

Generative AI

for Business Leaders

FA-0230 · one-day

Agentic & Generative AI

Introduction

This one-day course is a comprehensive one-day journey into the transformative world of generative artificial intelligence. In today's rapidly evolving digital landscape, the ability to leverage AI for creative and strategic advantage has become crucial for business success. This course is meticulously designed to demystify generative AI technologies, showcasing how they can spur innovation, enhance decision-making, and create new value streams. Through a blend of expert insights, real-world case studies, and interactive discussions, participants will emerge with a robust understanding of generative AI's potential and the strategic acumen to lead their organizations into a new era of innovation and growth.

Learning outcomes

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

1. Understand the fundamental concepts and technologies behind generative AI.
2. Identify key business applications and opportunities for generative AI.
3. Evaluate the ethical and societal implications of deploying generative AI solutions.
4. Develop strategies for integrating generative AI into business processes.
5. Lead and manage AI-driven innovation projects within their organizations.

Prerequisites

- Basic understanding of artificial intelligence and its business applications.
- Familiarity with digital transformation strategies.
- Leadership experience or interest in driving innovation within an organization.

Training outline

1. Introduction to Generative AI

- Defining Generative AI: Understanding the Basics
- Evolution of AI Technologies: From Predictive to Generative Models
- Key Technologies: GANs, VAEs, and Language Models

2. Business Applications of Generative AI

- Enhancing Creativity and Design: Marketing, Product Development, and Beyond
- Automating Content Creation: From Text to Images and Video
- Data Augmentation and Simulation for Better Decision Making
- Personalization and Customer Experience Transformation

3. Strategic Implementation of Generative AI

- Identifying Opportunities for AI Integration
- Building an AI-Ready Culture: Leadership and Team Dynamics
- Developing a Roadmap for AI Adoption and Scaling

4. Ethical Considerations and Societal Impact

- Navigating the Ethical Landscape of AI Deployment
- Mitigating Bias and Ensuring Fairness
- Privacy, Security, and Data Governance Challenges

5. Case Studies and Real-World Examples

- Success Stories: How Leading Companies Are Leveraging Generative AI
- Lessons Learned and Best Practices
- Discussion: Applying Concepts to Your Organization

6. Leading AI Innovation

- Fostering Innovation and Creativity Through AI
- Change Management and Stakeholder Engagement
- Future Trends: Keeping Pace with AI Advancements

This outline serves as a blueprint for a dynamic, informative, and engaging learning experience designed for business leaders eager to leverage the transformative potential of generative AI.

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