

# AI BASICS FOR EVERYDAY BUSINESS USERS CAMP 2: TRANSFORMING BUSINESS OPS WITH CUTTING-EDGE AI APPS

Course Code: 840005

Explore Next-Level AI Business Tools! Learn innovative user-friendly tools to streamline workflows, enhance collaboration, improve customer services and help make informed decisions

**AI for Business Users Camp Transforming Business Ops with Cutting Edge AI Apps** is three-day, hands-on course that can get you quickly up and running with a helpful, focused stack of innovative AI tools that will help you truly redefine and maximize business operations. Whether you aim to streamline your workflows, enhance customer interactions, or make informed strategic decisions, the knowledge and skills acquired from this course could prove invaluable.

Throughout this workshop style, lab intensive event, you'll dive deep into fascinating topics such as mastering the language of AI, refining customer communication through AI tools, and utilizing AI to optimize your workflow. You'll learn how to leverage AI for better team collaboration and employ AI tools for intelligent decision-making. Furthermore, the training will expose you to the potential of AI in boosting both personal and team productivity and its application in various business areas like marketing, HR, and sales.

Working in a hands-on learning environment guided by our engaging AI expert instructor, you'll gain valuable hands-on experience and practice working with the latest GPT-driven apps, learning how to apply the most useful skills in a practical way. You'll simulate complex customer service interactions, set up an AI-integrated workflow, and even run a risk assessment scenario using these AI tools. You'll experience firsthand the ease of collaborating on projects using GPT-driven suggestions and ideas. You'll also explore the efficiency of AI in managing and optimizing workflows. Moreover, you'll see how AI can enhance personal productivity and well-being and its vital role in managing team productivity.

By the end of the course, you'll not only be proficient in using AI tools, but also in strategically integrating them into your business operations. You will understand the role of AI in enhancing customer experiences, know how to use AI-driven personalization and predictive analytics in marketing, and be able to develop a strategic AI plan for future-proofing your business. Armed with these competencies,

you'll be ready to transform your business operations and drive innovation using cutting-edge AI applications.

## What You'll Learn

This course combines engaging instructor-led presentations and useful demonstrations with valuable hands-on labs and dynamic group activities.

Throughout the course you'll learn how to:

- Develop a comprehensive understanding of AI vocabulary and GPT-based tools: By the end of the course, participants will be able to distinguish between different AI models and algorithms and understand how these tools leverage AI to provide value.
- Apply AI tools to enhance customer communication and service: Participants will learn how to use GPT-based tools such as ChatGPT and InstructGPT to simulate customer service interactions and handle complex customer queries effectively.
- Utilize AI tools for optimizing workflows and automating tasks: Participants will learn how to integrate AI tools like Trello AI and IFTTT into their workflows to streamline operations and enhance efficiency.
- Leverage AI for efficient teamwork and collaboration: Participants will learn how to use AI tools for fostering efficient teamwork, remote work, and virtual collaboration, and improving documentation and knowledge sharing.
- Employ AI tools for smarter, data-driven decision making: Participants will learn how to use AI for risk assessment, resource allocation, strategic planning, trend analysis, and forecasting outcomes, thereby enabling smarter decision-making.
- Integrate GPT-based AI tools in various business areas: Participants will understand how to use AI tools to enhance customer experiences, improve marketing, HR and sales functions, and how to develop a strategic AI plan for their businesses.

## Who Needs to Attend

This course is designed for business professionals who are eager to leverage the power of AI in their operations, but lack advanced AI skills. The ideal audience includes project managers, customer service professionals, team leaders, HR and marketing professionals, and even decision-makers who want to make their business operations more efficient. It would also be beneficial for those in roles that require strong collaboration, efficient workflow management, and strategic decision-making powered by data-driven insights.

## Prerequisites

To ensure a smooth learning experience and maximize the benefits of attending this course, you should have the following prerequisite skills:

- Basic Understanding of AI: Participants should have a fundamental understanding of what AI is and how it's used in a business context. This

understanding will provide a foundation for diving into the more advanced topics of the course.

- Familiarity with Common Business Software: Participants should be comfortable using common business software such as Microsoft Office Suite, Google Workspace, or project management tools. This will allow for easier adaptation to AI-integrated tools introduced in the course.

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