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AI in Business

An Introduction for Non-Technical Professionals

FA-0518 · one-day

Agentic & Generative AI · AI for Leaders & Business

Introduction

Welcome to Your AI Journey

Welcome to this immersive one-day workshop on Artificial Intelligence in Business! I'm delighted to guide you through the exciting world of AI and how it's revolutionizing industries across the board. With over 30 years of industry experience and more than 10,000 training hours delivered to professionals just like you, I've designed this course to be accessible, practical, and immediately valuable to your career—regardless of your technical background.

Today, we'll cut through the jargon and demystify AI concepts, focusing on real-world applications that matter to business professionals. By the end of our time together, you'll have a clear understanding of how AI is transforming the business landscape and how you can leverage these powerful tools in your own role.

Learning outcomes

By the end of this training, participants will be able to:

- Explain fundamental AI concepts in simple, non-technical terms
- Identify current and emerging AI applications in various business sectors
- Evaluate how AI can enhance customer experiences and operational efficiency
- Recognize opportunities to integrate AI solutions within their department
- Collaborate more effectively with technical teams on AI initiatives
- Use basic AI tools relevant to business professionals

- Address common challenges and ethical considerations in AI implementation
- Stay informed about evolving AI trends in the business landscape

Training outline

1. Session 1: Demystifying Artificial Intelligence

Understanding AI

- What is Artificial Intelligence, and why is it important?
- Historical milestones leading to today's AI advancements.

AI in Everyday Life

- Common AI applications: virtual assistants, recommendation systems, and more.
- How AI enhances daily experiences.

2. Session 2: AI's Role in the Business Landscape

Why AI Matters in Business

- Improving customer experiences and operational efficiency.
- Staying competitive in a rapidly evolving marketplace.

Real-World Examples

- Case studies of companies successfully integrating AI.
- Insights from industry leaders on AI adoption.

3. Session 3: Practical AI Applications in Business

Enhancing Customer Service

- AI-driven chatbots and virtual assistants for 24/7 support.
- Personalizing customer interactions through AI analytics.

Predictive Analytics for Business Decisions

- Using AI to forecast customer behavior and market trends.
- Improving sales and marketing strategies with AI insights.

Automating Routine Tasks

- Streamlining administrative processes with AI tools.
- Reducing manual workload to focus on strategic initiatives.

4. Session 4: Emerging AI Trends in Business

Generative AI and Its Impact

- Understanding Generative AI and its potential in business.
- Case study: How companies are partnering with AI providers to develop automation solutions.

AI Agents: The Next Frontier

- Exploring AI agents and their role in automating tasks.
- Insights from recent industry conferences on AI agents.

5. Session 5: AI Ethics and Governance in Business

Understanding AI Ethics

Definition and Importance:

- Exploring the moral principles guiding AI development and deployment.
- Recognizing the significance of ethical considerations in AI applications.

Key Ethical Principles:

- Transparency and Explainability: Ensuring AI systems are understandable and decisions are interpretable.
- Fairness and Non-discrimination: Preventing biases and ensuring equitable treatment across diverse user groups.
- Privacy and Data Protection: Safeguarding user data and adhering to privacy standards.
- Accountability and Responsibility: Establishing clear lines of responsibility for AI outcomes.

AI Governance Frameworks

Definition and Purpose:

- Understanding the structures and policies that guide AI usage within organizations.
- Ensuring AI aligns with organizational values and regulatory requirements.

Components of Effective AI Governance:

- Policy Development: Crafting guidelines that dictate AI usage and ethical standards.
- Oversight Mechanisms: Implementing committees or boards to monitor AI activities.
- Compliance and Audit: Regular assessments to ensure adherence to AI policies and regulations.

Implementing AI Ethics and Governance in Business

Case Studies:

- Examining how leading companies have integrated ethical AI practices.
- Learning from successes and challenges in real-world scenarios.

Best Practices:

- Developing AI systems with built-in ethical considerations.

- Engaging diverse stakeholders in AI decision-making processes.
- Continuous education and training on AI ethics for all employees.

6. Session 6: Interactive Workshop – Exploring AI Tools

Hands-On with AI Platforms

- Introduction to user-friendly AI tools accessible to non-technical users.

  Demonstration of AI applications relevant to business.

  - DeepSeek
  - ChatGPT
  - Gemini
  - Anthropic
  - Perplexity

  Going beyond words

  - Midjourney
  - Sora

  Making it work for you

  - Using APIs
  - Privacy?
  - Building Agents

Group Activity

- Participants engage in a guided exercise using an AI tool to analyze sample data.
- Discussion on interpreting results and potential applications in their roles.

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