HKGCC × INSEAD

Executive Co-Certification Programme

Step away | Reframe | Connect

A focused executive experience for senior leaders to rethink organisational direction in the age of AI

Strategic AI for Enterprise Transformation

Executive Package

Core Programme: 28 - 29 August 2026

Location: Hong Kong

Programme Focus:

Leadership, organisation design, enterprise transformation and strategic decision-making in the age of AI — delivered through interactive engagement, real-world case discussions, executive peer exchange, and practical learning through in-class sessions, lunches, and dinner discussions.

Programme Details

Programme Faculty



Prof. Phanish Puranam
Professor of Strategy | The Roland Berger Chaired Organisation Design, INSEAD
Author of "RE-HUMUNIZE: How to Build Human-Centric Organizations in the Age of Algorithms"



Kevin Pereira
Managing Director, Blu Artificial Intelligence | INSEAD Alumnus | HKU

Why Join?

- **Step Away from Daily Operation**
  Create the space to step back from day-to-day business demands and examine the strategic questions that will shape your organisation's next stage of growth
- **Reframe your Organisation's Direction**
  Work with INSEAD faculty and AI prectitioners to reframe enterprise priorities, organisation design, leadership, responsibility and transformation opportunities
- **Connect with C-suite Peers**
  Engage in curated lunch, dinner and peer-level discussions with senior leaders, board members and business decision-makers in a trusted executive setting

Investment

Member Rate: HK$35,000
Non-Member Rate: HK$41,000

Early Bird Special: Register by 15 June to enjoy a 10% discount.

Corporate Cohorts: Customised corporate programmes can be arranged at preferential rates for organisations enroling their executive teams, enabling participants to build a shared strategic language and aligned perspective.

Secure Your Place in the Cohort

Cohort size is intentionally limited to maintain the quality of peer dialogue.

Executive Enquiry

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INSEAD Executive Education