

October 17, 2024

# Digital Transformation in an AI World

Sandra Sieber



Alumni Masterclass  
Cavan





# TIMONEY LEADERSHIP INSTITUTE

is an associate  
school of



## Sandra Sieber

Professor in the  
Entrepreneurship  
Department  
IESE Business School

Most of her current work is centered on how the digital rise is affecting organizations from a variety of perspectives and how leaders have to develop a digital mindset to be able to incorporate the digital dimensions into their daily decision making.

[Read more](#)

With the rapid advance of AI, organisations and leaders are faced with urgent demands to better understand these evolving technologies, find practical applications in their business and address issues arising from machines with ever more human qualities.

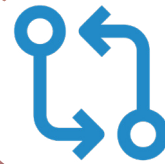
This Masterclass will include:

- A session on the **AI landscape** and how it is impacting in different ways on various businesses and industries.
- A case study discussion to draw out **differences in types of AI** so participants can reflect on which variation is most likely to impact on their businesses.
- An interactive session on “**Building a Future Fit Organisation**” will help participants understand the capabilities needed to best exploit their current business model and remain competitive in the future.

For more information, please [click here](#)

# Join this masterclass and learn:

The **current trends** in AI and what the future is likely to hold



How AI will – and won't – **change** the way you manage

What type of AI is most likely to **impact your business**



How you can **build a 'future fit'** organisation



How AI is **disrupting** many established industries

# Benefits for Participants

Watch a **brief video** of Prof Arthur Brooks and Timoney alumni discussing the advantages of attending **alumni events**



Continue **your learning journey** as you endeavour to improve and **enhance your leadership skills**

**Non-alumni are very welcome to join us** for this Overnight Masterclass. The Fee is €550 per person



**Share experiences**, insights and approaches with other leaders



This event will include **an optional** dinner and overnight stay at **Farnham Estate**



**16th Oct**

8.00pm

Networking Dinner (Optional)

**17th Oct**

9.00am - 4.30pm

Masterclass Sessions

**Overnight B&B**

**Hotel Rate of €139**



### Masterclass Fee

#### Alumni members:

Included in annual subscription  
(Accommodation and Dinner not included)

#### Guests: €550

(Accommodation and Dinner not included)



### October 17

#### Masterclass Sessions

with optional dinner and overnight stay on the 16th



### Farnham Estate

Co. Cavan



### Book your place by clicking here



### More info

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