



Udemy Debuts New Generative AI Leadership Program Developed in Collaboration with AWS

June 6, 2024

Udemy Business Leadership Academy and AWS collaborate to empower leaders with generative AI skills to innovate, inspire, and drive business agility

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 6, 2024-- [Udemy](#) (Nasdaq: UDMY), a leading online skills marketplace and learning platform, today announced the launch of a new generative artificial intelligence (AI) upskilling program developed in collaboration with Amazon Web Services (AWS). Offered through Udemy Business Leadership Academy (UBLA), [Unlocking GenAI Opportunities with AWS](#) is a six-week cohort learning program designed to equip leaders across all industries with the generative AI (GenAI) tools and change management strategies they need to successfully develop talent and drive the digital transformation within their organization.

"GenAI is revolutionizing industries and transforming the business landscape at an unprecedented pace," said Greg Brown, President and CEO at Udemy. "The UBLA cohort program, developed in collaboration with AWS, will equip leadership teams with the skills they need to navigate this transformation successfully while fostering innovation, enhancing productivity, and driving revenue growth. We are thrilled to be working in collaboration with AWS to support organizations around the world, helping to drive strategic outcomes and inspire their teams to achieve new heights."

As GenAI continues to accelerate the pace of change across industries and organizations, [71% of executives](#) have identified the technology as a top area of investment in 2024. However, a recent [Udemy report](#) revealed that while most employees (88%) agree that effective leadership will be critical to the success of their GenAI initiatives, nearly half (45%) doubt the readiness of senior management to seize the opportunities and mitigate the risks brought on by GenAI.

In the long term, organizations that fail to harness the power of GenAI face several risks, including reduced profitability, talent attrition, slower product development, loss of market share, and increased disruption in the supply chain. To successfully navigate these issues, leaders must acquire the necessary technical skills and be able to effectively communicate and spearhead this change in a manner that inspires and engages employees.

"Generative AI is the most transformative technology we're likely to see in our lifetimes. Leaders who build their knowledge, skills, and a mindset of resilience and adaptability, will position themselves—and their organizations—to harness its immense potential," said [Maureen Lonergan](#), Vice President of Training and Certification at AWS. "We're excited to work with Udemy to realize a shared vision of building a global, AI-ready workforce. [Unlocking GenAI Opportunities with AWS](#) is an ideal starting point for leaders everywhere to build their generative AI strategy and set their organization on a path of accelerated innovation."

How leaders can accelerate growth with this new GenAI program

To help overcome these challenges, this new program—[Unlocking GenAI Opportunities with AWS](#)—will help empower leaders with the knowledge, skills, and tools they need to harness the full potential of GenAI to achieve critical business objectives and boost employee engagement.

The program is designed to address three critical learning objectives:

- **Becoming GenAI savvy.** Organizations need tech-savvy leaders proficient in GenAI tools. This program provides access to [PartyRock](#), powered by Amazon Bedrock, where participants engage in practical exercises in prompt engineering and capability exploration to help them learn how to reimagine businesses, boost productivity, redefine customer experiences, and create new business models. Amazon Bedrock is a fully managed service that offers a choice of high-performing foundation models (FMs) from leading AI companies via a single API, along with a broad set of capabilities organizations need to build generative AI applications with security, privacy, and responsible AI.
- **Championing innovation.** Leaders also need to create a clear set of operating principles, including responsible use guidelines, to help innovation flourish within their organization. During this program, leaders will be provided with hands-on learning experiences to help them safely nurture innovation, including an "innovation tournament" to practice converting ideas into action plans.
- **Inspiring change.** Fostering a company culture that is open to change—especially those brought on by GenAI—requires inspirational leadership and skilled change management professionals to have a lasting impact. Throughout this program, leaders will have the opportunity to develop clear and compelling messaging around their vision for GenAI, generating sustainable excitement amongst their workforce about the path ahead and their individual roles in this transformation.

Additionally, to help develop leadership teams at scale, this program uses blended learning, combining self-paced learning modules and social learning, including purpose-built groups, micro-learning courses, and guidance from certified expert moderators. Participants in the cohort learning program will also have the opportunity to present and prioritize ideas, address AI misconceptions, design strategies, and inspire their teams with a forward-looking vision.

To learn about how your organization and its leaders can maximize GenAI capabilities, visit: <https://business.udemy.com/cohort-collection/genai-opportunities-aws>.

About Udemy

[Udemy](#) (Nasdaq: UDMY) transforms lives through learning by providing flexible and effective skills development and validation. Through the *Udemy Intelligent Skills Platform* and its community of instructors, millions of learners gain expertise in a wide range of technical and professional skills – from [generative AI](#) to [leadership](#). The Udemy marketplace provides learners with thousands of up-to-date courses in dozens of languages, offering a variety of solutions to achieve their goals. Udemy Business empowers enterprises to offer on-demand learning for all employees, immersive learning for tech teams, and cohort learning for leaders. Udemy Business customers include Fender®, Glassdoor, On24, The World Bank, and Volkswagen. Udemy is headquartered in San Francisco with hubs in Denver, USA; Ankara and Istanbul, Türkiye; Dublin, Ireland; Melbourne, Australia; and Gurugram, India.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20240606681666/en/): <https://www.businesswire.com/news/home/20240606681666/en/>

Media Contacts:

Ellen D. Kiehl
Director, Corporate Communications
press@udemy.com

Kortney Easterly
PR Lead, AWS Training and Certification
kortneye@amazon.com

Investor Contact:

Dennis Walsh
Vice President, Investor Relations
dennis.walsh@udemy.com

Source: Udemy