

Aesthētic
Intelligence^{LABS}

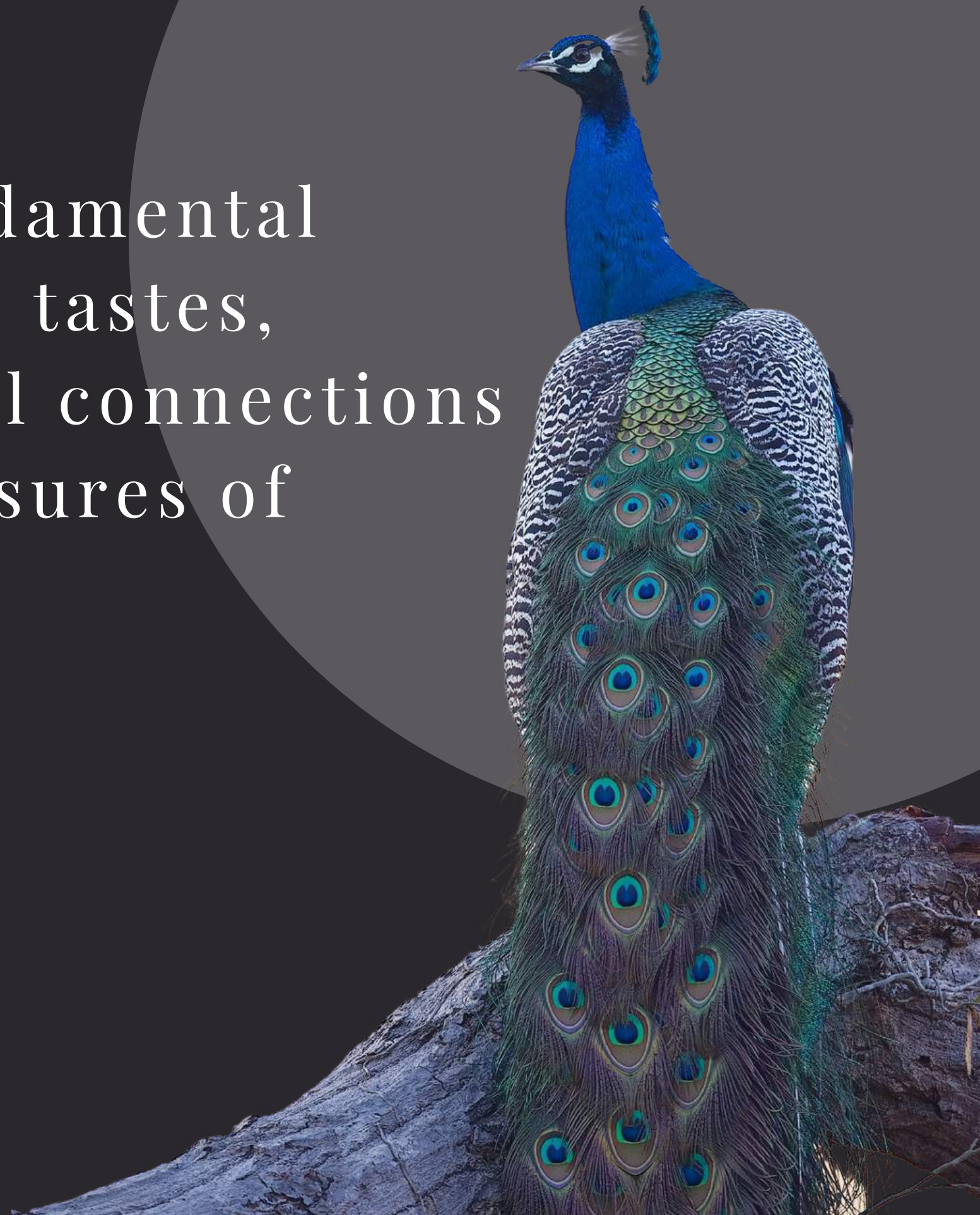
Learn to tap into the one
thing that everyone seeks:

Aesthetic Delight

A transformative e-course taught by Pauline Brown
Professor at Columbia Business School &
Former Head of LVMH North America



Pauline guides you through the fundamental steps for discovering your aesthetic tastes, forging deeper and more meaningful connections with others, and balancing the pressures of creative and commercial success.



Course Details

Official Kickoff: April 25

SELF-PACED LEARNING

We recommend that you allocate 1 to 2 hours per week throughout the 3-month course.

LIVE EVENTS

Access conversations with leading tastemakers and exclusive workshops with Pauline and her team.

INTERACTIVE COMMUNITY

Engage with fellow learners from all over the world and in all stages of their lives and careers.

HANDS-ON APPROACH

Apply your learnings to your business and personal situation and receive personalized feedback.



Course Structure

Duration : 3 months (1-2 hours/ week)

DISCOVER YOUR AESTHETIC EDGE

To boost your Aesthetic Intelligence, you need to start from within. In other words, you must develop a deeper understanding of your own personal tastes and preferences and gain the clarity and confidence required to express them. Phase 1 is designed to heighten your self-awareness, awaken your senses and explore your aesthetic identity.

PUT YOUR OTHER A.I. INTO PRACTICE

Now that you've built a strong personal foundation, it's time to apply your skills to business and turn your Aesthetic Intelligence into a powerful competitive advantage. Phase 2 of this course invites you to overcome business challenges that leaders, founders, and strategists commonly face by developing a bold aesthetic vision for a company of your choice.

ENJOY LIFELONG LEARNING

Acquiring Aesthetic Intelligence is not easy nor immediate. It takes time, and it takes effort. But it's worth it! Phase 3 ensures that you continue to refine your Aesthetic Intelligence through an ongoing series of live events, interviews with prominent tastemakers, community forums, and blogs focused on new and interesting developments in the field.



Pauline Brown

Pauline is the former North American Chairman of LVMH Moët Hennessy Louis Vuitton and has held senior executive positions at other leading companies, including Estée Lauder, Bain, and The Carlyle Group.

She currently serves as a Board Member of America's leading luxury retailer Neiman Marcus, a Henry Crown Fellow at the Aspen Institute, and the host of the popular lifestyle show, "The Other A.I.", which airs weekly on the American broadcasting channel Sirius XM.

In 2016, she launched her own practice as an advisor, lecturer and author. Her breakthrough book, [Aesthetic Intelligence](#), is based on a course she introduced at Harvard Business School and now teaches at Columbia Business School.

The content of this online course is based on the insights that guided her career success.



Alumni Testimonials



**E.Lindsey, National Geographic Explorer
Hawaii, United States**

"Aesthetic Intelligence is a fascinating field of study. In my experience, A.I.Labs offers a unique program that sparks rich ideas for innovation and collaboration"



**S.Martin, Serial Entrepreneur
Calgary, Canada**

"The calibre of guests, content and conversations are exquisite. The additional extraordinary value is the community - connecting with other tastemakers around the world. Lastly, having Pauline's guidance, mentorship and teaching through the program was beyond my expectations."



**F.Wilson, Financial Analyst
Veneto, Italy**

"The topic is fascinating. As human beings, we are all attracted to beauty. Understanding how this relates to all aspects of life & business is both practical, intriguing and inspiring!!"



**J.Kebs, Wellness Designer
Rio de Janeiro, Brazil**

"An invaluable experience. Profound knowledge. From evidence-based scientific research to philosophical rich understandings, connected us with a wide range of fields."

Trusted By



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