

# Generative AI for Executives (GENAIEX)

ID GENAIEX Prix CHF 420,- (Hors Taxe) Durée 0,5 jours

## A qui s'adresse cette formation

Who should take this course:

- Executives
- Senior Business Leaders

## Pré-requis

- None

## Objectifs

In this course, you will learn to:

- Recognize the potential business value of generative AI
- Identify real world use cases that you can implement today
- Manage the people, process, and technology changes needed to be successful
- Use generative AI safely and responsibly
- Identify the specific steps you can take to get started with generative AI

## Contenu

### Module 1: Introduction to Generative AI

- Definitions and terminology
- AWS approach to generative AI

### Module 2: Generative AI Use Cases

- Common use cases
- Real-world case studies

### Module 3: Overcoming Technical and Organizational Challenges

- Security
- Accuracy
- Cost
- People and culture

### Module 4: Implementation

- Identifying your use case
- Assessing data, technology, people, and processes
- Evaluating business impact and scaling

### Module 5: Next Steps in Your Generative AI Journey

- Next steps and additional resources
- Course summary

## Centres de formation dans le monde entier



## Fast Lane Institute for Knowledge Transfer (Switzerland) AG

Husacherstrasse 3  
CH-8304 Wallisellen  
Tel. +41 44 832 50 80

[info@flane.ch](mailto:info@flane.ch), <https://www.flane.ch>