Fast Lane

Artificial Intelligence (AI) Foundation (KIF)

ID KIF   **Price** CHF 1,205.—(excl. VAT)   **Duration** 2 days

Who should attend

- Specialists and managers who want to gain a basic understanding of artificial intelligence in order to make informed decisions for their company.
- Project managers and team leaders who want to integrate AI technologies into their workflows and prepare their teams for change.
- Decision-makers and strategy managers who want to recognize the potential of AI to increase sales and efficiency and implement it in their organization.
- Employees from IT, marketing, sales and operations who work directly or indirectly with AI-supported solutions and would like to learn about their possible applications.
- Innovation managers and change agents who drive forward the use of AI technologies and actively support their introduction.

This training course is ideal for anyone who wants to understand the basics of AI, get to know practical application examples and use artificial intelligence strategically in their company.

Prerequisites

You do not need any previous knowledge to take part in this course.

Course Objectives

After participating in the "AI Foundation" training course, you will be able to:

- Understand the basics of artificial intelligence: You will master the most important terms, technologies and application areas of AI and be able to evaluate their potential for your company.
- Efficient use of AI technologies: You will know how to use AI tools such as ChatGPT effectively to optimize processes, reduce costs and tap into sales potential.
- Use prompts in a targeted manner: You can develop and optimize prompts to get precise results and maximum efficiency out of AI-powered systems.
- Consider legal and ethical aspects: You know the relevant

legal framework and can address data protection and liability issues in your organization.
- integrate AI into existing processes: You will develop strategies to successfully integrate AI assistants and automation solutions into your workflows.
- Create a company-specific AI roadmap: You set specific goals, prioritize projects and actively shape the change process - from planning to implementation.

This training course will enable you to use artificial intelligence as a strategic tool and make your company future-proof and competitive.

Course Content

Welcome and introduction

- Presentation of the agenda and objectives
- Importance of AI in the economy
- Interactive exercise: Expectations and specific questions from participants

Introduction to artificial intelligence

- Definition, terms and technologies (e.g. machine learning, deep learning)
- Areas of application: Chatbots, process optimization, generative AI
- Demo: Practical application of AI tools such as ChatGPT

AI and legal framework

- Legal requirements (GDPR, liability)
- Ethical aspects and data protection risks
- Exercise: Dealing with legal challenges

Practical application: increasing sales and efficiency through AI

- Customer data analysis, dynamic pricing and other examples
- Demo: Customer analysis with AI tools
- Exercise: Development of AI strategies

Introduction to prompts

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- Importance and best practices for effective prompts
- Demo: Good vs. bad prompts
- Exercise: Creating and improving prompts

Interactive simulations with prompts

- Application in realistic scenarios
- Development and refinement of tasks

Increased efficiency through assistance systems

- Automation of tasks (logs, reports)
- Demo: Automated log creation
- Exercise: Creating reports with AI

Integration of assistance systems

- Strategies for integration into existing processes
- Discussion: Efficiency potential in the company

Roadmap development and change management

- Development of a company-specific AI roadmap
- Objectives and prioritization of projects
- Change management: integration and communication

Integration and practical applications

- Reflection on the roadmap results
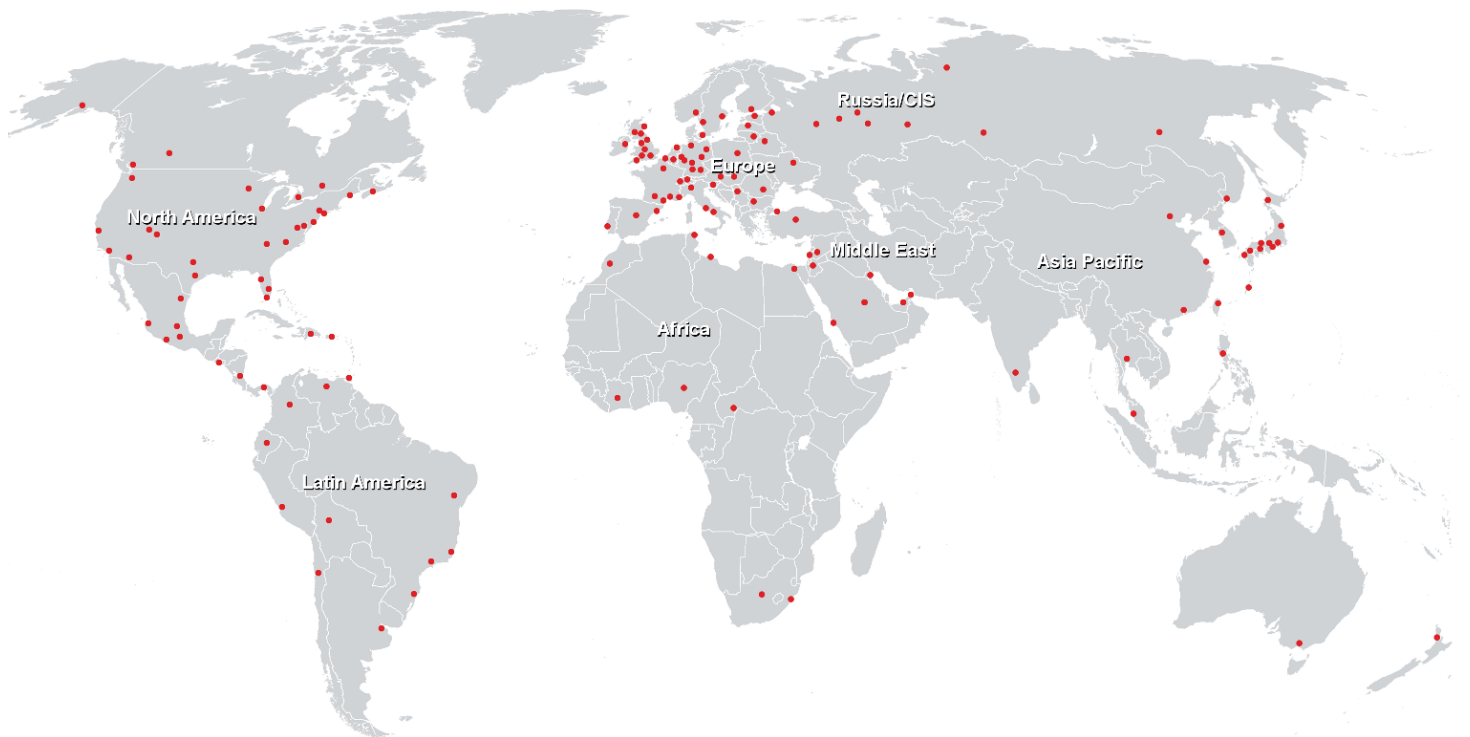- Practical steps for implementation

Conclusion, reflection and farewell

- Summary of the training
- Feedback round and open questions
- Handover of the certificates

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Training Centres worldwide

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