Faysal Aziz

Navigating the Future:

Accelerating Change, Innovation, and Strategic Problem-Solving with Generative AI

FA-0333 · One day

Agentic & Generative AI

Introduction

One day to Equip Your Workforce with Advanced Skills for the Evolving Digital Landscape

Imagine starting each day at work armed with tools that not only streamline routine tasks, but also amplify your ability to think critically, innovate continuously, and deliver exceptional results. Generative AI is reshaping industries at breakneck speed, transforming how teams communicate, strategize, and execute. Rather than just keeping pace, professionals now have the opportunity to lead with foresight and creativity.

This one-day, hands-on program goes beyond the basics. It leverages over three decades of industry insight to provide a deeper, more integrated look at how generative AI—especially tools like ChatGPT and MidJourney—can elevate your decision-making, problem-solving, and project delivery. Throughout the day, you'll engage with high-impact exercises that demonstrate how to blend AI-driven insights into your workflows, ensuring that your organization remains agile, forward-looking, and ready to thrive in an ever-changing digital environment.

Learning outcomes

By the end of this course, participants will:

- Master advanced prompt engineering for ChatGPT, enabling more sophisticated content generation, strategic brainstorming, and decision support.
- Employ MidJourney to produce compelling visual assets that reinforce messaging, foster innovation, and clarify complex concepts.
- Integrate generative AI tools into existing project workflows to streamline delivery, improve time-to-value, and enhance overall quality.

- Enhance critical thinking skills by using AI to uncover insights, challenge assumptions, and stimulate dynamic problem-solving.
- Understand ethical frameworks and risk management strategies for responsible AI deployment, ensuring long-term trust and credibility.

Prerequisites

- Familiarity with basic AI and digital tools.
- Experience using Microsoft 365 applications (e.g., Word, Excel, PowerPoint) and general internet-based collaboration platforms.
- Basic accounts set up for ChatGPT and MidJourney (via Discord).
- A readiness to engage in interactive, hands-on learning activities and to think critically about technology's role in strategic innovation.

Training outline

1. Reframing Work Through Generative AI

1. **Strategic Context Setting**:
   Understanding how generative AI redefines innovation, problem-solving, and agility in dynamic markets.
2. **Beyond Automation**:
   Exploring how AI can enable strategic thinking, scenario planning, and insight generation—rather than just accelerating repetitive tasks.
3. **Ethical and Governance Considerations**:
   Reviewing advanced frameworks for responsible AI adoption, data stewardship, and aligning AI-driven initiatives with core organizational values.

2. Advanced ChatGPT Techniques for High-Impact Outcomes

1. **Prompt Engineering Mastery**:
   Crafting multi-layered prompts that elicit deeper insights, generate nuanced strategies, and challenge conventional solutions.
2. **Scenario-Based Reasoning**:
   Using ChatGPT to model "what-if" scenarios, guide critical decision-making, and support innovation in ambiguous conditions.
3. **Retrieval-Augmented Generation (RAG) and Custom Knowledge Bases**:
   Integrating internal resources and domain-specific data to produce context-rich, reliable outputs that align with organizational priorities.

3. Visual Storytelling with MidJourney for Innovation and Clarity

1. **From Data to Narrative**:
   Turning complex concepts and emerging trends into compelling visuals that aid in persuasion, education, and strategic buy-in.
2. **Tailored Imagery for Brand and Strategy**:
   Refining prompts to create on-brand visuals that reinforce key messages, future scenarios, and design-thinking approaches.
3. **Case Studies and Interactive Exercises**:
   Brainstorming real-world problems and translating insights into impactful visual narratives that support innovation and change initiatives.

4. Integrating AI for Delivery Excellence and Continuous Improvement

1. **Workflow Integration**:
   Embedding ChatGPT and MidJourney outputs into project lifecycles—from ideation through execution—ensuring smoother, faster delivery.
2. **Building Cohesive AI Ecosystems**:
   Introducing minimal but strategic use of Microsoft Copilot or similar tools to complement other AI solutions, focusing on synergy rather than reliance.
3. **Iterative Improvement and Feedback Loops**:
   Using AI-driven insights to refine processes, validate assumptions, and consistently raise performance standards.

5. Elevating Critical Thinking and Organizational Impact

1. **Deep-Dive Case Studies**:
   Examining real-world examples where generative AI fostered innovation, solved complex problems, and enabled strategic pivots.
2. **Group Strategy Sessions**:
   Teams collaborate to design AI-driven solutions to pressing challenges, applying critical thinking and creative problem-solving.
3. **Future-Proofing the Organization**:
   Cultivating an adaptive mindset, encouraging proactive learning, and maintaining a culture of continuous innovation and responsible experimentation.

By the end of this immersive program, participants will not only understand the powerful capabilities of ChatGPT, MidJourney, and other generative AI tools, but also feel confident applying them to real-world

challenges. They'll leave equipped to drive innovation, elevate critical thinking, and deliver projects more effectively—ensuring their organizations remain competitive, resilient, and primed for long-term success in the digital age.

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