

REWIRED.

Leading in the Age of AI

Mindset and Skillset — taught together, in the same room.

THE ISSUE

A two-sided job.

Delivering on AI is a technology challenge and a leadership challenge in equal measure — new concepts to grasp, human factors to lead, organisational decisions to own. Most leaders have been prepared for one side and not the other. Both are now part of the job.

THE SOLUTION

Both, in two days.

Most executive AI programmes make a choice. They teach the technology and leave leadership untouched, or work the leadership question and treat the technology as backdrop. Neither is sufficient. **REWIRED delivers both in two days.**

Fee **US \$5,000 / UK £5,000** per person

TWO DAYS

COHORT-BASED

LIMITED SIZE

WHO THIS IS DESIGNED FOR

Senior leaders running a P&L, function, or business unit, accountable for growth, transformation, and results

Leaders expected to set an AI direction that serves those results, without being the technical expert in the room.

Executives inside organizations where AI investment is real but a coherent strategy is still forming.

WHAT PARTICIPANTS LEAVE WITH

Command of the technology

The landscape by industry and model class, an AI tool built end-to-end and demonstrated live, where ROI is real and where it is not, and the governance, data, and operating-model decisions that separate programmes that scale from programmes that stall.

Command of the leadership practice

The four enablers the age of AI demands — Moral Courage, Orchestration, Curiosity, and Humanity — translated into the decisions you face, and pressure-tested in group coaching on real cohort scenarios.

A defined 90-day plan

A practical implementation plan for both leadership and AI priorities, with actions named, blockers identified, and accountability made explicit — not a framework, but a set of commitments designed to move the business forward.

A peer cohort and continuity

Cohorts are intentionally curated, including individual intake conversations, to maximize relevance and peer value. Participants join a community of senior operators facing similar decisions, supported by two 1:1 follow-up sessions to help turn leadership and AI commitments into action.

THE TWO DAYS

DAY ONE — UNDERSTAND IT

Decode the landscape.

A live, hands-on walk-through of what it takes to build an AI tool; the macro view on AI ROI and the KPIs that matter; a Shark Tank exercise stress-testing business cases against governance, data, and execution constraints; and a candid fireside with operators on what has worked, what has failed and what has surprised them.

DAY TWO — MAKE IT WORK

Find your place in it.

Three real cases of AI-enabled organisations, chosen to match the cohort's industries. Leadership Lab: group coaching on the four leadership enablers and live leadership dilemmas. From insight to action: development of personal commitments — one move, one leadership shift, one strategic conversation.

THE FACULTY

TECHNOLOGY



One of only thirteen UK firms recognised by the Financial Times for AI expertise. A global management consulting firm of 2,000+ people whose AI work spans energy, financial services, consumer, pharma, and the public sector. The technical and economic content of REWIRED is anchored in that delivery work.

LEADERSHIP

The Preston Associates

EXECUTIVE COACHING SPECIALISTS

Since 2003, The Preston Associates has coached the top 10% of leaders across the world's leading organisations. Our coaches are all former senior executives who help leaders navigate complexity, transformation, and high-stakes challenges. TPA leads the leadership practice: mindset, group coaching, and personal commitments.

Speak with a Program Director or **use the code to register now.**

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