

**DATE:**

Tuesday  
April 8, 2025

This is a virtual/online webinar. Log-in information will be provided on the registration confirmation email.

**Time: 3:00 pm – 5:30 pm PDT**

(check website to confirm time)

Welcome & networking will begin at 3:00, followed by the presentation at around 3:30.

**There is no charge for ASQ members or non-members**

**Advance registration is required for planning purposes and to receive RU credit following the meeting.**

More information about the Baltimore ASQ section is available [here](#).

For more information about Columbia Basin ASQ section and other upcoming events: [www.asq614.org/](http://www.asq614.org/) or our [myASQ community site](#).

## Ethics, Empathy, and AI and Tutorial/Workshop: AI-Enhanced Process Mapping for Root Cause Analysis



**David B. Newman**



**Lisa Hammer**

**Co-Founders and Principals, Leadership Techniques, LLC**

How can we harness the power of Artificial Intelligence for the benefit of humanity while preventing it from being used as a destructive force? How do we apply empathy and ethics to support our goals and achieve outcomes that optimize human experience?

**Presentation Learning Objectives:**

- Examine the relationship between Ethics, Empathy, and Artificial Intelligence
- Understand the role of Artificial Intelligence as a Quality Management tool
- Appreciate the critical importance of compassion and happiness in the workplace

A tutorial will also be presented: “AI-Enhanced Process Mapping for Root Cause Analysis (RCA).” This will explore how AI enhances traditional process mapping for RCA, improving efficiency, accuracy, and predictive capabilities.

**Tutorial Learning Objectives:**

- Understand the fundamentals of process mapping and its role in RCA
- Learn how AI enhances process mapping through automation, predictive analytics, and real-time optimization
- Explore ethical considerations and best practices for integrating AI-driven process mapping into quality management

*About the speakers: David B. Newman and Lisa Hammer are co-founders and principals of Leadership Techniques, LLC, and are Authorized Training Partners (ATPs) with the Project Management Institute (PMI). They each hold several certifications. They are part of an elite group of instructors selected to deliver multiple courses for PMI's PMI Training®, a series of professional seminars held monthly across the country and virtually. Additionally, they were selected to present a session on Artificial Intelligence at the PMI Global Conference on Artificial Intelligence in 2024.*