

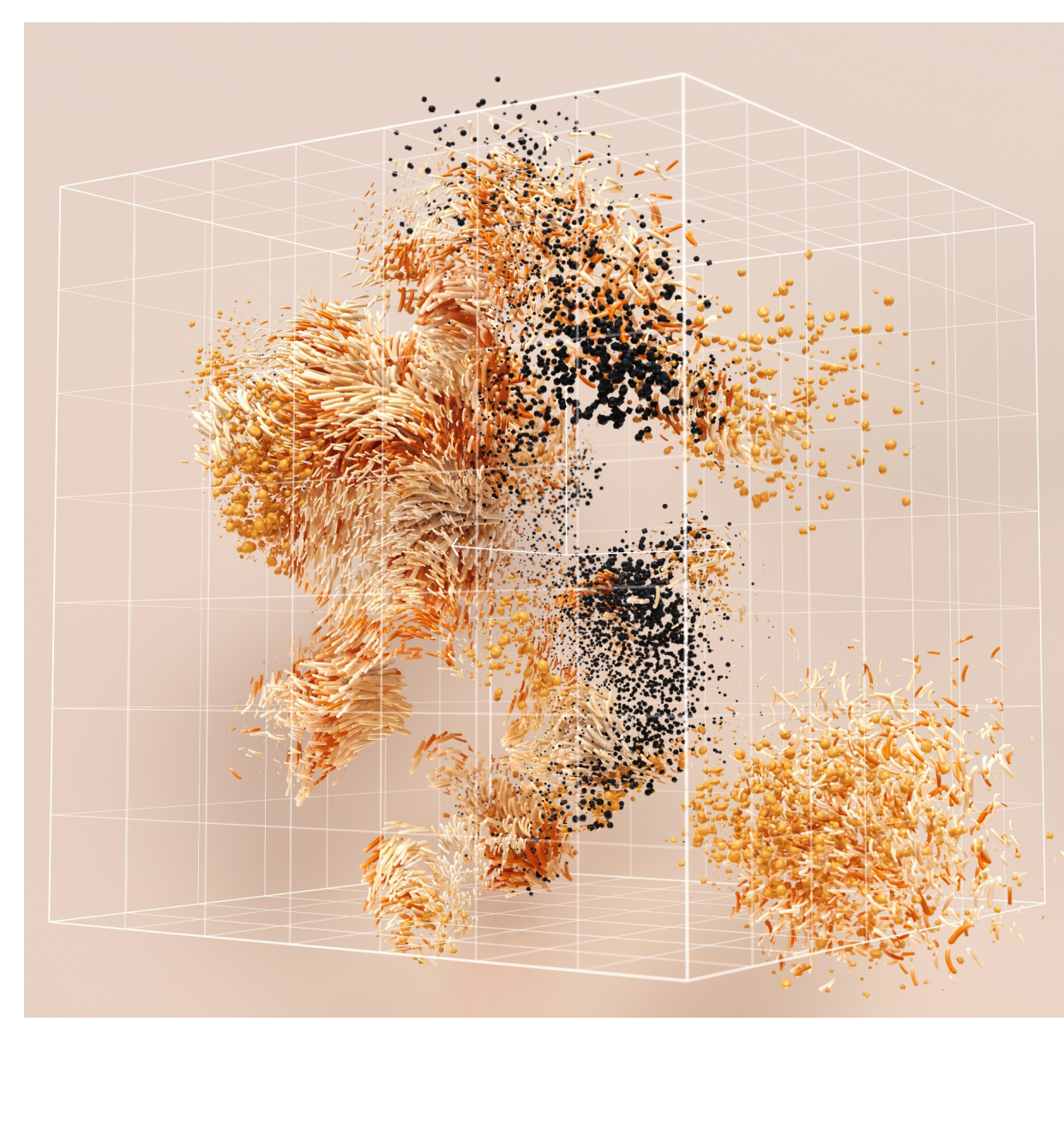
VUCA Bootcamp

# Embrace the AI Revolution: Join VUCA's Creative Bootcamp in Cantabria

Learn to Harness the Power of AI for Business Growth and Innovation, While Mastering the VUCA Method to Thrive in Uncertainty.

September 29 - October 6, 2024

Are you an innovator, developer, or entrepreneur ready to lead the AI revolution in your business? Join us for an immersive learning experience in the breathtaking coastal town of Somo, Cantabria. At VUCA's AI Creative Bootcamp, you will explore the profound impact of AI on the future of business and learn to use the VUCA method as a strategic tool to navigate the ever-changing business landscape.



## Description

Price € 2.000

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- September 29 - October 6, 2024
- English, Italian, Spanish
- AI, business and Innovation
- Cantabria, Spain (Somo)
- 40 hours of workshop
- Earn 3 University Credits (CFU) with the scientific patronage of IUL University in Work and Organizational Psychology (M-PSI/06).

## Why Join the VUCA AI Creative Bootcamp?

- Bootcamp Objectives**
- Gain clarity on your personal and professional goals.
  - Improve communication and leadership skills in an AI-driven business world.
  - Develop strategies to overcome fear and challenges in business.
  - Build a resilient mindset for continuous growth and adaptation.
  - Begin your new AI-powered project with confidence

### AI-Driven Innovation for Developers, Startups, and Entrepreneurs

This bootcamp is designed for innovators, developers, and entrepreneurs looking to understand how Artificial Intelligence can drive their businesses forward. Through hands-on sessions, you'll learn to integrate AI into your projects, from automation to decision-making, unlocking new growth opportunities.

### Surf & Learn: Leadership and Personal Growth Through Surfing

This bootcamp isn't just about AI—it's about pushing your boundaries. Daily surf lessons will metaphorically reinforce how to embrace risk, face uncertainty, and build resilience. Just like in business, riding the waves will teach you to stay adaptable and fearless in the face of challenges.

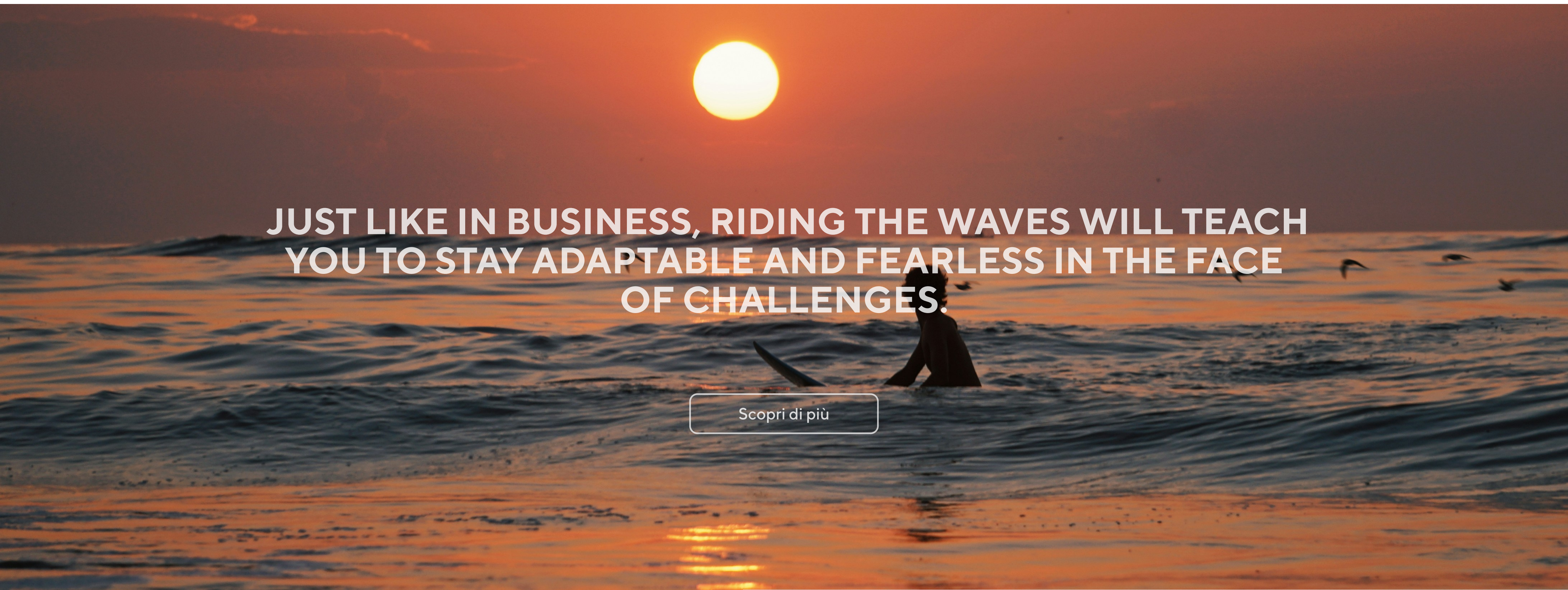
### Master the VUCA Method to Navigate AI Transformation

The VUCA (Volatility, Uncertainty, Complexity, Ambiguity) method will be your guide to understanding and responding to the changes brought by AI in business. You'll learn to analyze and leverage the AI revolution by focusing on adaptability, agility, and resilience, essential traits for thriving in this new era.

### Network with Experts and Innovators

Meet and collaborate with AI specialists, developers, and industry innovators. Build meaningful connections while sharing insights on AI applications, leadership, and entrepreneurship, all in a supportive, creative environment.

[Register now](#)  
and lead the AI Revolution!



[Scopri di più](#)

## Location

# Join Us at the Beautiful Wolf House Surf Camp

You will stay at the cozy Wolf House Surf Camp in Somo, where you'll have access to a shared kitchen and relax in a welcoming atmosphere after your learning and surfing sessions. Connect with fellow participants, exchange ideas, and unwind while preparing for the next day's adventures.

[www.wolf-house.com/](http://www.wolf-house.com/)



## Schedule

# What Will You Experience?

### AI and VUCA: A Transformative Approach

The bootcamp's core focus is on helping you master AI to enhance your business strategies and leadership skills. You'll learn how AI can revolutionize your business, from improving operational efficiency to predicting market trends.



**Dayly Program Overview:**

6:45 - 7:00: Warm-up coffee	14:00 - 16:00: Practical AI/VUCA exercises and project work
7:15 - 9:15: Morning surf lesson	16:30 - 19:30: Free surfing with professional guidance
9:30 - 10:30: Breakfast at the surf-house	19:30 - 21:00: Free time and dinner
10:30 - 12:30: Theory on the VUCA method and AI's impact on business	21:30 - 22:30: Evening review & feedback session around the campfire
12:30 - 14:00: Lunch break	

### Final Project Presentation

On the last day, participants will present a personal or business project developed during the bootcamp. The project can focus on a startup idea, business improvement, or an AI-driven solution. Expert feedback will be provided by our mentors, focusing on:

- Market Analysis and Client Needs
- Value of the Proposed Solution
- Technology Enablers and Processes
- Business Sustainability and Growth Potential

## Your Expert Guides



**Federico Rusconi**  
**AI Business Opportunities Expert**  
Federico is a leading authority on the practical applications of AI in business. His deep expertise in AI-driven strategies will help you understand how to implement AI technologies to gain a competitive advantage and innovate in your sector.



**Paolo Rovelli**  
**Leadership and Transformation Coach**  
An expert in leadership and agility, Paolo specializes in helping businesses and leaders navigate complexity and uncertainty using the VUCA model.



**Alexi Fernandez**  
**Surf and Leadership Expert**  
Alexi brings a unique combination of sustainable business transformation and surfing expertise, teaching how surfing can act as a powerful metaphor for tackling unpredictability and fostering personal growth.

## Partners



## Contatti

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22074 Lomazzo (CO)



Nome e cognome\*

Professione/Settore/Azienda

Email\*

Inserisci qui il testo del messaggio