

Generative AI for Business Leaders

A Strategic Course on Leveraging AI for Competitive Advantage and Innovation

Welcome to our course designed to help business leaders use Generative AI (GenAI) for strategic benefits. This program provides key insights and strategies to effectively integrate GenAI into your business practices.

Course Overview

This course explores the world of Generative AI, providing the essential knowledge needed to use its capabilities for business growth and innovation. You'll learn about the benefits, risks, and practical applications of GenAI, and how to incorporate these technologies into your business plans.

This course is ideal for forward-thinking leaders, including:

- Heads of Departments
- Directors and C-suite Executives
- Board Members
- Business Owners

Key Learning Outcomes

Upon completion, participants will:

- Understand the strategic implications of Generative AI.
- Recognize and apply high-impact use cases quickly.
- Create strategic plans for GenAI adoption with risk management.
- Ensure safe GenAI tool usage through policies and employee training.
- Use GenAI for efficient content creation.
- Promote innovation and enhance decision-making.

Course Modules

Module 1: Introduction to Generative AI

Objective: Gain a basic understanding of Generative AI and its unique features.

- Define Generative AI and its development.
- Contrast GenAI with traditional AI models.

- Learn about Foundation Models and Large Language Models (LLMs).
- Discuss how LLMs create human-like text and their limitations.
- Engage in discussions about GenAI's role in business.

Module 2: GenAI Capabilities for Business

Objective: Discover the main functions of GenAI and their business uses.

- Examine GenAI's capabilities like content drafting and data classification.
- Discuss business impacts like quicker content creation and better decision-making.
- See live demonstrations of GenAI tools.

Module 3: Identifying Quick Wins with GenAI

Objective: Find and prioritize quick implementation use cases for strategic impact.

- Focus on high-value quick win applications.
- Explore examples in areas like Marketing, Customer Service, and IT.
- Participate in a lab to brainstorm and prioritize GenAI use cases.

Module 4: Strategic Adoption and Risk Management

Objective: Understand and manage the risks of GenAI adoption.

- Address risks like data privacy, accuracy, and algorithmic bias.
- Discuss mitigation strategies through scenarios.
- Engage in activities to identify risks and brainstorm solutions.

Module 5: Enabling Safe Employee Usage

Objective: Develop policies and training for safe GenAI tool use.

- Create clear AI usage policies.
- Discuss the importance of training and safeguards.
- Participate in discussions on policy challenges.

Module 6: The Future of GenAI

Objective: Explore future trends and strategic needs in GenAI.

- Examine trends like enhanced intelligence and multimodality.
- Analyze the impact of regulations like the EU AI Act.
- Discuss strategic needs for using GenAI in future business.

Join Us

Enrol in the **Generative AI for Business Leaders** course to master the use of GenAI in business. Our curriculum covers the benefits, risks, and practical applications of GenAI,

providing a clear roadmap for integrating these advanced technologies into your business strategy.