

Leading Emerging Technology Companies: Social Impact and Competitive Strategy

Program Overview

Program Dates:
July 11 - 15, 2022

Fee: \$19,000

No company today can ignore both the strategic and financial implications of the social, environmental, and ethical impacts of their business activities-- and never has this been more true of companies that place AI and emerging technology at their core. In this executive program, the Stanford Technology Ventures Program and HAI join forces to help senior leadership and investors connect social impact with competitive firm strategy around AI and emerging technologies.

Drawing on top research and real-world business examples alike, participants will go beyond simple approaches linking social impact and values with classic business concepts, focusing instead on the contours presented by AI and related emerging technologies in today's rapidly evolving business environment. Participants will increase their ability to drive impact analysis, business strategies, and corporate practices to maximize company success, while avoiding pitfalls that pose substantial risk to your business within AI and emerging technology.

Key Benefits

Gain critical knowledge that will help you and your organization make better strategic decisions around AI and emerging technologies, and successfully navigate this rapidly changing landscape. A highly interactive experience, participating executives will:

- Engage with faculty and peers to (re-)establish your unique company values and principles in light of emerging best practices.
- Develop an ethics and social impact review process based on core decision making principles, and receive feedback from peers and experts in the field
- Learn about best practices in AI and emerging technology social impact analysis for corporate leadership.
- Examine frameworks for anticipating future consequences.
- Define our team's competitive advantages in these areas.

This program brings together academic and industry thought leaders working at the intersections of strategy and ethics, engaging participants in sessions that promote a systems thinking approach and guiding participants through exercises that help them develop a set of tools and actions that can be put into practice-- avoiding undue risk and driving company success across teams and functions.

Faculty Director

Charles Eesley

Who Should Attend

Senior Leadership and Decision-Makers who are in a position to make an impact in their organizations. You drive core business strategy, social impact, CSR, ESG and/or DEI interests, or other critical strategic decisions. You need to understand the rapidly evolving landscape around AI and emerging technologies in these areas-- in a short course format.

- Senior executives and board members-- from any size company or industry-- who need to understand the strategic implications of AI and emerging technologies' ethical, social, environmental, and stakeholder impact, and their implications for strategic competition, risk mitigation, innovation, and the bottom line.
- Key decision-makers and executives seeking a better understanding of the implications of AI and emerging tech for their social impact strategy or corporate leadership responsibilities.
- Policymakers and regulators needing to understand how companies are developing and operationalizing social impact strategy and the key levers that shape their actions and motivations.
- Example titles and functions: chief executive officer, board member/ director, chief strategy officer, chief technology or chief information officer, chief diversity (or DEI) officer, chief social impact officer, other c-suite roles, investment, strategy, finance, CSR-, ESG-, or DEI oversight, product development, and innovation.

More Information

Faculty Director: Charles Eesley
Awarded: Certificate of Completion
Contact: hai-education@stanford.edu

APPLY TO THE PROGRAM

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Application Information

This Stanford HAI Executive Education program is designed for leaders who are in a position to make impact in their organization.

What We Look For in Your Application

We seek uniqueness and potential for positive impact. Active and engaged participants who expect to be challenged, to grow, and to learn. Individuals who desire the knowledge, Stanford frameworks, and a network that will accelerate their professional impact. From these personal characteristics and mindsets, we will shape a Stanford HAI Executive Education cohort that will equip high-impact decision-makers with the foundation they need to make positive impacts on their organization.

As you prepare your application materials, be sure to include:

- A brief description of how you plan to use the lessons and materials from the program to create significant impact in the future-- in your organization or elsewhere.
- Your top two questions coming into the program.
- A brief description of your firm and portfolio.

[APPLY TO THE PROGRAM](#)

Faculty Director



Chuck Eesley is an Associate Professor and W.M. Keck Foundation Faculty Scholar in Stanford University's Department of Management Science and Engineering, Chair of the department's Diversity, Equity and Inclusion Committee, and an affiliated faculty member with the Stanford Technology Ventures Program (STVP). He is an active co-founder, board member and angel investor in many high-tech start-ups. As part of STVP, his research focuses on the role of the institutional and university environment in high-growth, technology entrepreneurship. He focuses on rethinking how the educational and policy environment shapes the economic and entrepreneurial impact of university alumni. Chuck has received awards from the Schulze Foundation, the Technical University of Munich, and the Kauffman Foundation. His work has been published among other places in Organization Science, Strategic Management Journal, Research Policy, and Biological Psychiatry.

No technical AI or computing skills are required for this executive program.