

**An exclusive invitation to our Masterclass & Preview**

**MASTERCLASS**  
**DIGITAL**  
**LEADERSHIP**  
AI, INNOVATION  
& SUSTAINABILITY

**PREVIEW**  
PERDANA LEADERSHIP FOUNDATION  
**AI INNOVATE360**  
**LEADERSHIP**  
**PROGRAMME**

**17TH MAY 2024 (FRIDAY)**

**10:00 AM TO 12:30 PM**

**PERDANA LEADERSHIP FOUNDATION**

1, Jalan P8H, Presint 8, 62250 Putrajaya, Wilayah Persekutuan Putrajaya, Malaysia

**SPEAKER: MR STUART WELLS**  
**MANAGING DIRECTOR, EXECUTIVE EDUCATION**  
**ALLIANCE MANCHESTER BUSINESS SCHOOL**

**REGISTER NOW!**



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## MASTERCLASS

# Digital Leadership: AI, Innovation & Sustainability

Step into the future of leadership with our masterclass on "**Digital Leadership: AI, Innovation, and Sustainability.**"

In today's fast-paced business world, AI isn't just a trend—it's the cornerstone of staying ahead. But true leadership goes beyond technology; leaders need to foster innovation and embrace sustainability to ensure their business thrives well into the future. As expectations shift and the world evolves, leaders must think boldly to navigate change effectively.

Our masterclass is designed for present and future business leaders who want to better understand and manage the complex interplay of AI, innovation, and sustainability. Through this interactive session, you will uncover the five key trends shaping the future of organisations and identify the tools and skills you need to drive meaningful, transformative change.

Discover how to nurture a culture of innovation, integrate sustainability into organisational decisions, and utilise the right technology to drive your business. Gain knowledge and practical insights to lead confidently in a world where technology and sustainability intersect.

Join us at this masterclass to develop a fresh perspective of the new and emerging technology driving change in the business world, and discover how you can effectively harness the power of AI and technology to lead your organisation to greater success.

## PREVIEW

### AI Innovate360 Leadership Programme

The Perdana Leadership Foundation AI Innovate360 Leadership Programme, delivered by Alliance Manchester Business School, offers participants a transformative experience with a focus on strategic insight, innovation strategy development, AI fundamentals, sustainability integration and effective communication tools for leaders to drive innovation and AI.

This unique programme will equip participants with a comprehensive understanding of innovation management and AI fundamentals, and a working understanding of advanced AI models, along with practical tools and ethical considerations. Business leaders will gain strategic knowledge and skills to implement emerging technologies that can drive growth in their organisations.

The PLF AI Innovate360 Leadership Programme will take place on 24th - 26th September 2024 in Bukit Tinggi, Malaysia, and provides business leaders with an immersive learning experience in a tranquil setting. The course is **HRDCorp-Claimable**.

#### Who is the programme for:

This programme is designed for **CEOs, COOs, CIOs, CTOs, company directors, business owners, and senior-level management**. Participants attending this programme should have senior-level strategic responsibilities. To get the most value from this programme, participants should be in the position to make changes to the culture and process to implement their learnings. Participants should be looking to improve their ability to interpret and critically analyse business data, assess AI and emerging tech, and apply innovation strategies to meet the present and future needs of their organisation. No programming or computing background is required.

#### Credit exemption for Manchester Global MBA

Upon completion of the PLF AI Innovate 360 Leadership Programme, participants can earn one-unit exemption from the prestigious Manchester Global MBA programme.

## Event Agenda

9:15 am	Registration and Networking
10:00 am	Welcome Address by Perdana Leadership Foundation
10:15 am	<b>Digital Leadership: AI, Innovation &amp; Sustainability Masterclass</b>
11:15 am	<b>PLF AI Innovate360 Leadership Programme Preview</b>
11:45 am	Q & A
12:00 pm	Networking & Refreshments
12:30 pm	End

## About the Speaker

Stuart is a highly experienced Commercial Director and, for over eighteen years, has created meaningful strategic partnerships that have developed people and transformed organisations.

He has designed and led the delivery of global leadership and organisational development programmes across both private and public sectors, including BAE Systems, Bentley, Malaysia Digital Economy Corporation (MDEC), Intouch Holdings, NHS, Department for International Trade and British Chamber of Commerce. He has a demonstrable record of accomplishment of successful global commercial income generation. He has developed a number of commercial business units from start-up to successfully achieve their strategic targets and goals.

He joined Alliance Manchester Business School, The University of Manchester, in March 2015 as Head of Business Development in Executive Education and has subsequently been promoted to Executive Director of Client Relations and recently to Managing Director.

He is responsible for leading a team of Client Directors, and Managers focused on customised and open programmes, apprenticeships and strategic partnerships. The role is principally focused on external engagement: developing highly collaborative relationships with prestigious international Executive Education client programmes across the world. The team are responsible for developing new client relationships globally and creating opportunities for new Executive Education programmes.



**Stuart Wells**  
**Managing Director**  
**Executive Education**  
**Alliance Manchester Business School**  
**The University of Manchester**