AI, Business and Future of Work Training Course

Professional Development Training Course Outline

Category	Artificial Intelligence And Block Chain	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Artificial intelligence (AI) is no longer a futuristic concept; it's a present-day reality rapidly reshaping the global business landscape and the very nature of work. This intensive training course provides a foundational yet comprehensive understanding of AI's core principles and its practical applications. We will explore how AI technologies, from **machine learning** and **natural language processing** to **generative AI** and **automation**, are driving unprecedented change across industries. Participants will gain the knowledge and skills necessary to not only adapt to this new era but to actively leverage AI for **competitive advantage**, **operational efficiency**, and **strategic growth**.

AI, Business and Future of Work Training Course is designed to demystify complex AI concepts and make them accessible to business professionals. We will focus on the **strategic implications** of AI, examining its impact on business models, organizational structures, and the future workforce. Through a blend of theoretical knowledge and hands-on application, learners will develop a robust **AI literacy** that empowers them to lead digital transformation initiatives, foster an **AI-ready culture**, and identify new opportunities for innovation. The future of work is here, and it?ÇÖs being built on AI. This training is your roadmap to success in the **AI-first economy**.

Programme Curriculum

AI, Business and Future of Work Training Course

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Course Duration

5 days

Course Objectives

1. Differentiate between key AI technologies: Machine Learning, Deep Learning, and Generative AI.
2. Formulate a data-driven business strategy using AI-powered analytics and predictive modeling.
3. Identify and implement AI-driven solutions for process automation and operational efficiency.
4. Evaluate the ethical implications and algorithmic bias of AI systems.
5. Develop effective prompt engineering skills for interacting with Large Language Models (LLMs) like GPT-4 and Gemini.
6. Analyze the impact of AI on customer experience and design personalized customer journeys.
7. Explore AI's role in talent acquisition, employee development, and the future of human resources (HR).
8. Understand the principles of responsible AI and build governance frameworks for safe and fair implementation.
9. Leverage AI tools for content creation, social media marketing, and campaign optimization.
10. Assess the cybersecurity risks associated with AI and implement risk management protocols.
11. Master the fundamentals of data strategy to prepare your organization for AI adoption.
12. Create an actionable AI roadmap that aligns with specific business goals and ROI expectations.
13. Cultivate an AI-ready mindset and lead a culture of continuous learning and innovation.

Organizational Benefits

- Streamline workflows, automate repetitive tasks, and reduce manual errors, leading to significant time and cost savings.
- Enable data-driven decisions with advanced analytics, forecasting, and insights that were previously impossible to obtain.
- Stay ahead of the curve by leveraging AI for product innovation, market analysis, and a superior customer experience.
- Empower employees with future-proof skills, boosting morale, and reducing the risks associated with the **AI skills gap**.
- Encourage a culture of experimentation and creativity by freeing employees from mundane tasks and allowing them to focus on high-value, strategic work.
- Implement **ethical AI** frameworks to address bias, ensure compliance, and protect against cybersecurity threats.

Target Audience

1. Business Leaders and Executives.
2. Project and Program Managers.
3. Marketing and Sales Professionals.
4. HR and Talent Management Professionals.
5. Entrepreneurs and Innovators.
6. Consultants and Analysts.
7. IT and Technology Managers (Non-technical).
8. Mid-career Professionals.

Course Outline

Module 1: The AI Revolution and its Business Impact

- Defining AI
- The New Industrial Revolution
- AI in the Modern Business
- Case Study: The use of predictive analytics by Netflix to personalize content recommendations and drive user engagement.
- Case Study: How JP Morgan Chase uses machine learning for fraud detection, saving millions of dollars annually.

Module 2: Developing an AI-Ready Business Strategy

- AI Strategy Framework.
- Data as an Asset.
- Identifying AI Opportunities.
- Case Study: The transformation of Domino's Pizza using AI to optimize delivery routes and customer service.
- Case Study: How Starbucks uses a deep learning model to personalize customer offers, improving sales and customer loyalty.

Module 3: Leveraging Generative AI for Productivity

- Introduction to Large Language Models (LLMs).
- Prompt Engineering
- AI-Powered Content Creation.
- Case Study: The adoption of Microsoft Copilot in a corporate environment to automate tasks in Word, Excel, and Outlook, boosting employee productivity.
- Case Study: How Canva integrated AI tools to help users generate images and designs from text prompts, democratizing graphic design.

Module 4: AI in Operations and Process Automation

- AI for Operational Efficiency
- Robotic Process Automation (RPA).
- Customer Service and Chatbots
- Case Study: Amazon's use of AI in its warehouses for inventory management and robotics to streamline fulfillment.
- Case Study: How L'Or??al utilizes AI-driven virtual assistants to provide personalized skincare recommendations and improve online sales.

Module 5: The Ethical and Responsible AI Framework

- Algorithmic Bias.
- Data Privacy and Security.
- Governance and Accountability.
- Case Study: The public backlash against an AI hiring tool used by Amazon that showed a gender bias.
- Case Study: The development of a clear AI ethics charter by Google to guide its AI development and use.

Module 6: AI and the Future of the Workforce

- Job Transformation, Not Elimination
- Upskilling and Reskilling.
- AI as a Collaborative Partner.
- Case Study: The partnership between IKEA and its employees to use AI tools for retraining and process improvement.
- Case Study: How Accenture has successfully integrated AI into its workforce, demonstrating a blended human-AI approach to work.

Module 7: AI in Marketing, Sales, and Customer Experience

- Personalized Marketing.
- Sales Forecasting and CRM.
- The AI-Powered Customer Journey
- Case Study: How Coca-Cola uses AI to analyze social media trends and consumer sentiment for real-time campaign adjustments.
- Case Study: The use of AI-driven chatbots and tools by **HubSpot** to automate lead qualification and improve sales efficiency.

Module 8: Building a Sustainable AI Culture

- Change Management for AI Adoption.
- Fostering an AI-Ready Mindset.
- Measuring Success.
- Final Project: Participants develop a mini AI roadmap for a specific department or business problem.
- Case Study: The company-wide AI literacy initiative at Siemens to empower all employees to understand and use AI.

Training Methodology

This course employs a **blended learning methodology** that combines live interactive sessions with self-paced learning and practical application.

- Interactive Workshops.
- Hands-on Exercises.
- Case Study Analysis.
- Collaborative Projects.
- Expert Guest Speakers.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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