AI Adoption Workshop for Business Leaders (AI-AIBL)

COURSE OVERVIEW

This hands-on two-day workshop will provide business leaders and decision makers with an in-depth introduction to AI. At the end of the workshop, you will have a firm understanding of Generative AI and how it can be implemented within your business and will walk away with an outline of your first AI projects that could be implemented within your business.

WHO WILL BENEFIT FROM THIS COURSE?

This program is targeted at all decision makers from C suite to line management.

COURSE OBJECTIVES

- Understanding AI
- Business Application of Generative AI
- Prompt Engineering
- AI Projects (Exercise)

COURSE OUTLINE

Understanding AI (Day one Morning half day)

- Introduction to Generative AI
    - Definition and Overview
    - Historical Context and Evolution
    - Key Benefits and Applications in Business
- Core Concepts of AI
    - How Deep Learning enhances Machine Learning
    - Natural Language Processing (NLP)
    - Computer Vision
    - Data Requirements and Management
- Ethics and Governance in AI
    - Ethical Considerations
    - Bias and Fairness
    - Transparency and Explainability
    - Regulatory Landscape and Compliance
- Tools and Technologies
    - Overview of Popular AI Tools and Platforms
    - Cloud vs. On-Premises Solutions
    - Case Studies of Successful Implementations
- Leadership and Change Management
    - Leading AI Initiatives

- o Building an AI-Ready Culture
- o Training and Upskilling Employees
- o Managing Resistance and Ensuring Adoption
- o Preparing for Continuous Change

Business Application of Generative AI (Day one Afternoon (1/2 day)

- AI Strategy and Implementation
  - o Identifying Business Use Cases
  - o Building an AI Roadmap
  - o Integration with Existing Systems
  - o Measuring ROI and Success Metrics
  - o Company Wide Use cases for AI:
    - Customer Service and Support
      - Chatbots and Virtual Assistants: Automate customer interactions, provide 24/7 support, and handle common queries.
      - Personalized Recommendations: Enhance customer experience by offering tailored product or service suggestions.
    - Marketing and Sales
      - Content Generation: Create marketing materials, social media posts, and personalized email campaigns.
      - Market Analysis: Use AI to analyze market trends, customer sentiment, and competitor strategies.
    - Product Development
      - Design and Prototyping: Generate design concepts and prototypes quickly, reducing time-to-market.
      - Innovation: Use AI to identify new product opportunities and optimize existing products.
    - Operations and Supply Chain
      - Predictive Maintenance: Anticipate equipment failures and schedule maintenance proactively.
      - Inventory Management: Optimize stock levels and reduce waste through demand forecasting.
    - Human Resources
      - Talent Acquisition: Automate resume screening and candidate matching.
      - Employee Engagement: Use AI to analyze employee feedback and improve workplace satisfaction.

AI Project Planning and Implementation Module

- Identifying Business Objectives
  - o Define clear, measurable goals for the AI project.
  - o Align AI initiatives with overall business strategy and objectives.
- Feasibility Assessment
  - o Evaluate the technical and financial feasibility of the AI project.
  - o Conduct a risk assessment and identify potential challenges.

- Developing an AI Roadmap
  - Outline the project timeline, key milestones, and deliverables.
  - Assign roles and responsibilities to team members.
- Implementation and Monitoring
  - Execute the AI project according to the roadmap.
  - Continuously monitor progress, measure performance against KPIs, and make necessary adjustments.

Prompt Engineering Module for Business Leaders (Day Two – full Day)

- Introduction to Prompt Engineering
  - Definition and Importance
    - What is prompt engineering?
    - Why is it crucial for leveraging AI effectively?
- Real-World Examples
  - Case studies of successful AI implementations using prompt engineering.
- Basics of Crafting Effective Prompts
  - Understanding Prompts
  - What are prompts and how do they work?
  - Components of a Good Prompt
    - Clarity: Ensuring the prompt is clear and unambiguous.
    - Context: Providing enough context for the AI to understand the task.
    - Specificity: Being specific about the desired outcome.
- Common Pitfalls and Best Practices
  - Avoiding Vague Prompts
    - Examples of vague vs. clear prompts.
  - Iterative Improvement
    - How to refine prompts based on AI responses.
  - Testing and Validation
    - Techniques for testing prompts to ensure they yield the desired results.
- Hands-On Exercise: Generating Project Ideas
  - Step-by-Step Guide
    - Step 1: Identify Business Challenges
      - List current challenges or areas for improvement within the organization.
    - Step 2: Brainstorm AI Applications
      - Think of ways AI could address these challenges (e.g., automating tasks, enhancing customer experience).
    - Step 3: Craft Initial Prompts
      - Create initial prompts for AI tools to explore these applications.
    - Step 4: Refine and Test Prompts
      - Refine the prompts based on initial AI responses and test their effectiveness.
    - Step 5: Evaluate Feasibility

- Assess the feasibility of the AI projects based on the refined prompts and potential ROI.
  - Group Activity: Collaborative Prompt Engineering
    - Form Small Groups
      - o Divide participants into small groups to encourage collaboration.
    - Group Exercise
      - o Each group selects a business challenge and follows the step-by-step guide to generate AI project ideas.
    - Presentation and Feedback
      - o Groups present their project ideas and receive feedback from peers and facilitators.
    - Wrap-Up and Next Steps
      - o Summary of Key Takeaways
      - o Recap the importance of prompt engineering and best practices.
    - Action Plan
      - o Encourage participants to apply what they've learned to real-world scenarios in their organization.

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