

JUNE 18, 2025

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**Masterclass on
AI Strategy**



**WOBİ PRESENTS THE
EXCLUSIVE MASTERCLASS ON**

AI & THE FUTURE OF WORK *with*

**NATHALIE
NAHAI**

*Author and psychology-driven
technology strategist*

In this masterclass you will learn:

- Explore how to foster trust, connection, and emotional resonance in a world increasingly shaped by AI and automation
- Identify blind spots in current AI adoption strategies that may erode creativity, ethics, team cohesion, or stakeholder confidence—and create mitigation plans
- Discover how to integrate AI as a collaborative team member through frameworks rooted in values, context, and discernment



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ABOUT

Nathalie Nahai

Author and psychology-driven technology strategist

Nathalie Nahai is a leading voice that explores the intersection of human behavior, culture, and emerging technology. With a background in psychology, marketing and digital strategy, she advises organizations on how to navigate the ethical, creative, and relational challenges posed by AI, having worked with leading companies such as Google, Accenture, Unilever, and Harvard Business Review, among others.

She is the author of *Business Unusual* and *Webs of Influence*, and the host of the podcast *In conversation with Nathalie Nahai*, where she explores themes such as consciousness, resilience, and the future of work.



WEDNESDAY, JUNE 18st



90 min

(60 minutes keynote + 30 minutes Q&A)

AI & THE FUTURE OF WORK

- Understanding agency: What AI lacks and why human discernment matters
- Human + AI collaboration: How to train, guide, and integrate AI as a valuable, aligned member of our teams and customer interactions
- Designing tech with trust: How to build ethical, emotionally intelligent strategies for a more connected digital future
- The risks of automation without reflection – and how to preserve creativity, trust, and connection



BENEFITS



Access to the Masterclass with
Nathalie Nahai



Access to the event recordings for 30 days



Opportunity to send questions and have
them answered by Nathalie Nahai during
the session



Signed diploma of completion



Executive summary with the event highlights