

Leading Teams in Times of AI

Master Presentation Bertelsmann University

Bertelsmann Scholarship & Leading in Times of AI - Complementing programs designed to strengthen organizational readiness for AI transformation

New Bertelsmann University Scholarship Initiative 2026 – 2028

Bertelsmann Scholarship

In order to support transformation across all divisions and foster future-readiness of the organization, the **Bertelsmann Board is financing >2000 scholarships for employees worldwide** who seek personal and professional growth.

Applicants get to choose between 3 different content providers:

- **Coursera** (Future-ready skills for AI transformation)
- **Udacity** (AI Engineering, Agentic AI, Product Management & Cybersecurity Nanodegrees)
- **Harvard Online** (Agentic AI Foundations)

 Open to all
Bertelsmann Employees



 Self-nomination

 **NEW:** AI Agent for skill-based learning
(coursera cohort)

Leading in Times of AI (LTAI & LOTAI)

- In response to the critical role of AI leadership in realizing business value from AI, this **exclusive BU leadership program package** is aimed at driving AI adoption and transformation across multiple leadership levels from executives to team leads.
- Content is developed and refined continuously in partnership with **Coursera** and **Harvard Business School** + varying leading institutions in the field. The curriculum reflects **latest research** and **thought leadership** on the future of organizations in the AI era.

 Open to all leadership
levels (online) + for
nominated participants
(onsite + online)

 Nomination & self-nomination

 **NEW:** AI Agent for skill-based
learning & Personal AI coach 'Nadia'

Leading Teams in Times of AI 2027 – Preparing leaders across the Group to confidently guide their teams through the opportunities and challenges of AI

Self-Nomination Track: Jan - Dec
(500 seats)

Shared assets



Self-directed individual learning journey to target skill set

Check Skills

Get transparency of where you stand today



Define Focus

Determine where your learning effort is best invested



Learn

Learn where what really matters for you



Check Progress

See your progress and celebrate



NEW: full coursera catalog access from start to finish!

Access to award-winning AI-powered Leadership Coach 

- Personal 24/7 coach in your pocket
- Supports leaders in transformation challenges and daily leadership practice
- Transfer & practice human-centric skills content from online learning journey
- 1:1 tutor and safe space, backed by scientific coaching frameworks
- Get help where your work takes place: Nadia is built into the Microsoft workspace
- Native in many languages
- Available with coursera learning journey or as stand-alone alternative!

Learning goals

Turn AI potential into results. Learn how to discover valuable AI opportunities early on, redesign workflows for effective human-AI collaboration across teams. Explore how roles, responsibilities and processes can evolve sustainably when people and AI work together and how to guide your teams through this transition.

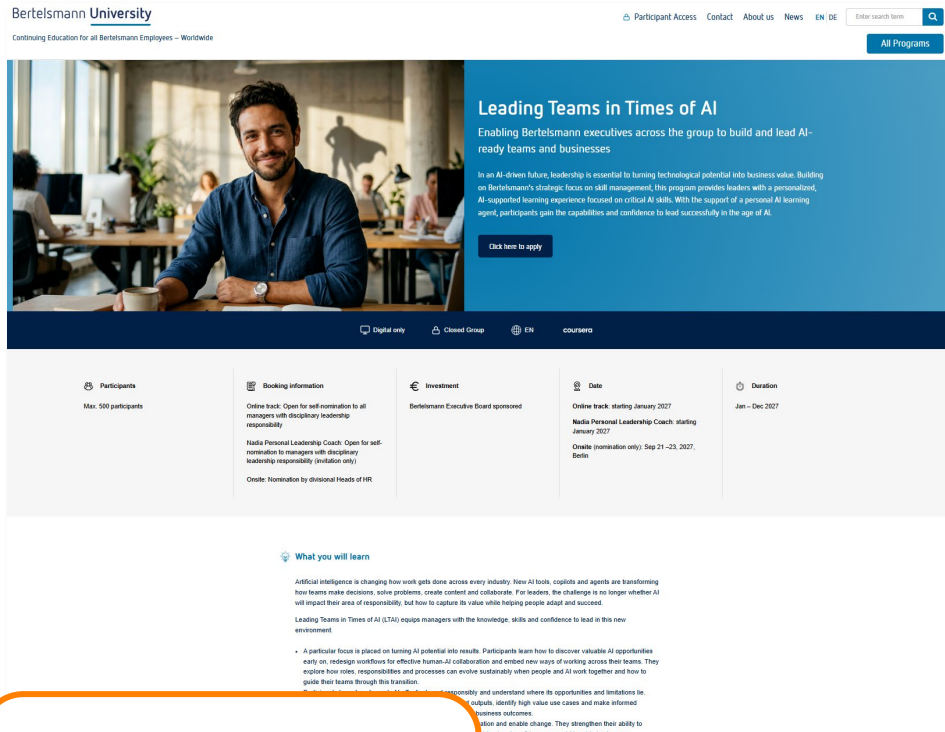
Apply AI effectively and responsibly. Understand where its opportunities and limitations lie. Critically evaluate AI generated outputs, identify high value use cases and make informed decisions about where AI can create real impact.

Drive transformation and enable change. Strengthen your ability to influence stakeholders, communicate a compelling vision, build trust and confidence around AI and help shape an environment where teams embrace new ways of working.

Nomination Track: Jan – Dec
(40 nominee seats + 10 wild cards)

Additional 2-day onsite lab in Berlin (Sept 2027): Nominated participants meet with peers and thought leaders for a deeper learning experience and and exclusive opportunity for practice and exchange

Leading Teams in Times of AI: Self-nomination track – Program components and timeline



New LTAI Program Website:

- Details
- Info material
- Application form

Online learning track

coursera

Content is based on AI skills framework for managers and tailored to personal needs with AI agent for skill-based learning

Topics include:

- AI fluency
 - Leadership & transformation in the AI era
- + NEW:** full coursera access throughout the entire online learning phase

500 seats | 12 months

Nadia AI Leadership Coach

Nadia
by Valence

- 12 months access to award-winning AI-powered leadership coach Nadia by Valence
- 24/7 coach and personal tutor in your pocket
- Support leaders 1:1 in AI transformation and daily leadership challenges
- Built on an AI skills framework for leadership roles
- Backed by scientific coaching frameworks and built into the Microsoft workspace

1000 seats | 12 months | with LTAI or stand-alone

Early Oct: Invitation e-mail to leaders (deadline Nov 30)

By Nov 30: Leaders choose **full LTAI experience or Nadia AI coach standalone**

Jan: Info to successful participants

Jan - Dec: Online learning phase and progress tracking