



The Augmented Leader Launches Executive AI Workshops for Industry CEOs Seeking Strategic Transformation

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The Augmented Leader, LLC announces the launch of specialized executive workshops designed to help traditional industry CEOs navigate artificial intelligence transformation through strategic leadership rather than technology-first approaches. The new programs address a critical gap where 92 percent of companies are investing in AI, yet only one percent report achieving meaningful transformation maturity, according to recent McKinsey research.

The workshops, developed by Emmy Award-winning executive Kenneth "KC" Estenson, focus on building the leadership capability that unlocks the power of AI tools, a reversal of the common approach that often leads to failed initiatives. The programs range from AI Leadership Keynotes to Hands-On Workshops Custom-Tailored to You, providing executives with practical frameworks for transformation without sacrificing organizational culture.

"Most AI initiatives fail because executive teams start with tools instead of strategy," said Kenneth "KC" Estenson, founder of The Augmented Leader, LLC. "In traditional industries especially, the risk isn't moving too slowly. It's moving in the wrong order ? deploying AI before leaders have developed the personal & professional capability to guide it."

The executive workshops draw from Estenson's operational experience leading digital transformation at Disney, CNN, and as CEO of the pioneering ed:tech company, GoNoodle. At CNN, he delivered four times audience growth and tripled profitability while building the world's largest mobile and social news platform. At Disney, he guided innovation during the early streaming revolution, earning a Primetime Emmy Award for Interactive Television. As CEO of GoNoodle, he scaled a platform reaching more than 80 percent of U.S. public elementary schools delivering over two billion video views.

The programs emphasize Human-First Leadership in the AI Era, countering the prevalent narrative of rapid automation and workforce disruption. Unlike large consulting firms deploying extensive teams and multi-million-dollar engagements, The Augmented Leader works directly with executive teams in custom-designed sessions tailored to each organization's culture, strategy, and risk tolerance.

"The current AI conversation is dominated by what I call 'AI prophets' ? with their promises of magical automations and instant transformations," Estenson explained. "But serious operators know that companies are built and led by people. AI should strengthen human leadership, not attempt to replace it."

The workshop offerings include C-Suite keynotes that demystify AI for executive teams, half- and full-day leadership workshops featuring hands-on learning in safe environments, and 30-day readiness assessments delivering capability scoring and concrete 90-day implementation roadmaps. Each program is custom-designed around specific business needs rather than generic training modules.

Estenson's methodology is detailed in his book, *The Augmented Leader: How to Leverage AI to Transform Your Company and Future Proof Your Career*, which provides real-world case studies from Fortune 1000 companies and actionable steps executives can implement within 90 days.

The Augmented Leader, LLC specializes in AI transformation leadership guidance, offering speaking engagements, custom-designed workshops for AI enablement, signature workshops for designing real AI use cases, and personal coaching engagements for leaders. The company's approach preserves the instincts, judgment, and human relationships that define strong leadership while using AI to sharpen strategic thinking and improve decision velocity.

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The Augmented Leader, LLC

Kenneth "KC" Estenson is an Emmy-winning innovation patent holder who led digital transformation at Disney and CNN. His book, The Augmented Leader, offers a foundation-first method for leaders to harness AI while keeping humanity at the center.

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