Master Class: AI4Business – Apply and Scale AI for Business Success (AI4BAS)

ID AI4BAS **Prix** CHF 5 950,– (Hors Taxe) **Durée** 4 jours

A qui s'adresse cette formation

Executives, product owners, change agents, and members of transformation teams who want to systematically drive AI value creation across the organization.

Pré-requis

No special technical knowledge is required. An openness to new technologies and the willingness to learn AI as a business skill are sufficient.

Objectifs

- Understand AI fundamentals and key terminology (AI vs. ML vs. GenAI, LLMs, RAG, agents, digital twins)
- Understand the opportunities for deploying AI in real business workflows and assess the concrete ROI
- Learn practical fundamentals such as prompt engineering and the use of various AI applications for everyday work support in a hands-on manner
- Implement responsible and secure AI use in daily work and apply regulatory frameworks such as the EU AI Act and GDPR
- Build a personal AI productivity toolbox
- Identify, evaluate, and prioritize high-value AI use cases
- Understand the AI product lifecycle from idea to scale
- Analyze organizational AI readiness across 6 dimensions
- Shape leadership in the AI era and develop new team structures
- Create and pitch an AI transformation strategy including a roadmap

Contenu

Day 1: AI Fundamentals & Business Understanding

- Welcome & Mindset Shift: Why AI literacy is the new core competency
- Reverse Future Walk: How AI is changing work (without replacing people)
- AI explained clearly: AI vs. ML vs. GenAI, LLMs, RAG, agents, digital twins
- What AI can do – and what it cannot
- Exercise: Why prompt engineering is crucial
- AI in real business workflows: Use cases, ROI, AI vs. RPA
- Responsible & secure AI: Data privacy, IP, hallucinations, bias, EU AI Act
- Breakout: Where AI can support your own daily work

Day 2: Personal AI Productivity

- Practical AI for daily work: Emails, meetings, analyses, presentations
- Role-based prompting patterns and thinking in "AI Tasks"
- Breakout: Teams use AI to solve their own work challenges
- Storytelling & communication with AI: Presentations, pitches, storylines
- Building a personal AI productivity toolbox (prompt/skill library, workflow setup)

Day 3: From Ideas to Impactful AI Use Cases

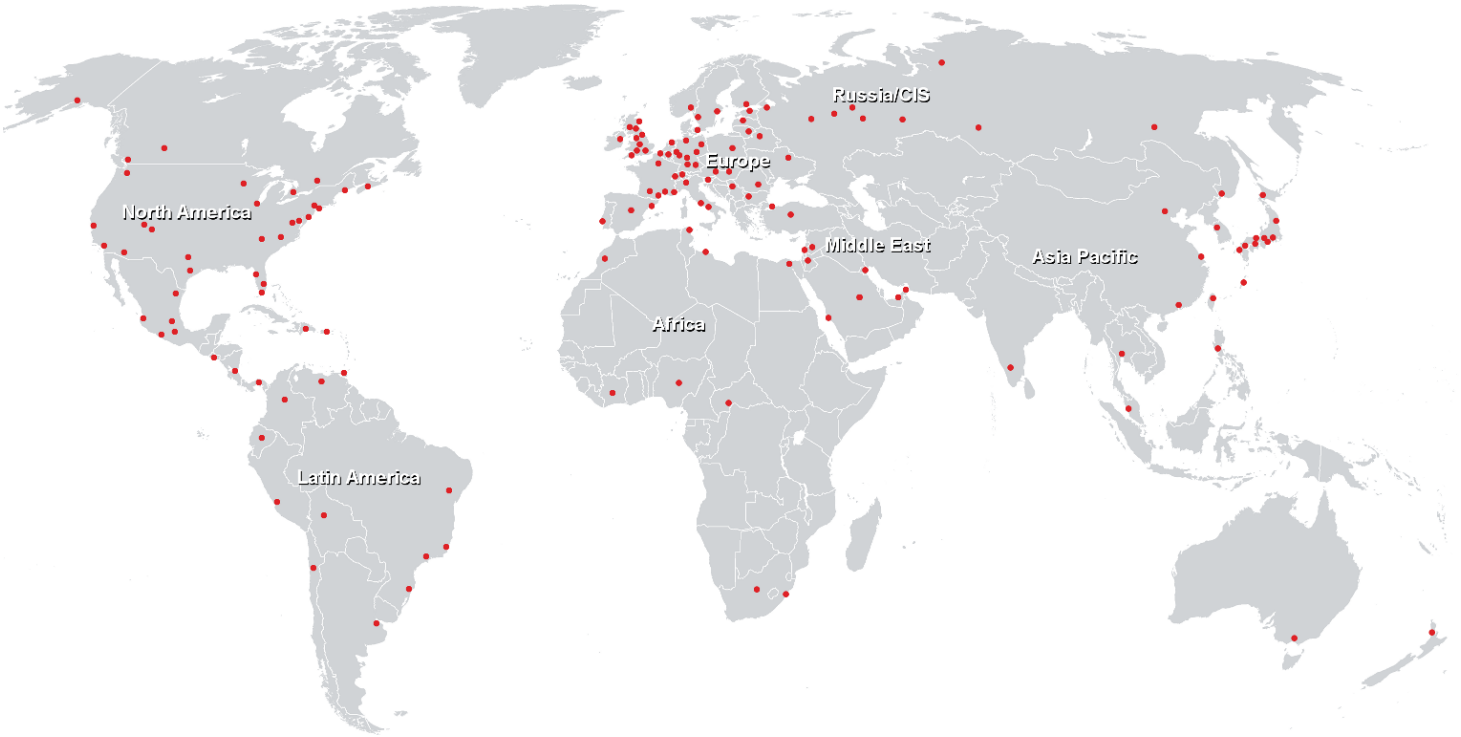
- AI use case strategy: What makes a good use case (value, feasibility, risk)
- Use case checklist: Business value, data quality, regulation & ethics
- AI product lifecycle: From idea ? PoC ? MVP ? product ? scaling
- Methods deep dive: AI Innovation Sprint, AI Use Case Canvas
- Breakout: Teams develop real AI use cases for their organization

Day 4: Scale AI & organizational AI readiness

- Organizational AI readiness: The 6 AI readiness dimensions, AI operating model
- Defining roles, governance, and responsibilities
- AI transformation: Good practices & lessons learned
- Breakout: AI Readiness Quick Check + designing the transformation roadmap
- Future of Work with AI: Modern leadership skills, new hybrid human-AI team structures
- Final Capstone: Elevator pitch AI transformation strategy

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Centres de formation dans le monde entier





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