

Days: 2

Prerequisites: No technical background required, only an interest in leveraging AI for business success.

Audience: Business professionals new to AI, including operations managers, business analysts, project managers, customer experience leaders, finance professionals, and executives. Ideal for those seeking to integrate AI into workflows for improved efficiency and decision-making across industries. No technical background required, only an interest in leveraging AI for business success.

Description: AI-powered automation is revolutionizing business operations, driving efficiency, intelligence, and speed. This expert-led, two-day course equips non-technical business professionals with practical skills to harness AI for optimizing workflows, enhancing decision-making, and elevating customer interactions. Through hands-on exercises and real-world case studies, participants will engage with user-friendly AI tools to automate repetitive tasks, generate predictive insights, and streamline operations.

Designed for business professionals, managers, and decision-makers, the course empowers attendees to identify automation opportunities, implement AI-driven workflows, and leverage AI-powered analytics for smarter decisions.

With expert guidance and interactive sessions, participants will leave with actionable strategies to integrate AI, reduce manual workloads, and achieve impactful business outcomes. Industry-specific variations (e.g., finance, healthcare) are available; contact for details.

Course Objectives: In this course, you will:

- Recognize tasks and processes suitable for AI automation to enhance efficiency and decision-making.
- Develop hands-on skills with AI-driven automation tools to simplify workflows and boost productivity.
- Leverage AI for trend analysis, predictive insights, and real-time decision-making to strengthen business strategies.
- Understand AI risks, ethics, and compliance considerations, including bias, data privacy, and responsible AI use.
- Apply AI solutions to improve customer interactions, operational efficiency, and overall business performance.
- Create a personal action plan for integrating intelligent automation into daily work.

OUTLINE:

AI & AUTOMATION: WHAT EVERY BUSINESS LEADER NEEDS TO KNOW

- Definition and importance of AI-powered automation
- Introduction to AIOps (AI for IT and business operations)
- Real-world examples of AI transforming industries
- Exploration of AI-powered business workflows

BUSINESS USE CASES: WHERE AI AUTOMATION WORKS BEST

- Customer Service: AI chatbots for 24/7 support, sentiment analysis
- Operations: Predictive demand forecasting, automated inventory
- Marketing: Personalized campaigns, automated lead scoring
- Finance: Fraud detection, automated compliance checks
- Applying AI to specific business challenges

HOW AI TOOLS WORK (WITHOUT TECHNICAL OVERLOAD)

- AI models vs. rule-based automation
- How AI tools learn and improve
- No-code AI platforms (e.g., Microsoft Copilot, ChatGPT, AI-driven dashboards)
- Hands-on: Exploring a drag-and-drop AI automation tool

AIOPS FOR BUSINESS DECISION-MAKERS

- Strategies for integrating AI into workflows
- Importance of human oversight in AI automation
- Case study: Companies successfully using AI for automation
- Challenges and solutions for AI adoption

RESPONSIBLE AI: ETHICS, RISKS, AND BUSINESS CONSIDERATIONS

- Mitigating bias in AI decision-making
- Ensuring data privacy and compliance (e.g., GDPR, CCPA)
- Promoting transparency in AI processes
- Managing risks in AI business applications

NO-CODE AI AUTOMATION FOR BUSINESS WORKFLOWS

- Overview of AI automation platforms
- Building AI-powered workflows without coding
- Hands-on Lab: Creating an AI automation workflow in a business tool

AI-DRIVEN DECISION-MAKING & PREDICTIVE INSIGHTS

- AI in business intelligence: Trend analysis and outcome prediction
- AI dashboards and analytics (e.g., Power BI, Tableau AI, Google Looker)
- AI for real-time business monitoring and anomaly detection
- Using AI-powered dashboards to extract key business insights

FUTURE-PROOFING YOUR ORGANIZATION WITH AI & AIOPS

- Trends in AI-driven workflow optimization and automation
- Integration of AI copilots and assistants into workflows

- Emerging AI technologies reshaping business operations