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AI for Family Businesses



Certificate Overview

The unprecedented speed of deployment and adoption of artificial intelligence in all business sectors in 2023 has raised the question of how AI will affect traditional family businesses. Some of these new products may increase efficiency and productivity, but others may pose a clear threat to entire business sectors and roles within companies. Thunderbird School of Global Management's AI for Family Business program delves into the ways families are challenged to make decisions on resource allocation to investigate and invest in new AI-based technologies. Learn about the repercussions of AI adoption in company culture, core business differentiation, employee safety, and intergenerational dynamics.

The program has a virtual portion and an in-person session:

Virtual session:

Eight hours of virtual instruction (four synchronous sessions of two hours each)

In-person session:

Eight hours on March 1, 2024 in Los Angeles, CA

Option 1 \$1,500 (USD): Participants can choose to take the stand alone virtual option of four synchronous sessions.

Option 2 \$3,500 (USD): Participants will take the virtual component and participate in the in-person session on March 1, 2024 with industry experts in Los Angeles, CA. For those engaging in the full experience (virtual+in person, 16 hours total), there will be a bonus 1:1 coaching session with Thunderbird faculty available on March 1, 2024.



Hybrid format



Virtual sessions

Thursdays from
Feb. 1 to Feb. 22
9 a.m. PST

8

Hours in-person in
Los Angeles, CA
March 1, 2024



Professional
Certificate



Enroll Now:

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US News & World Report, 9 years, 2016-24

