



## Module 1 – Overview Transcript

What if you were sitting in a boardroom and you are carrying a report about generative AI deployment in the company, and you had the confidence to know that the deployment that's being described is going to lead to not only ROI, but revenue, customer value, and investor confidence.

What if you didn't have a pit in your stomach when you read the newspaper and hear about AI hallucinations or degradation, and don't have the concern that this could be something going on in your company?

Welcome. My name is Dominique Shelton Leipzig. I'm the CEO of Global Data Innovation. I started my company in order to get all of our leaders to that goal-state of leading with confidence, with technology and in particular, generative AI.

So after spending 34 years in big law de-risking companies, mostly in incident response at their most vulnerable moments for privacy, cyber and then increasingly AI incidents, I put the company together in order to get insights to our leaders.

The same insights that I've shared in training over 50,000 professionals, including a number of CEOs and board members in the fortune 100. Very honored to have received over 38 awards in my 34 year career. Most recently, Adweek named me an AI power 100. Forbes named me a 50 over 50 in the innovation category. Los Angeles Times called me a legal visionary, and the International Association of Privacy professionals, namely as a Privacy Vanguard awardee. I am very honored that also my fourth book, Trust Responsible AI Innovation, Privacy and Data Leadership, won the Get Abstract Frankfurt Book Fair award in 2024, in the Business Impact category.

So I'm excited to get a framework to you that you can rely on as you strategize about generative AI, and you oversee that in your companies.

So what you're going to learn today and throughout the series, you're going to learn a strategy, a framework by which you can assure effective governance, quality results, measurable ROI, true value, and actually instill investor confidence.

We're going to do all that through the framework of a hypothetical company called OmniMegaMart, and you're going to go through a series of exercises, and then you'll get a



chance at the end of this series to actually run through some actual hypotheticals and test run the trust framework. But first, let's hear about Omni Mega right now.

*[Introduction to OmniMegaMart]*

*[Voice of Mark]*

I grew up in the aisles of our family's first store, Levi and June's Market. A little corner shop my parents opened in Austin, Texas back in 1988. It wasn't anything fancy. Two hardworking people who loved each other and believed that if you treated customers like family, they'd always come back. They named the shop after themselves because back then it was just them and a dream. As I got older, the dream grew too. By the mid 90s, my sister Sarah Beth and I were helping out after school and on weekends. We wanted to give the store a name that matched our parents ambition. Something big, something that meant growth without limits. I chose Omni and Sarah Beth chose Mega. Our parents didn't want to favor one of us over the other, so they took both. In 1998, Omni Mega mart was born. I left Austin to study business and earned my MBA at Rice University in 2007. While Sarah Beth joined the Army, she was always braver than me. Ten years ago in 2015, we lost her. An act of duty in Kandahar, Afghanistan. Not a day goes by that I don't think about her strength and her heart. Everything I do here, I do for her, too. When Mom and Dad retired, I stepped in to help grow the company. What started as one small store is now a thriving retail business with 1300 stores across 22 countries, supported by a supply chain that moves everything from fresh produce to tech devices. We employ 260,000 people, and last year our revenue was just over 42 billion, with a market cap that continues to rise. At Rice, I met Sukhinder. We sat next to each other in finance class, and I knew right away that she was smarter than me and just as determined. We got married, and now we're raising five year old twins who keep us on our toes every single day. So can there should tell you the rest.

*[Voice of Sukhinder]*

Mark's parents built OmniMegaMart with heart, and we've never forgotten that. We've expanded into new verticals retail, digital, commerce, logistics, and our own sustainable product lines. But our goal hasn't changed. We want to bring the warmth of Levi and June's market to a global scale. My parents emigrated from Hyderabad, India to Texas before I was born. I know how much it means when someone gives you a chance. That's why we invest deeply in our people, our suppliers, the communities around our stores, and more recently, in technology. Today, I'm proud to serve as CEO while Mark leads our brand vision as Chief Marketing officer. We believe. Business isn't just about numbers. Will the numbers really matter? But more the numbers. It's about trust, fairness, and creating value for every person we serve. Omni Mega



mart is ready to grow and compete with the biggest names in retail Amazon, Walmart. But we'll do it our way by being human, compassionate, and fiercely innovative. Mark and I believe our future will always honor our past.

*[End of OmniMegaMart Video Introduction]*

*[Dominique Returns]*

Here's how this program works. You will learn the trust framework. Then in modules eight and nine, you will assume the leadership of Omni Mega mart, a hypothetical company that goes through AI issues and incidents that have happened to real life companies. Then we'll wrap up and you will have earned your trust certificate. Let's get started.