

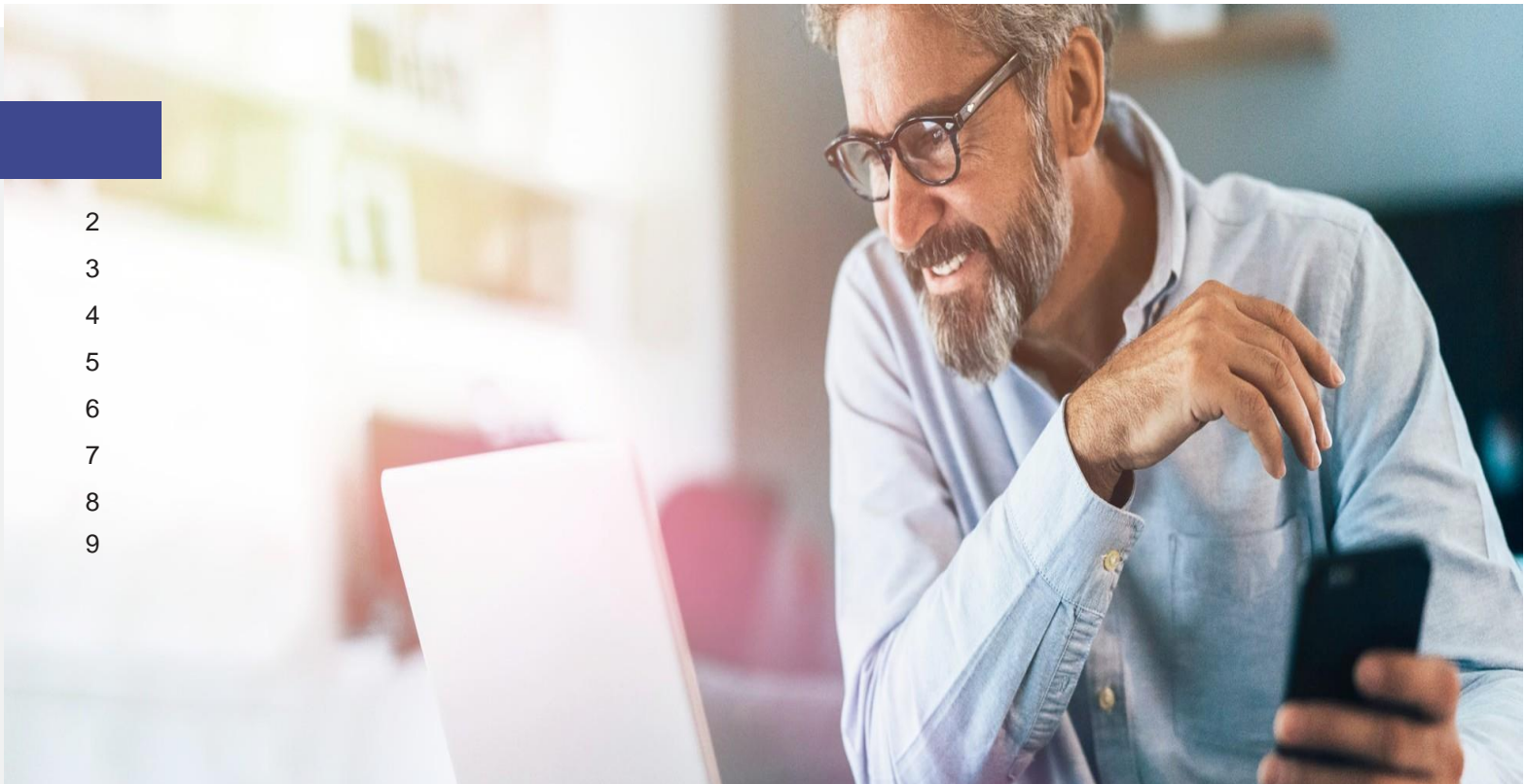
A woman with long dark hair, wearing a grey sweater, is sitting at a desk. She is smiling and looking down at a spiral notebook she is writing in with a pen. A laptop is open in front of her. The background shows a dining table with chairs and a bookshelf. The entire image has a blue tint.

PRACTICAL ARTIFICIAL INTELLIGENCE FOR BUSINESS LEADERS

Hudson&Hayes

CONTENTS

Purpose of the course	2
How is this different?	3
Learning, aims and outcomes	4
Customer journey	5
Course outline	6
How does the virtual training work?	7
What's included in this course?	8
Contact details	9



OVERVIEW

AI is transforming many industries, and as a leader, understanding its implications for your business is a priority. While many courses on the market focus on theoretical aspects, they often overlook the practical applications that are crucial for integrating AI at the core of business transformation.

AI for Business Leaders is more than just a course—it's a pathway tailored to your organisation's maturity and current understanding. We begin with a free assessment to understand your business context and AI readiness. From there, the course guides you through the fundamentals of AI, progressing to the development of an AI strategy that aligns with and enhances your business strategy, ultimately delivering tangible business and customer outcomes.

This course is highly interactive and collaborative. You will actively engage with tools and strategic thinking throughout the sessions, crafting an outline strategy, a change management plan, and a list of use cases with tangible benefits and ROI. You will leave with a reusable delivery model, making this training practical, tailored, and delivered by experts in the field.

HOW IS THIS DIFFERENT?



CURRENT:

The course features the latest in AI technology, including tools such as Microsoft Copilot, and is continuously updated to keep pace with changes



INTERACTIVE & COLLABORATIVE:

We avoid 'death by PowerPoint'. The training is interactive and practical throughout; we will work with you to co-create a strategy and identify real-world use cases



TAILORED:

Before the training, we provide a free one-to-one session so that we can understand where you are on your AI journey; we will then tailor the course to your needs



EXPERT-LED:

Training and coaching are delivered by AI experts with practical experience in building capability at world-recognised brands.



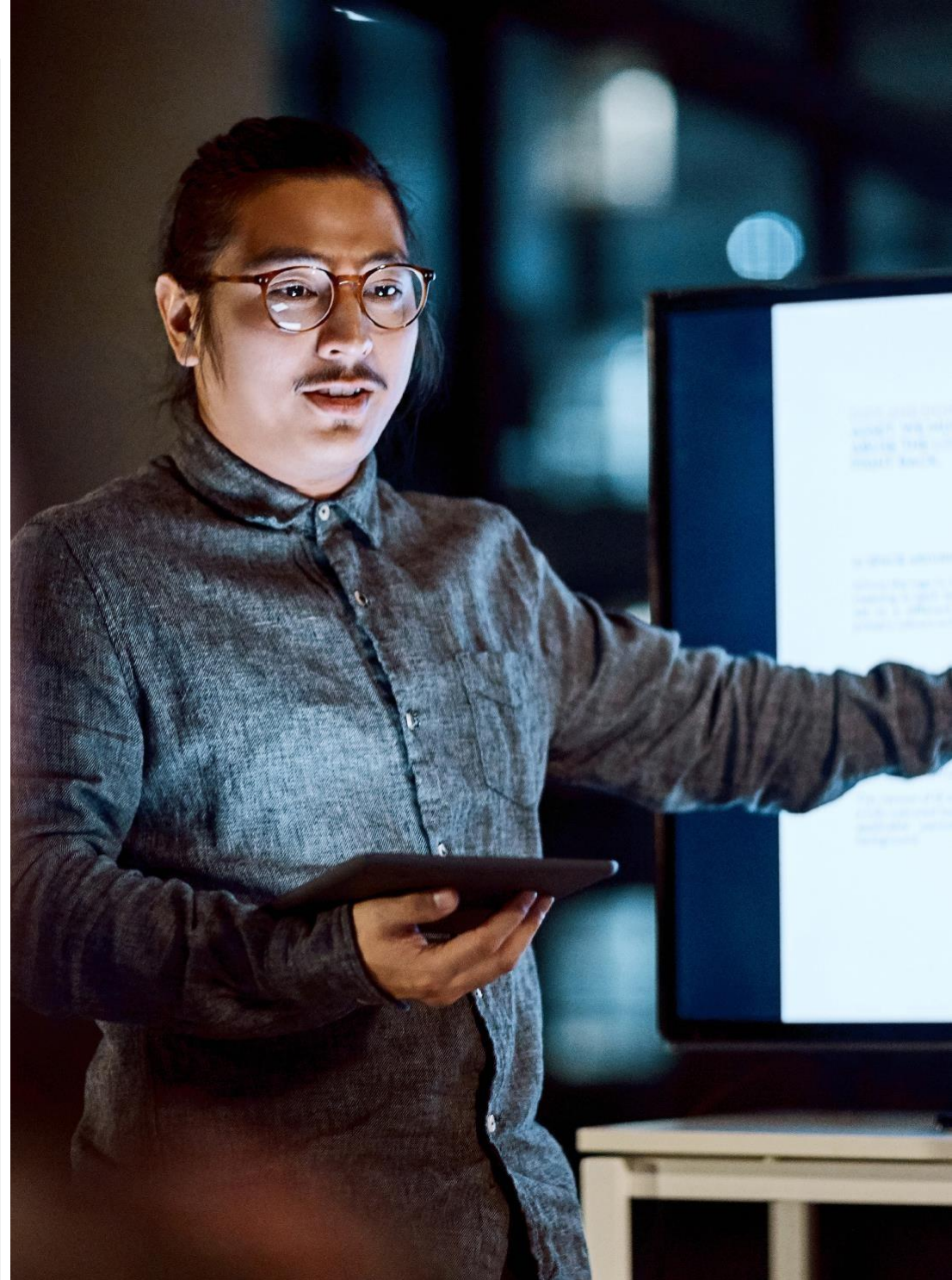
SUSTAINABLE:

We apply a learn-by-doing approach to the training, ensuring that the tools and techniques are applied between sessions and after the training.

DELIVERY OPTIONS

Virtual

In-House



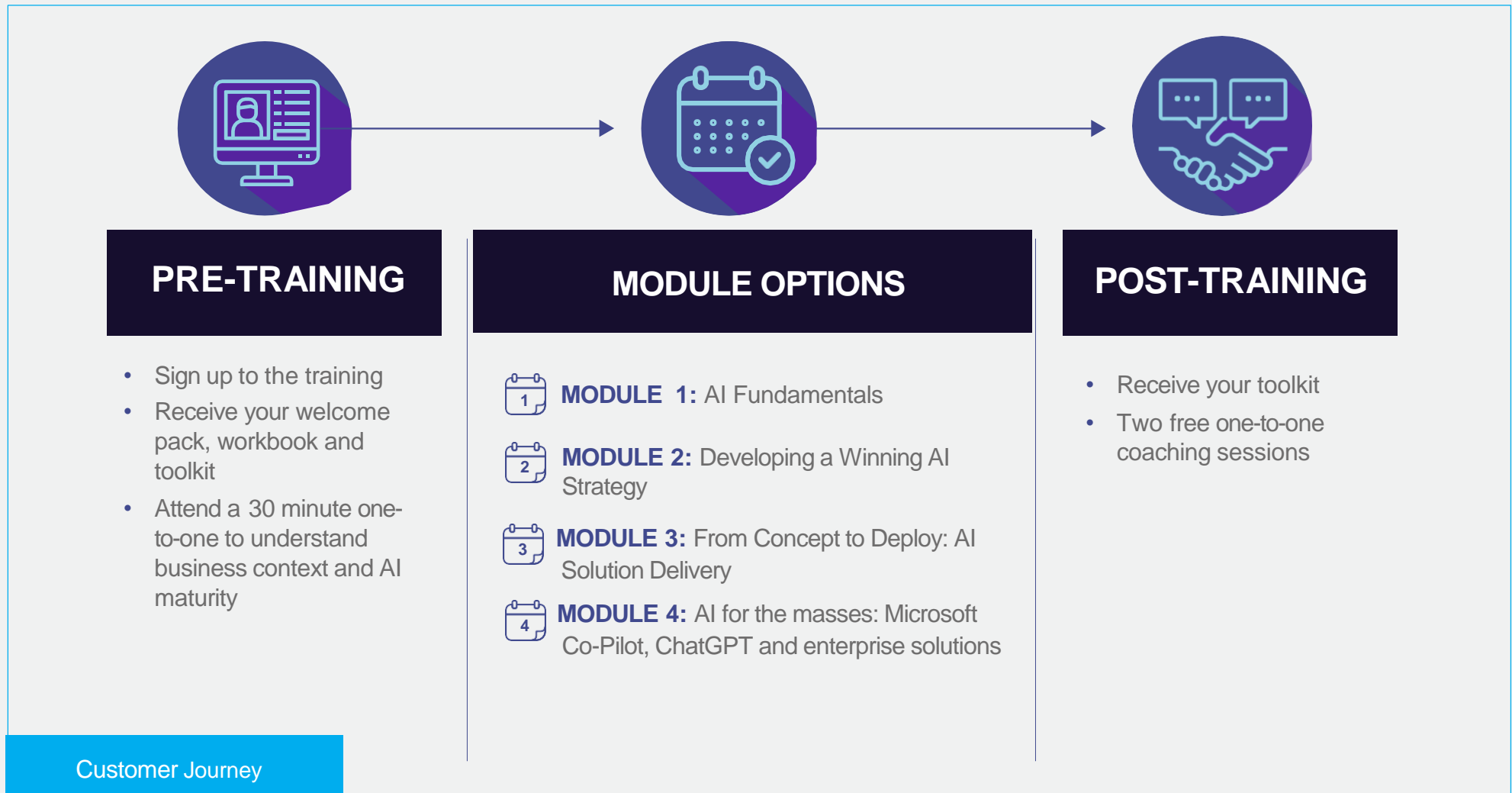
LEARNING OUTCOMES

You'll walk away with:

- ✓ An understanding of AI fundamentals, highlighting the key drivers behind its growth.
- ✓ The ability to distinguish between various AI domains such as Computer Vision, Natural Language Processing, Machine Learning, and Generative AI.
- ✓ An understanding of Generative AI basics, including Large Language Models and Prompt Engineering.
- ✓ The ability to assess your organisation's AI readiness and identify interventions to close maturity gaps.
- ✓ The ability to prepare a compelling business case for AI, with a clear grasp of the benefits and the total cost of ownership.
- ✓ The ability to develop an AI strategy that aligns with and supports the overall business strategy.
- ✓ An understanding of the operating model of the future and the key shifts needed to truly embrace AI
- ✓ An understanding of the end-to-end delivery lifecycle for AI projects, from conception to deployment.
- ✓ An understanding of how to select the most suitable technology enablement options for AI solutions, including when to invest in existing market solutions or pursue custom development.
- ✓ An understanding of common challenges in Generative AI delivery, such as hallucinations, and strategies for mitigation such as Retrieval-Augmentation Generation techniques.
- ✓ Knowledge of the technology stack required for AI implementation and how to make informed choices regarding the use of Large Language Models and AI platforms.
- ✓ The ability to leverage enterprise tools such as Microsoft Co-Pilot and ChatGPT, including integrating them with existing datasets, prompt engineering, and building custom apps / GPTs.

CUSTOMER JOURNEY

The course comprises four modules, each priced per delegate, per module. We will recommend specific modules based on your role and understanding of AI



COURSE DETAIL

MODULE 1

AI FUNDAMENTALS

- ✓ Understanding AI's decade of growth
- ✓ Projecting AI's trajectory and its impact
- ✓ AI's societal shifts and implications
- ✓ Ethics and bias of mitigation in AI
- ✓ AI's diverse strands: from Machine Learning to Generative AI
- ✓ Combining AI with other automation capabilities such as Robotic Process Automation
- ✓ Recognising AI in everyday scenarios
- ✓ Large Language Models explained
- ✓ The art of Prompt Engineering
- ✓ A structured approach to AI opportunity identification

POST-MODULE Assignment

MODULE 2

DEVELOPING A WINNING AI STRATEGY

- ✓ Developing an AI strategy
- ✓ Understanding Operating Model impacts
- ✓ Conducting AI readiness assessments
- ✓ Unpacking AI's main benefit drivers
- ✓ Understanding AI's total cost of ownership
- ✓ Crafting a compelling AI narrative
- ✓ Exploring AI skills and competencies
- ✓ Redesigning processes in an AI-driven context
- ✓ Developing a change management strategy
- ✓ Understand the AI delivery lifecycle

POST-MODULE Assignment

MODULE 3

AI SOLUTION DELIVERY

- ✓ AI delivery lifecycle
- ✓ Architecture and RAG frameworks in Generative AI
- ✓ LLM Agents
- ✓ Choosing suitable Large Language Models
- ✓ Balancing model selection with risk and data security
- ✓ Streamlining data preparation for AI effectiveness
- ✓ Integrating and testing AI
- ✓ Deployment and continuous monitoring of AI initiatives

POST-MODULE Assignment

MODULE 4

AI FOR THE MASSES

- ✓ Exploring Microsoft CoPilot, ChatGPT, and Enterprise AI Solutions.
- ✓ Mastering prompt engineering for enhanced AI interactions.
- ✓ Tailoring AI tools for document management and data analysis
- ✓ Implementing AI for creative problem-solving and app development..
- ✓ Crafting custom AI applications /GPTs with CoPilot Studio and other tools.

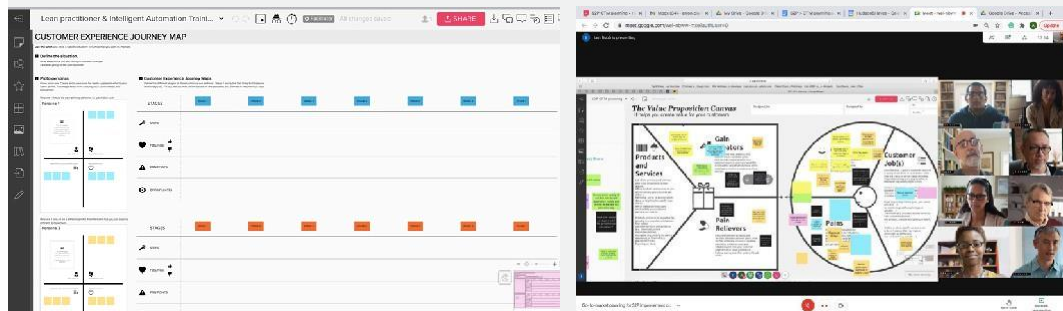
POST-MODULE Assignment



HOW DOES VIRTUAL TRAINING WORK?

Our easy-to-use digital collaboration tools enable you to take the course from home, led by one of our expert trainers.

Training is delivered via Zoom, utilising whiteboarding tools throughout the session



WHAT'S INCLUDED IN THIS COURSE?

- Practical AI for Business Leaders course material.
- Experienced instructor with practical AI experience at world-recognised brands.
- Free toolkit with tools and templates.
- Opportunity assessment to identify practical use cases in your business.

WHO SHOULD ATTEND

The course is open to anyone and is recommended for anybody interested in helping their organisation embrace AI, including:

- CxO
- Directors
- Managers
- Change Practitioner

BOOK YOUR COURSE

To find out more:

+44 (0)203 488 4920 or
email info@hudsonandhayes.co.uk



Hudson&Hayes

www.hudsonandhayes.co.uk