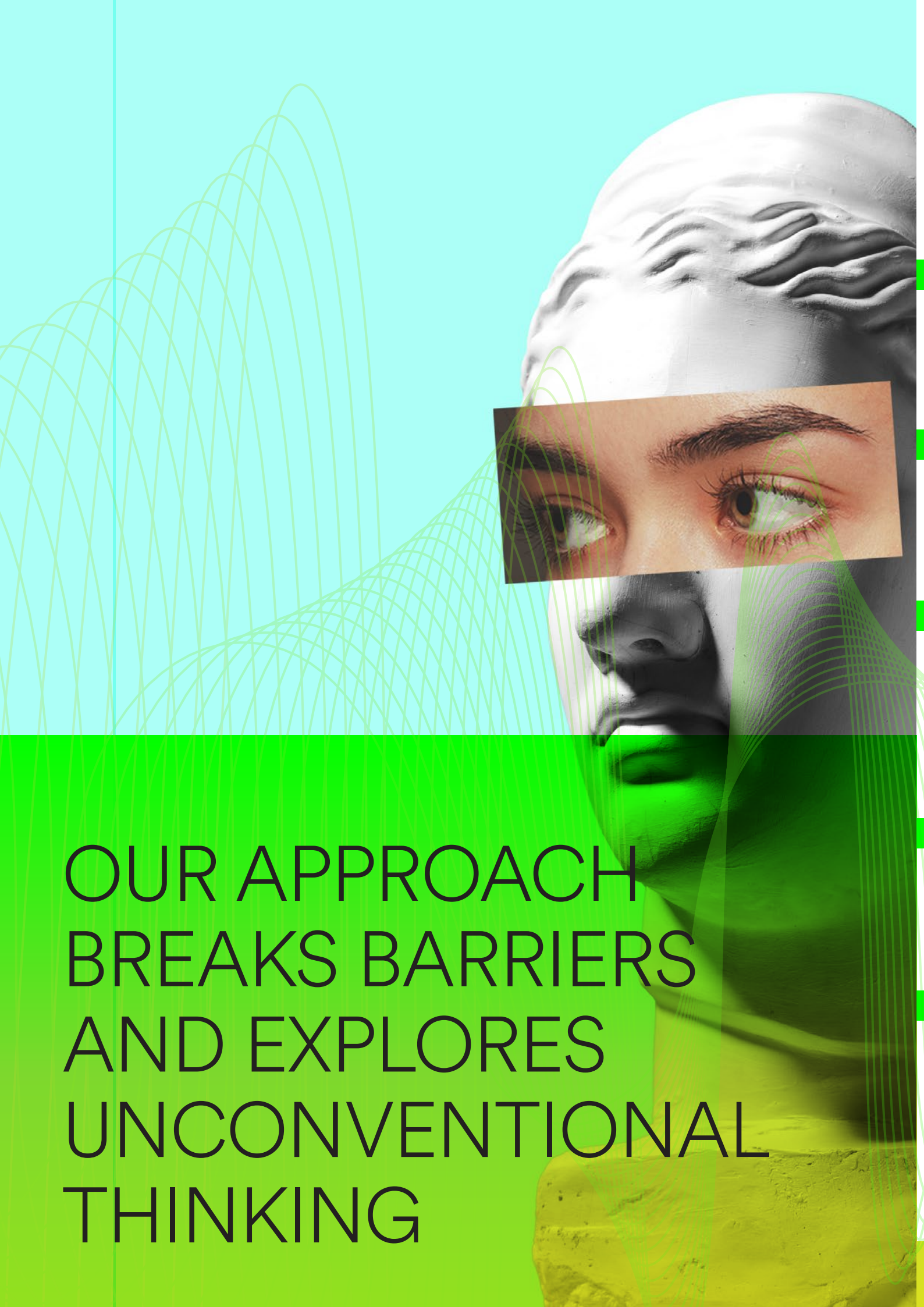
**MANUELA APARÍCIO**  
Information Management  
Vice-Dean of NOVA IMS



**LEONEL MOURA**  
Pioneer in Robotic Art  
and Artificial Intelligence



**RAQUEL VAZ PINTO**  
Political Science  
Portuguese Institute of International  
Relations NOVA University



# OUR APPROACH BREAKS BARRIERS AND EXPLORES UNCONVENTIONAL THINKING

## BEYOND TRADITION

A holistic approach to leadership development that goes beyond traditional methods.

## IMMERSIVE CHALLENGE

Seven carefully designed modules that challenge and inspire participants at every step of their journey.

## UNEXPECTED SETTINGS

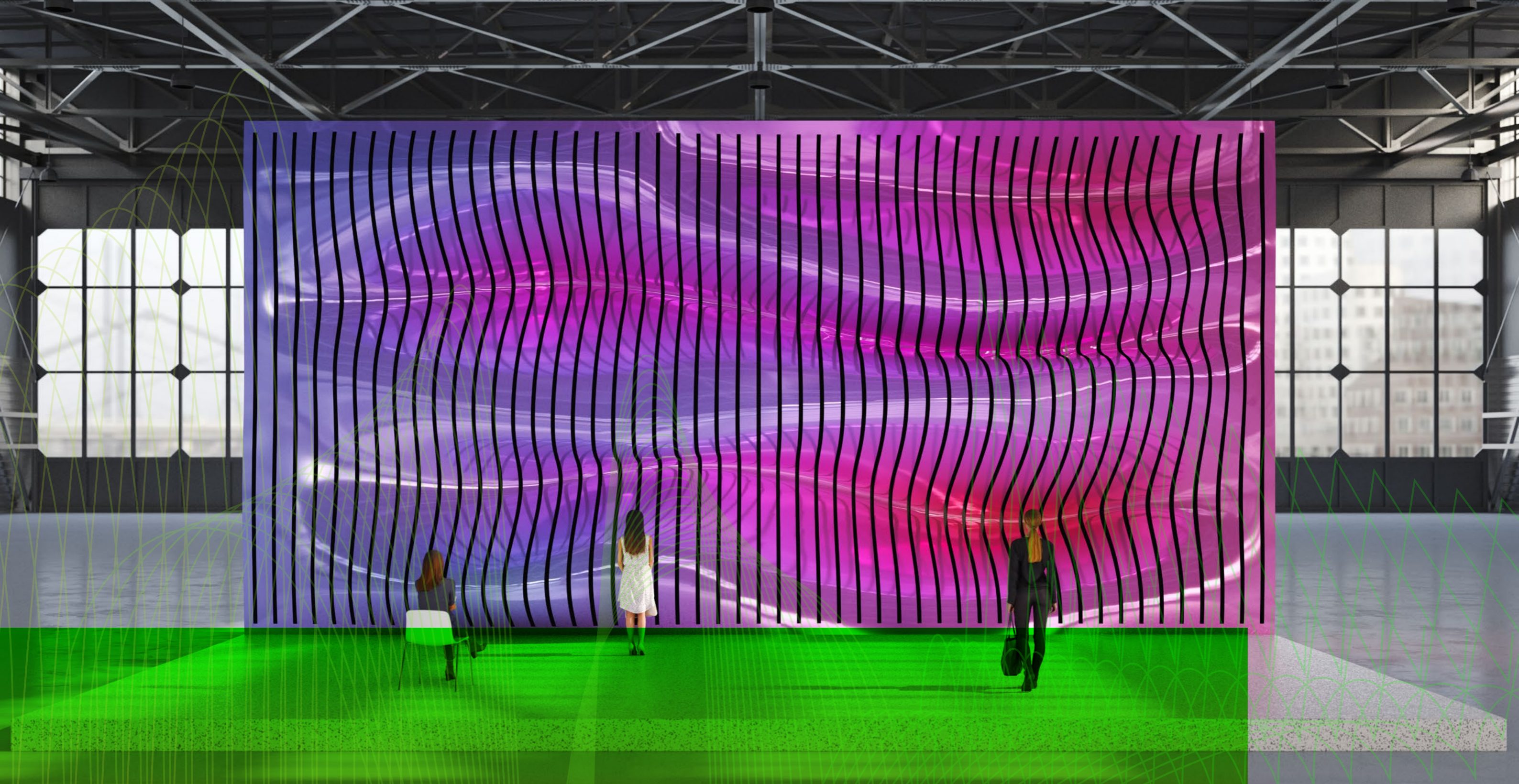
Each module takes place in a unique, non-classroom environment—unexpected settings that foster unconventional thinking.

## INTERACTIVITY

A dynamic, two-way interactive experience where learners and facilitators exchange knowledge and learn from one another.

## HANDS-ON EXPERIENCE

A blend of practical application, expert guidance, and community support to ensure a comprehensive learning experience.



# 5 DAYS

SEVEN IMMERSIVE MODULES PLUS AN IDEATION SESSION - A COMPREHENSIVE PROGRAM FOR LEADERS TO IDENTIFY AND UNDERSTAND THE DIVERSE, COMPLEX CHALLENGES THAT AI PRESENTS FOR BOTH BUSINESS AND SOCIETY.

## 1. EMERGING TECHNOLOGIES AND FUTURE INTELLIGENCE

- Exploring the intersection of AI and the human mind
- Key AI tools and concepts

## 2. EMOTIONAL INTELLIGENCE

- Human authenticity in an AI-driven world
- Enhancing emotional intelligence alongside AI

## 3. BUILDING RESILIENCE

- The impact of AI on talent, skills, and training
- Hands-on experience in adapting to AI-driven environments

## 4. AI-DRIVEN COLLECTIVE INTELLIGENCE

- Best practices for leveraging collective intelligence with AI
- Neuroscience as a new paradigm for collaboration

## 5. COMMUNICATION SKILLS FOR AN AI WORLD

- Creativity, data storytelling, and communication in the age of AI
- Tools and techniques to enhance engagement

## 6. HUMAN INTUITION AND AI

- Multi-dimensional data insights for decision-making, strategy, and innovation
- First-hand experience with AI-enhanced decision processes

## 7. ETHICS OF AI

- Governance strategies and change management
- Real-life case studies on ethical AI implementation





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C-suite business advisor



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## THE FUTURE OF AI EMERGING TRENDS AND TECHNOLOGIES

- Gaining insights into today's world: a geopolitical overview
- Understanding AI's history, evolution, and its business implications
- Exploring how AI will reshape industries and leadership in the near future
- A business-centric perspective on AI and its transformative impact

## EXPLORING THE PHILOSOPHICAL FRONTIER: AI VS. THE HUMAN MIND

- Delving into questions of consciousness and the philosophical implications of AI for society
- Blending philosophy and science to reimagine intelligence, wisdom, and the boundaries between human and artificial minds

DAY 1  
MORNING



**FERNANDO BAÇÃO**  
Information Management  
Full Professor  
NOVA IMS



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## UNDERSTANDING AI TECHNOLOGIES

- Core concepts: Machine Learning, Deep Learning, Natural Language Processing (NLP), and Robotics
- AI tools: An overview of data analysis, predictive analytics, and automation
- Practical applications of AI across various industries
- Identifying high-impact opportunities for AI implementation
- Best practices for integrating AI into existing workflows

**DAY 1**  
**AFTERNOON**



**SOFIA COSTA QUINTAS**  
Organizational Behavior  
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Philosopher and humanist



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## EMOTIONAL INTELLIGENCE AND AI

- Soft skills in focus: Bridging the interaction gap between humans and AI
- The future of human-centered business: How can technology enhance our humanity? When words fall short, music speaks

## VULNERABILITY AND HUMAN AUTHENTICITY

- What does it mean to think and feel as a human? The role of human leaders in an AI-driven world
- Uncovering the value in what is uniquely human: The power of connection and communication
- Addressing employee fears and job security in the age of AI

*“AI learns through repetition and patterns, humans learn through context and meaning. Humans navigate a world of ambiguity, while machines operate in a world of precision.”*

**DAY 2**  
**MORNING**



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**DAY 2**  
**AFTERNOON**

## HOW AI IS REVOLUTIONIZING LEADERSHIP PRACTICES

- Wise leadership in the AI era: New forms of intelligence, the evolving role of leaders, and shifting power dynamics
- Leadership in the AI age: Essential skills for tomorrow's C-suite executives and addressing the skills gap in the data-driven world

## THE SHIFTING PARADIGM: AI'S IMPACT ON JOBS AND TRAINING

- How AI is transforming training: Lifelong learning and the need for adaptability
- Talent intelligence and the battle for top talent: What HR leaders must know about AI
- Practical exercise: A new learning methodology to boost engagement and enhance AI-related skill development
- Building resilience in leadership and teams



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**DAY 3**  
**MORNING**

## AI'S IMPACT ON TEAMS AND COLLABORATION: COLLECTIVE INTELLIGENCE POWERED BY AI

- Leadership in the era of human-AI collaboration:  
Expansive, agile, and adaptive
- Harnessing cognitive diversity for high-performing teams
- How AI is reshaping brain structures and influencing team dynamics

## ORGANIC INTELLIGENCE

- Rethinking collaboration through the lens of organic intelligence
- Balancing humanity, technology, and nature: Emphasizing adaptability in an AI-driven world
- A first-hand real-life example: Exploring the benefits and challenges of AI-powered collaboration



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Creative and specialist  
in brand creation  
Ivity Brand Corp



**DIEGO COSTA PINTO**  
Data-Driven Marketing  
NOVA IMS

## ENHANCING CUSTOMER EXPERIENCES IN THE MACHINE AGE OF MARKETING

- How ideas and information flow: Engaging customers and employees through natural language processing, chatbots, and machine learning

### Effective Communication in an AI-Driven World

- Communication skills for AI leaders: Mastering data storytelling
- Unlocking the potential of data with compelling narratives
- AI and philosophical creativity: A dialogue between creatives and tech experts to explore creativity in the age of AI
- Service without a smile: Shaping brand narratives in the AI era
- Role-play in a studio: Experiencing how to collaborate with AI while preserving human connection

**DAY 3**  
**AFTERNOON**



**MIGUEL DE CASTRO NETO**  
Business Intelligence  
and Smart Cities  
Dean of NOVA IMS



**ROBERTO HENRIQUES**  
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**DAY 4**  
**MORNING**

## AI-DRIVEN DECISION-MAKING:

### INTEGRATED ANALYSIS FOR DEEPER INSIGHTS

- Predictive analytics: Leveraging data mining and machine learning to analyze current trends and forecast future events
- Multi-dimensional data analysis: Interpreting information across diverse functions for comprehensive insights

## HUMAN INTUITION AND AI:

### COMPLEMENTARY SOURCES OF KNOWLEDGE

- Rediscovering the art of reflection in an AI-driven world: Navigating the rise of simplism and the decline of deep thinking
- Using technology as an amplifier for intuition

## AI AS A CATALYST FOR INNOVATION AND STRATEGY

- Harnessing generative AI tools to enhance decision-making, embrace risk, and drive strategic decisions

## THE ART OF PROMPT ENGINEERING:

### MAKING AI UNDERSTAND AND PERFORM

- Mastering prompting techniques for optimal AI performance
- The importance of asking the right questions for great answers
- Hands-on experience: Design thinking with AI



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Law and Ethics  
NOVA IMS



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Digital & business transformation  
C-suite business advisor



**PAULO MARQUES**  
Distributed Systems  
Co-founder and Technical Fellow  
at Feedzai

**DAY 4**  
**AFTERNOON**

## ETHICAL AND RESPONSIBLE AI USE

- Ethical innovation: Creating AI systems that align with human values
- Defining the rights and responsibilities of AI developers and users
- Ethical leadership in an AI-driven world

## AI GOVERNANCE: A HOLISTIC APPROACH

- Aligning AI with business ethics and sustainability goals

## FOSTERING A DATA-DRIVEN CULTURE

- Leading through AI-driven change: Key risks organizations must consider when implementing AI initiatives

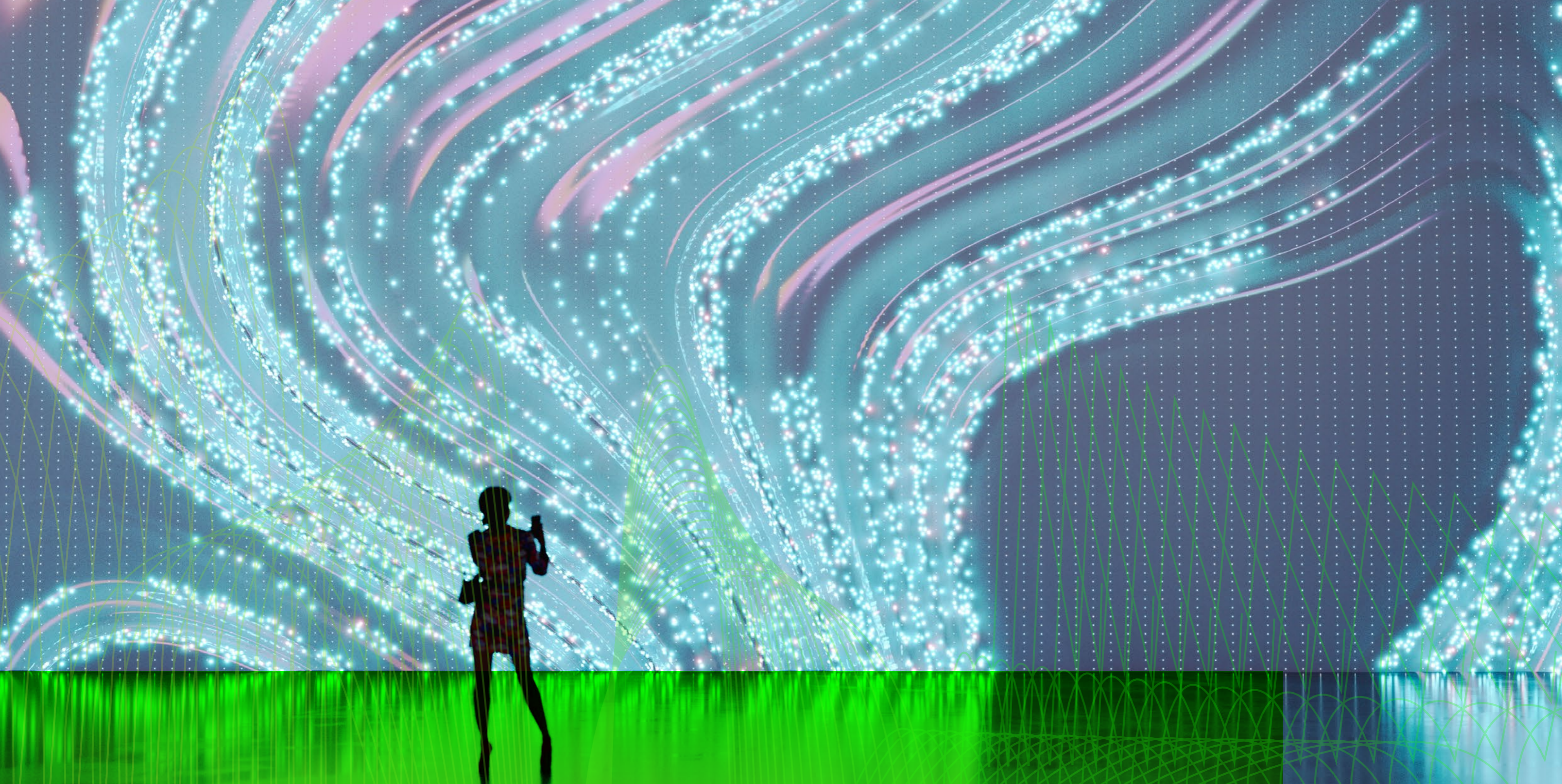


THE FINAL DAY IS DEDICATED TO CONSOLIDATING KNOWLEDGE, APPLYING PRACTICAL SOLUTIONS, AND PREPARING PARTICIPANTS TO IMPLEMENT EFFECTIVE STRATEGIES WITHIN THEIR ORGANIZATIONS.

DURING THIS HALF-DAY SESSION, PARTICIPANTS WILL PRESENT INDIVIDUAL PROJECTS FOR THEIR COMPANIES, APPLYING INSIGHTS FROM THE PREVIOUS FOUR DAYS. THE FOCUS WILL BE ON:

- Project Integration: Translating workshop learnings into real-world applications
- In-Depth Analysis: Tailoring insights to each participant's specific business case
- Lessons Learned: Reviewing key takeaways from the training and compiling a comprehensive list of critical lessons
- Risk Assessment: Identifying potential risks and developing customized mitigation strategies

DAY 5  
FINAL DAY



# LEARNING JOURNEY

- **COACHING SESSION:** Delivered through a VR platform for immersive learning

- **DIAGNOSTIC PROFILING:** Online assessment of skills and competencies in a gamified format

- **CURATED RESOURCES:** Access selected articles, papers, and books on AI and leadership

- **ENGAGING LECTURES AND TALKS:** Attend in-person sessions that foster cutting-edge discussions

- **TEAM REFLECTION:** Participate in structured reflective work within teams

- **CAPSTONE PROJECT PRESENTATIONS:** Showcase final projects that integrate course learnings

- **PEER LEARNING:** Share experiences and insights with peers for collaborative growth

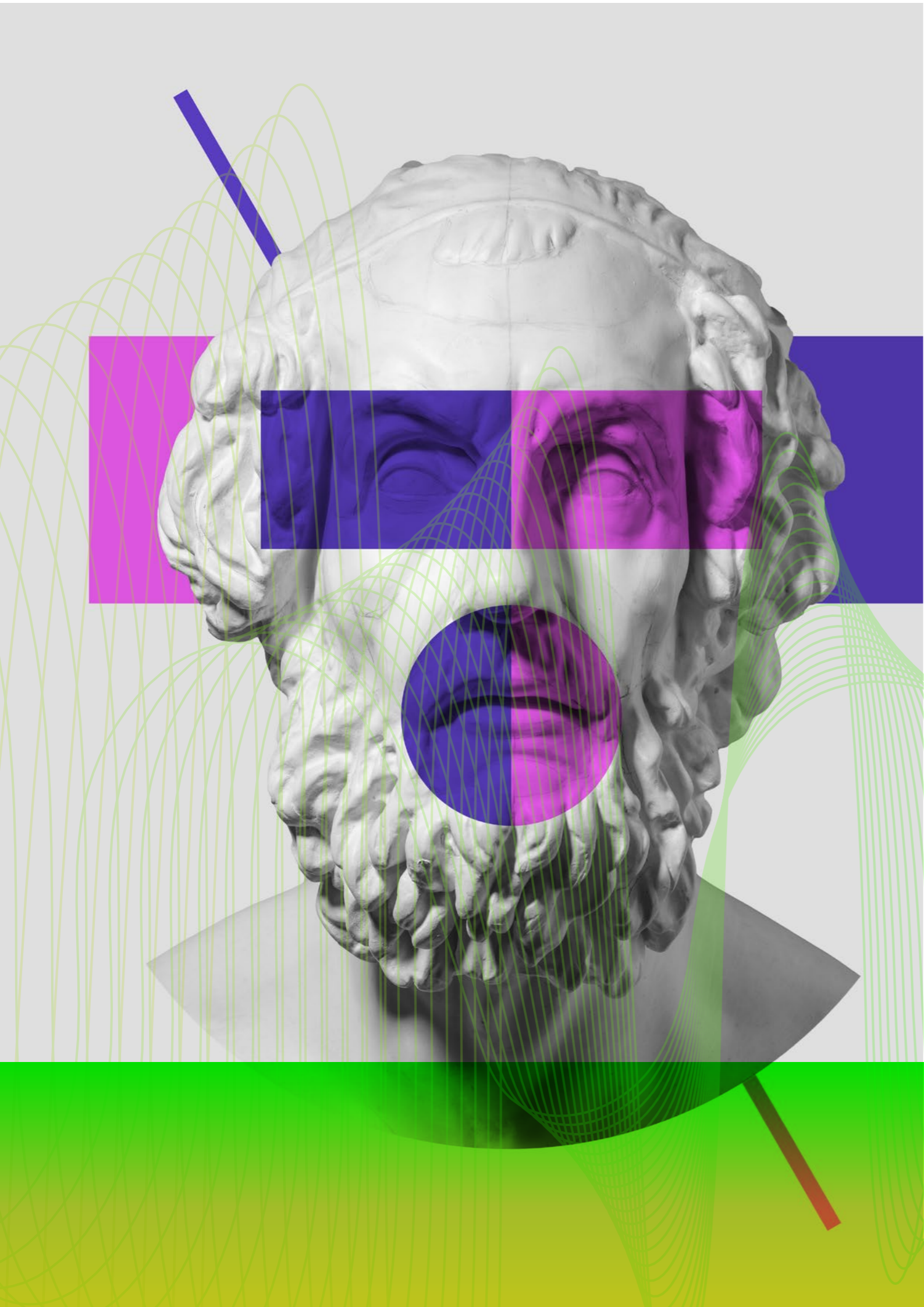
- **FINAL ASSESSMENTS:** Evaluate understanding and application through comprehensive assessments

- **EXPERIENCED EDUCATORS:** Learn from Nova IMS, a global leader in data science education

- **GAMIFICATION ELEMENTS:** Enhance engagement through interactive, gamified learning

- **TANGIBLE OUTCOMES:** Receive actionable deliverables designed for practical implementation within your organization

- By adopting this integrated, comprehensive approach, participants will ensure their AI initiatives are not only technologically advanced but also strategically aligned, ethically responsible, and dynamically adaptive.



BY EMBRACING THIS COMPREHENSIVE AND INTEGRATED APPROACH, PARTICIPANTS WILL ENSURE THAT THEIR AI INITIATIVES ARE NOT ONLY TECHNOLOGICALLY ADVANCED, BUT ALSO STRATEGICALLY ALIGNED, ETHICALLY SOUND, AND CAPABLE OF ADAPTING TO DYNAMIC ENVIRONMENTS.



FERNANDO BAÇÃO  
INFORMATION MANAGEMENT  
FULL PROFESSOR  
NOVA IMS



GUILHERME VICTORINO  
ASSOCIATE DEAN  
FOR VALUE CREATION  
AT NOVA IMS



SOFIA COSTA QUINTAS  
ORGANIZATIONAL BEHAVIOR  
CUSTOM PROGRAMS  
& EXECUTIVE EDUCATION  
NOVA IMS



LUÍS PEDRO DUARTE  
DIGITAL & BUSINESS  
TRANSFORMATION  
C-SUITE BUSINESS  
ADVISOR

## SCIENTIFIC COORDINATION

## PEDAGOGICAL COORDINATION

MODULES	DATE	SCHEDULE	LOCAL
Day 1	February 11 <sup>th</sup>	9:00 a.m. - 6:00 p.m.	Maat
Day 2	February 12 <sup>th</sup>	9:00 a.m. - 6:00 p.m.	Secret Spot
Day 3	February 18 <sup>th</sup>	9:00 a.m. - 6:00 p.m.	Secret Spot
Day 4	February 19 <sup>th</sup>	9:00 a.m. - 6:00 p.m.	Secret Spot
Day 5	March 7 <sup>th</sup>	9:00 a.m. - 2:00 p.m.	Innovation Lab – NOVA IMS

Imagine yourself learning in unexpected, inspiring environments—an art gallery surrounded by creativity, a hidden industrial space in the heart of the city, or a secret spot in Lisbon few even know about. Picture yourself absorbing leadership lessons on the stage of a historic theater.

This is more than just training. It's an immersive journey that breaks boundaries.

€2.990

1 PARTICIPANT

DISCOUNTS AVAILABLE FOR GROUPS OF THREE OR MORE PARTICIPANTS. INCLUDES CERTIFICATE AND DIPLOMA FROM NOVA IMS (VAT EXEMPT).



EDUUNIVERSAL

# Best Masters Ranking 2024

# #1 IN THE WORLD

## MASTER'S PROGRAM Information Management

Specialization:  
Business Intelligence

THE BEST MASTER'S PROGRAM IN THE WORLD FOR THE 6<sup>TH</sup> TIME IN A ROW

#2 WORLD	#4 WORLD				#2 WORLD	#3 WORLD		
#2 EUROPE	#4 EUROPE	#1 WESTERN EUROPE	#1 WESTERN EUROPE	#15 WESTERN EUROPE	#2 EUROPE	#3 EUROPE	#3 WESTERN EUROPE	#11 WESTERN EUROPE
#1 PORTUGAL	#1 PORTUGAL	#1 PORTUGAL	#1 PORTUGAL	#2 PORTUGAL	#1 PORTUGAL	#1 PORTUGAL	#1 PORTUGAL	#2 PORTUGAL

### MASTER'S PROGRAMS

<b>Statistics and Information Management</b> SPECIALIZATION: Risk Analysis and Management	<b>Data-Driven Marketing</b> SPECIALIZATION: Marketing Intelligence	<b>Data Science and Advanced Analytics</b>	<b>Information Management</b> SPECIALIZATION: Information Systems Management	<b>Law and Financial Markets</b>
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### POSTGRADUATE PROGRAMS

<b>Information Management and Business Intelligence in Healthcare</b>	<b>Enterprise Data Science &amp; Analytics</b>	<b>Digital Marketing and Analytics</b>	<b>Digital Enterprise Management</b>
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