

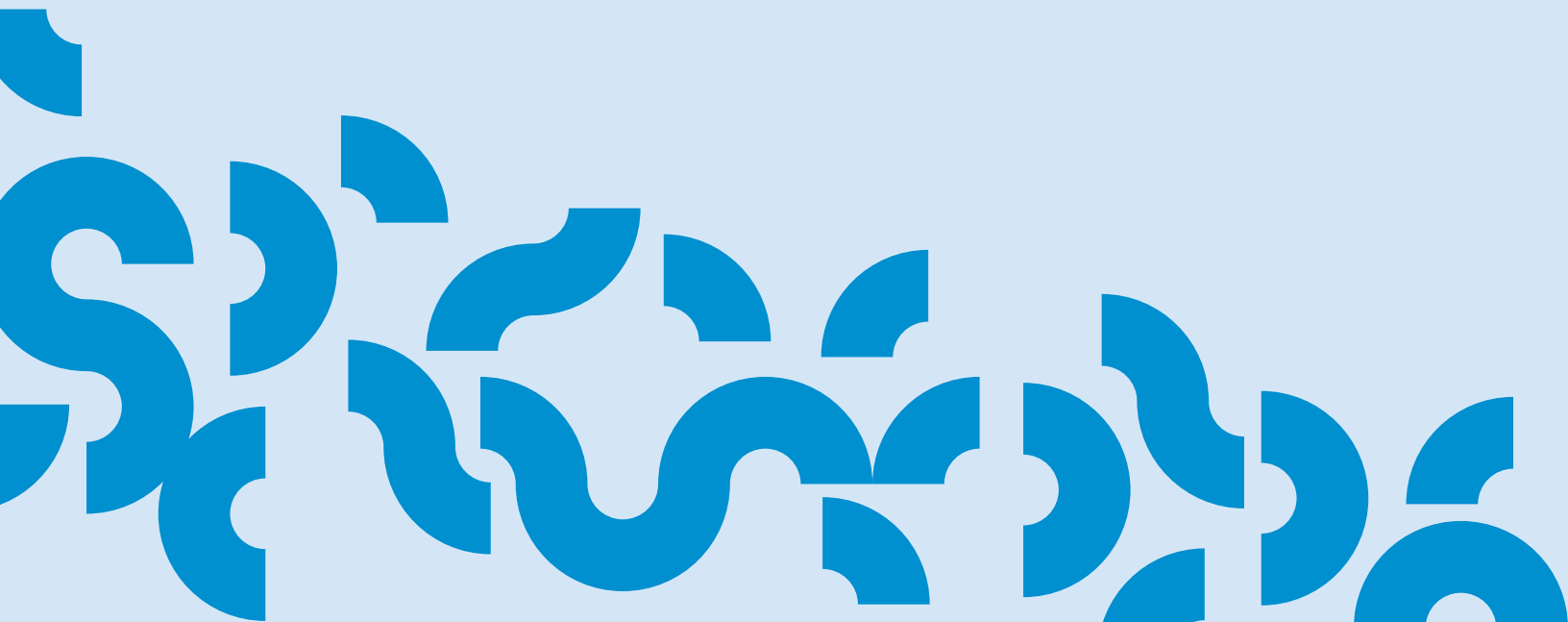
Human by Design:

**Future-Proofing Yourself
in an AI-Driven World**



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Industry Overview & Opportunity

AI's rapid evolution has left professionals feeling intimidated or unsure of their relevance. Newspaper headlines of job cuts and social media feeds full of AI hacks can overload even the most capable and competent professionals. Leaving many to feel intimidated by the pace of change, unsure of how they fit into an AI-enabled future.

Leaders and organizations that can support their teams making AI approachable and empowering employees to see it as a tool that enhances—not replaces—their value. Creating foundational AI fluency alongside essential human-centered skills like empathy, communication, and resilience, enabling professionals to thrive in hybrid human-AI teams.

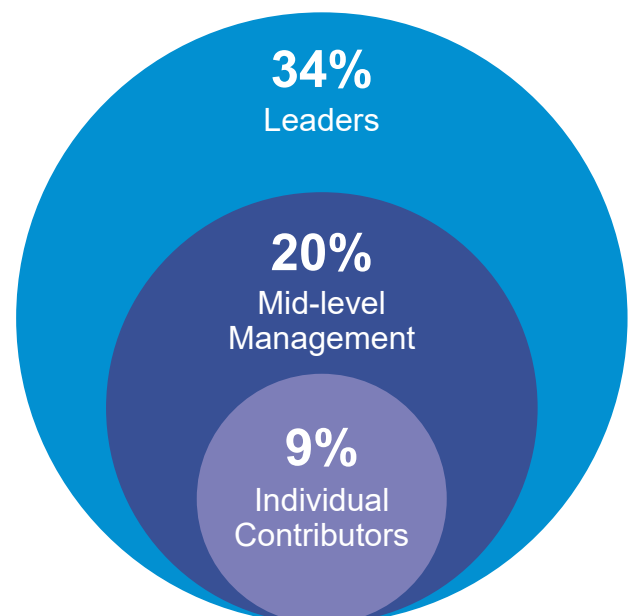
For organizations, they need to reduce workforce anxiety, close the skills gap, and foster a culture of innovation and adaptability. Equipping employees with the skills and attitudes to take initiative, collaborate effectively, and stay motivated through uncertainty—key traits for navigating digital transformation. By supporting both technical confidence and emotional resilience, organizations and their leaders can boost engagement, reduce burnout, and strengthen retention, especially among emerging talent seeking relevance and purpose. Ultimately preparing their workforce to lead with confidence and contribute meaningfully in the AI era.

Highly Confident in Their Ability to Adapt to AI-Driven Changes (by role)

Executives & Leaders feel more prepared for AI, but rank and file employees are another story entirely.

Only 9%

of your individual contributors feel highly confident in their ability to adapt to changes driven by artificial intelligence.



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Differing Realities in the Workplace

Leaders believe in themselves, but employees do not trust that leaders have the answers.

Up to 25% trust gap in leadership surrounding AI implementation.

Have a High Level of Trust in Leadership Surrounding AI Implementation (by role)

Leaders

37%

Managers

24%

Individual Contributors

9%

Dale Carnegie Global Research Study 2024: <https://studioassets.blob.core.windows.net/production/0-DCA/content/white-paper/AI%20in%20the%20Workplace.pdf>

“48% of employees say they want more for AI training from their organization.”

McKinsey
& Company

About this Program

Program Format:

- In-Person | 2 Full Day Sessions
 - Live Online | 6 Session (2 hrs each)
 - On-Site | Customizable Formats
-

Human by Design is a training experience that prepares professionals to thrive at the intersection of human potential and artificial intelligence.

Co-created by **Dale Carnegie Training** and futurist **Matt Britton**, this program blends Dale Carnegie's century-long legacy of human relations excellence with Britton's forward-thinking insights on AI, work, and the future of skills.

As AI continues to reshape the workplace, the most successful professionals will be those who embrace technology while mastering the uniquely human capabilities that machines cannot replicate—such as empathy, influence, adaptability, and emotional intelligence.

This program is not about becoming a coder or data scientist—it's about becoming a future-ready leader who can bridge the gap between technology and humanity.

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Yourself in an AI-Driven World.

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During this program, future-ready professionals will learn to:

- Take greater initiative in uncertain or tech-led environments, learning to act with confidence even when the path forward is unclear.
- Collaborate across human and AI hybrid teams with clarity and purpose, building trust and alignment in digitally integrated settings.
- Master communication, empathy, and relationship-building to lead and influence in the digital age.
- Strengthen determination and resilience, developing the mindset to stay motivated and grounded through rapid change.
- Develop technical sufficiency to work confidently with AI tools, without needing to be a technical expert.

Blending Key Competencies

Fostering AI readiness by focusing on future ready skills developed by Matt Britton and combining them with Dale Carnegie's timeless human-centered skills.

Future-Ready Skills	Human-Centered Skills
Taking Initiative	Confidence, Courage to Act
Technical Sufficiency	Communication Clarity, Digital Fluency
Determination	Positive Attitude, Resilience
Collaboration	Empathy, Influence, Trust-Based Relationships

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Who will benefit from this program?

Mid-Level and Senior Leaders

Change agents focused on leading by example, championing the use of technology, and creating a culture of exploration, confidence, innovation, and performance.

Client-Facing Professionals

Sales & Service Professionals wanting to build trust and rapport in AI-supported customer interactions to accelerate sales revenue and service scores.

Emerging Professionals & Leaders

Early-career professionals + mid-level leaders seeking to build confidence with AI tools, stay relevant, and stand out in hybrid teams with powerful people skills

Technical or Subject Matter Experts

Technical leaders who have built their career around expertise in a specific field and are looking to enhance their influence, communication, and leadership presence while future proofing their roles as change leaders

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Course Outline

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Module 1: Welcome to the AI-Human Era

Focus: Awareness & Mindset

- Understand how AI is reshaping work
- Reframe fear into opportunity
- Set intentions for future-readiness

Activities: Self-assessment, AI vision creation, hands-on experimentation

Module 2: Taking Initiative in a Tech-Driven World

Focus: Action & Accountability

- Build confidence to act in uncertainty
- Practice risk-taking and self-starting behaviors
- Strengthen rapport and trust

Activities: Initiative mapping, accountability groups, real-world scenario planning

Module 3: Technical Sufficiency Meets Human Fluency

Focus: Digital Dexterity & Communication

- Define AI literacy and its real-world application
- Communicate clearly across digital and AI mediums
- Translate complex AI outputs into human-centered messages

Activities: Message relay, rewriting AI outputs, Dale Carnegie Human Relations Pyramid



Course Outline

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Module 4: Perseverance and Emotional Resilience

Focus: Mindset & Mental Toughness

- Build emotional control in high-stakes environments
- Reframe failure and setbacks
- Develop a personal perseverance plan

Activities: Hot button practice, stress management, resilience storytelling

Module 5: Collaborating with Humans and Machines

Focus: Human-AI Teaming & Empathy

- Understand how AI changes team dynamics
- Build trust in hybrid teams
- Practice empathy and adaptive leadership

Activities: AI-collaboration scenarios, innovative thinking process, trust-building exercises

Module 6: Leading the Change—Your Human Advantage

Focus: Integration & Commitment

- Apply all learned skills in a final team challenge
- Craft a personal “Human by Design” manifesto
- Lead with purpose and influence in the AI era

Activities: Leadership dilemmas, manifesto presentations, change case clinics



Dale Carnegie Instructor Profile

A Dale Carnegie Trainer is a highly skilled facilitator and coach, certified to deliver transformational learning experiences that align with Dale Carnegie's globally recognized methodology. These professionals are not only subject matter experts in communication, leadership, and human relations, but also masterful in creating engaging, high-impact learning environments that drive measurable behavior change.

Core Competencies



Expert Facilitation:

Skilled in leading dynamic, interactive sessions that foster participation, reflection, and real-world application.



Coaching & Feedback:

Provides constructive, personalized feedback that accelerates growth and builds confidence.



Business Acumen:

Understands organizational challenges and tailors content to meet strategic goals across industries.

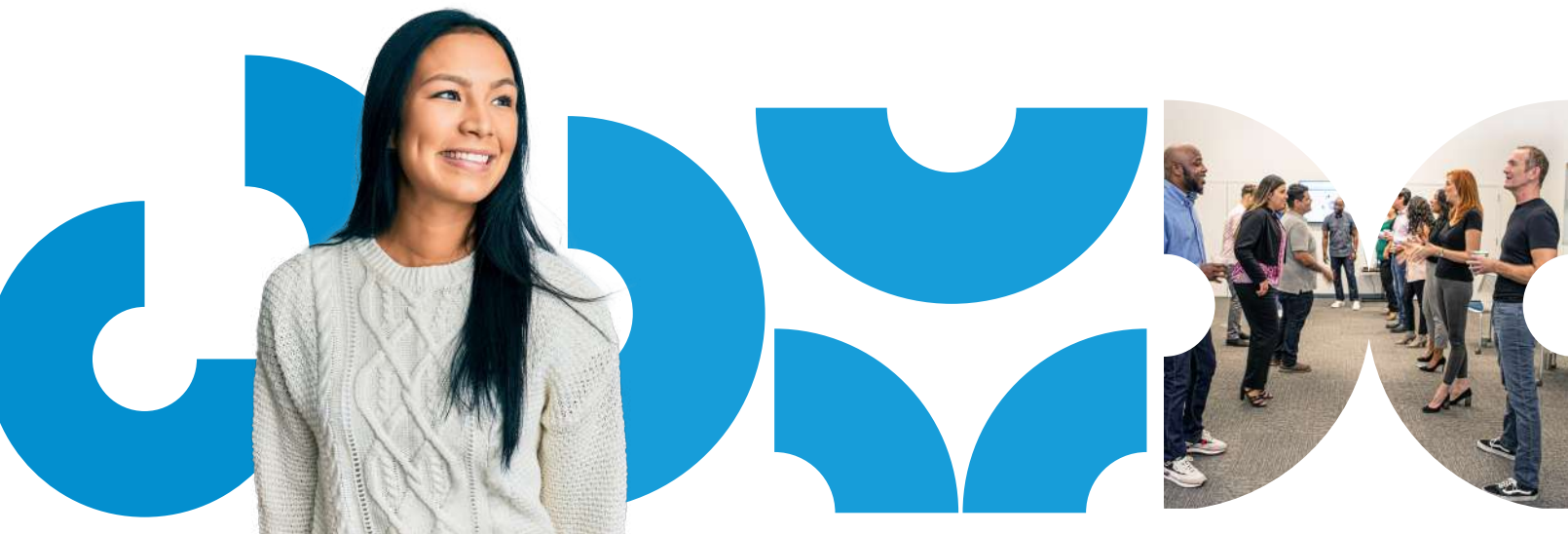


Emotional Intelligence: Demonstrates empathy, adaptability, and cultural sensitivity to connect with diverse audiences.



Presentation Mastery:

Models the very communication and leadership skills taught in Dale Carnegie programs.



Dale Carnegie Certified.



Dale Carnegie Training® is ISO 9001:2015 certified and the scope of our ISO certificate includes the Design and Development of Training Products, Including Translations and Customization; Design and Development of Organizational & Training Assessments & Evaluations; Training and Certification of Trainers.

Our trainers undergo a minimum of 150 hours of in-house development before they are certified and must meet our rigorous quality standards and re-qualify regularly to attain the highest level of quality in the industry.

Certificate of Completion & Continuing Education Credits

dalecarnegie.com/en/accredited-courses

Dale Carnegie can help you earn credits toward your professional project management, human resources, and CPE certifications. Our accredited courses apply proven principles in an engaging, high-energy, collaborative learning environment, both in-person and live online.



The Society for Human
Resource Management
(SHRM)



Human Resource Certification
Institute



Project Management Institute



National Association of State
Boards of Accountancy

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About Matt Britton

Matt Britton is a leading expert on consumer trends, marketing, and the future of business, with over two decades of experience helping the world's top brands adapt to an ever-changing landscape.

He is the Founder and CEO of Suzy, a cutting-edge consumer insights platform that has raised over \$100 million in venture capital and works with leading companies like Coca-Cola, Google, Procter & Gamble, and Nike to provide real-time data for smarter decision-making.

Before Suzy, Matt was the Founder and CEO of MRY, a pioneering social media and youth marketing agency that grew to become one of the most influential firms of its kind. Under his leadership, MRY was named "Social Media Agency of the Year" by Mashable and worked with global brands such as Visa, Heineken, and Microsoft. The agency was acquired by the Publicis Groupe in 2011.

Matt is also a bestselling author and thought leader. His first book, "YouthNation", offered a blueprint for understanding the cultural and economic shifts driven by millennials while his upcoming book, Generation AI, explores the impact of Gen Alpha and artificial intelligence on business, culture, and society.

Released in May 2025, "Generation AI" has already been recognized as essential reading for leaders preparing for the future.

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Matt Britton
Founder and CEO of Suzy



About Dale Carnegie

People power enterprises. We power people.

Dale Carnegie provides personalized training for personal growth and development. Because when you invest in individual progress, you get business breakthroughs in return. Enterprise success doesn't happen without people—the right people—in the right roles, working together at every level.

While they have the technical skills to get the job done, what truly drives performance, innovation, and lasting impact is the power of human connection—when individuals bring not just their expertise and experience, but their courage, empathy, and ability to collaborate to every aspect of their role.

Whether it's navigating stress and conflict, building trust among diverse teams, or creating a culture of shared success, our courses meet your people where they are and elevate them to where they are meant to go. From new hires to seasoned leaders, we're here to help your people grow, thrive, and lead the way forward—because when people rise, business follows.



**100+ Years
Experience**



**200 Offices in
75+ Countries**



**1700+
Certified
Trainers**

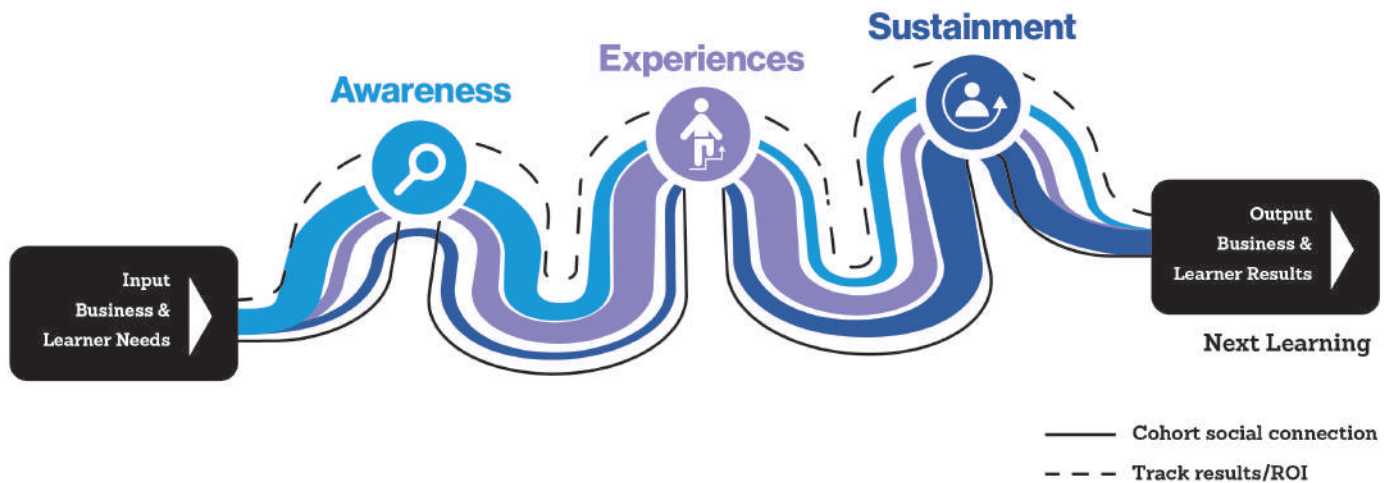


**Training in
32 Languages**



**9M+
Graduates**

Performance Change Pathway



The Performance Change Pathway is a methodology developed by Dale Carnegie that focuses on enhancing performance through a structured approach. It encompasses five key components:

Input: Providing the necessary knowledge and resources.

Awareness: Promoting self-awareness and understanding of behaviors.

Experience: Engaging in practical experiences to reinforce learning.

Sustainment: Establishing habits and skills for long-term performance.

Output: Applying learned skills to achieve desired outcomes.

This pathway aims to create a continuous learning path that drives organizational results and fosters effective change with teams.

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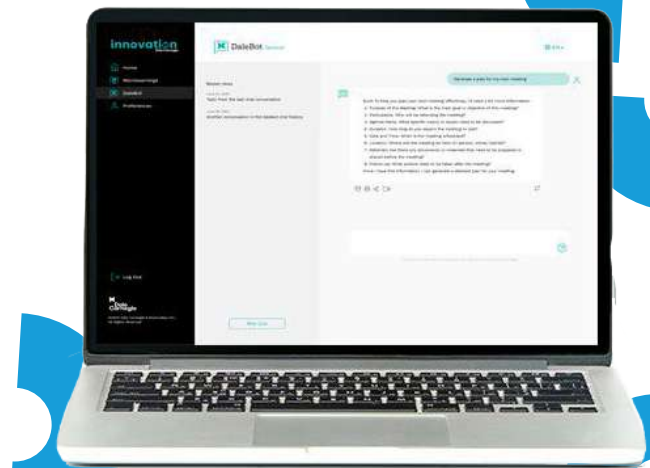
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Your Personal AI-Powered Coach

DaleBot is your personal AI-powered coach designed to help you master essential soft skills, including leadership, communication, public speaking, and more.

- Use DaleBot to practice the skills you gained in a Dale Carnegie course or when you need communications, leadership, or human relations advice!
- Get personalized coaching built on Dale Carnegie's proven methods
- Practice real-life scenarios with AI-driven roleplays Hone your delivery with instant feedback on your tone, clarity, and approach



Create and sustain performance change through social collaboration, interactive tools, and support from our world class trainers on Dale Carnegie's Learning Experience Platform

Social Collaboration & Community

Social Collaboration is a key element of the Dale Carnegie experience. Allowing individuals and teams grow through accountability, support, practice, and recognition.

Enhanced Support

The right support at the right time can increase performance. That's why we've created more opportunities for trainer collaboration and prep between sessions.

Embedded Sustainment

12 month subscription allows you to access Dale Carnegie's time-tested methodology anywhere at any time to reinforce training or build new skills to meet the next challenge.

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