



# **Module 0: A Purposeful Approach in LEADING AI**

*A LEADING AI Learning Program*

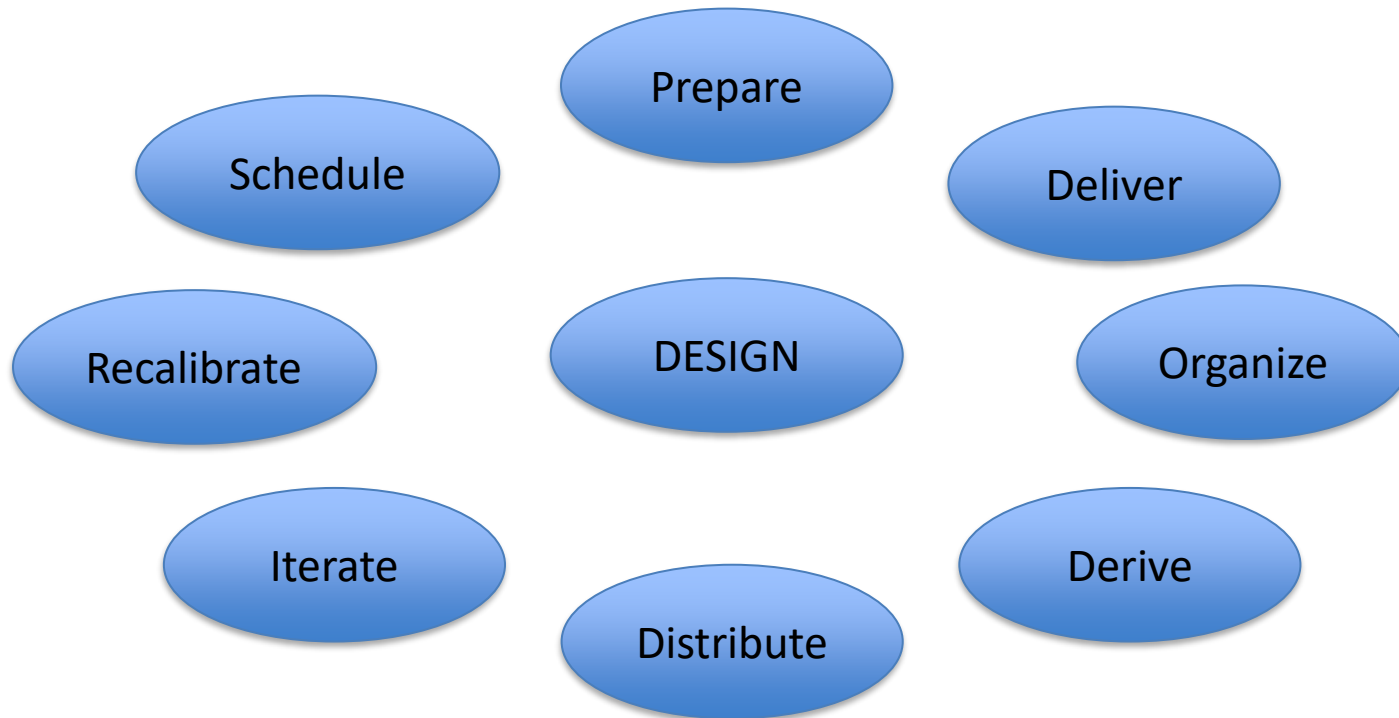


# **Generati = Systems that Multiply Value**

Design that multiplies assets, insights, and opportunities

## **Module 0: A Purposeful Approach in LEADING AI**

## Workflow Overview



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## **DESIGN with Purposeful Ends in Mind**

Future Forward Now, Near & Far

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## **Schedule the Session**

Calendar icon + Clear across time zones

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## Prepare

Heygen script, slides, preview prompts



## **Deliver**

Live 45 min + recording + summary

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## Organize Outputs

Archive + tagging

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## **Produce Derivative Assets**

Recap videos, edits

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## **Distribute & Engage**

YouTube + Community Links

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## **Iterate & Integrate**

Feedback improves design

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## **Recalibrate**

Adapt, Adapt, Adapt

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## Why This is Generative?

- Scalable Presence
- Multimodal Learning
- Curation & Continuity
- Monetization Pathways
- Generativity

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## Monetization Pathways

Free: YouTube recaps

Paid: Archives

Premium: Live Engagement

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## Generati is Fractal — More than the Sum of its Parts



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**Next:**

## **Module 1**

### **First Principles of Leading AI**

Purpose • Self-Knowledge • Concurrency @VUCA-CCR

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