GENERATIVE AI FOR DAILY WORK
OPTIMIZATION

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

Welcome to a Journey into AI Mastery!

In a world where innovation and efficiency converge, the power of Artificial Intelligence (AI) becomes an undeniable force reshaping industry. Our immersive course is an expedition into the heart of Generative AI, designed to unlock its transformative capabilities across diverse landscapes.

Over two days, traverse the realms of AI's prowess, from its foundational technologies to cutting-edge applications that redefine work routines. On Day 1, delve into the core technologies fuelling Generative AI, immerse yourself in ChatGPT's conversational artistry, and revolutionize spreadsheets with AI automation.

Day 2 unveils the canvas of AI's creative might. Witness its prowess in crafting marketing marvels through copywriting finesse and dazzling visual designs. Dive into the realm of AI-powered video creation, exploring its role in shaping impactful content. Beyond the tech, we'll also navigate the ethical frontiers and legal dimensions in Generative AI. Dive deep into data privacy considerations, ethical imperatives, and compliance frameworks, ensuring AI's responsible integration into work routines.

Join us on this immersive journey, where innovation meets exploration, and nature's essence intertwines with AI's brilliance. Ignite your curiosity, fuel collaboration, and witness firsthand how AI echoes the ingenious patterns found in nature. Welcome aboard; your voyage into the boundless realms of AI innovation awaits.

COURSE OBJECTIVES

Upon completing the course, participants should be able to:

- Understand the foundational technologies powering Generative AI, including Deep Learning, Neural Networks, and Large Language Models.
- Demonstrate proficiency in utilizing ChatGPT capabilities and strategize domain-specific fine tuning for custom GPT models.
- Employ AI-driven solutions to generate custom formulas and automate tasks within spreadsheet applications.
- Harness Generative AI's potential to generate slide content, design suggestions, and custom images for presentations.

- Utilize AI tools to optimize content for search engines and craft impactful ad copies and content outlines.
- Comprehend AI's role in scripting, editing, and producing marketing videos while ensuring adherence to copyright regulations.
- Evaluate AI's role in automating marketing funnels, CRM processes, chatbot development, ERP integration, and order management systems.
- Assess ethical and legal considerations in Generative AI, including data privacy, fairness, transparency, and compliance frameworks.

Assessment Criteria:

- Demonstrates a comprehensive understanding of foundational AI technologies and their applications in Generative AI.
- Successfully prepares and utilizes diverse data sources, like PDFs, to create custom GPT models.
- Demonstrates proficiency in utilizing AI to automate tasks, formulas, and macros within spreadsheet applications.
- Effectively uses Generative AI tools to generate slide content, designs, and custom images for presentations.
- Demonstrates the ability to optimize marketing content creation using AI across various platforms.
- Proficiency in utilizing AI for scripting, editing, and producing marketing videos within copyright regulations.
- Utilizes AI tools to automate diverse workflows, including task management, form processing, and project coordination.
- Understands and implements ethical considerations in AI applications, including data privacy and transparency.

AUDIENCE

- Senior Management
- Team Leader

METHODOLOGY

- PowerPoint Presentation
- Interactive Group Activities
- Case Study
- Group Discussions
- Simulation

COURSE CONTENTS

Day 1

Module 1: Introduction to Generative AI Technologies
- Overview of the different types of AI in the market.
- Diving into the core technologies powering Generative AI, including Deep Learning, Neural Networks, and Large Language Models.
- Understanding Generative AI's role in Natural Language Processing (NLP), Computer Vision, and its potential in optimizing daily work routines.
- Showcase the typical pricing model of AI utilisation and the associated ROI for each use case
- Overview of existing AI frameworks and tools specifically tailored for Generative AI applications.

Module 2: ChatGPT and Custom GPT Bots
- Overview of ChatGPT: Introducing the concept of ChatGPT and its capabilities in conversational AI.
- Understanding prompting strategies for ChatGPT
- Discussing the importance of domain specific fine-tuning and data preparation for creating custom GPT models from various data sources such as PDF.
- Guided exercise on training a basic custom GPT model for a simplified chatbot scenario.
- Understand the current limitations of Large Language Model AI

Module 3: Supercharging Spreadsheets with AI
- Use AI to generate custom formulas
- Demonstration on using AI to write custom macros for Excel and Google Sheet
- Perform data cleaning, analysis, visualization, and extracting insights using AI functionalities.
- Exploring ways to automate repetitive tasks, such as automated data entry, pattern recognition, and predictive analysis.
- Understand the current limitations of utilising AI in spreadsheets

Module 4: AI as an Alternative to Templates
- Introduction to Generative AI and its role in generating slide content, design suggestions, and layout structuring.
- Using AI to generate custom images for presentations.
- Practical exercises using recommended Generative AI tools for converting excerpts from sample business proposals into PowerPoint slides.
- Understand the current limitations of utilising AI for image generation.

Day 2

Module 5: Creating Stunning Designs for Marketing
- Understanding the role of AI in transforming copywriting, blog creation and social media ad design.
- Exploring AI tools for generating compelling copy and optimizing blogs for search engines.
- Demonstrations showcasing AI's assistance in crafting effective ad copies, emails, SEO friendly blog topics, and content outlines.
- Hands-on exercises using AI platforms to create visually appealing and impactful social media ad designs.
- Understand the current limitations of utilising AI in content creation.

Module 6: AI-Powered Video Creation
- Understanding how AI assists in scripting, editing, and producing marketing videos.
- Learn about image and video copyright and the role of AI in curating content.
- Hands-on exercises using AI platforms to create and edit marketing videos efficiently.
- Understand the current limitations of utilising AI in video creation.

Module 7: Automate Your Workflows to Elevate Your Productivity
- Understand the differences between RPA and Generative AI.
- Learn the fundamentals of system integration and where AI sits in the software ecosystem.
- Exploring AI tools that streamline form processing, task management, SOP documentation and project coordination.
- Showcase AI-driven tools for automating marketing funnels and CRM processes.
- Discussing the role of AI in chatbot development, ERP integration, and order management systems.

Module 8: Data Privacy, Ethical and Legal Considerations in Generative AI
- Introduction to data privacy concerns in AI driven content generation.
- Exploring the importance of safeguarding sensitive business data used in AI-powered tools for presentation creation.
- Ethical imperatives in the development and deployment of Generative AI for daily work optimization.
- Ensuring fairness, transparency, and accountability in Generative AI systems applied to work routines.
- Navigating legal compliance and regulatory frameworks specific to Generative AI integration in the workplace.

- Recommendations on data handling, permissions, and user access control to mitigate privacy risks