

# AI TRAINING FOR FUTURE-FOCUSED EXECUTIVES



Learn everything you need to know about how Artificial Intelligence is shaping the future of business, explore the latest AI tech and tools and identify actionable, impactful use cases within your business.

Book your training today!



[info@metsi.com](mailto:info@metsi.com)

*\*Half day or full day options available.*



*"This is a **must do one-day course** for anybody interested in being up to speed with what AI is all about and how to get started with strategising, implementing and using it right away. **The content is rich, highly relevant and impactful.** I recommend attending this course to any individual or team that needs a quick primer and an **actionable path forward with leveraging the considerable powers of AI.**"*

- Niklas Zimmer, FCTEC



## AUDIENCE

### Who is this for?

This training is tailored to business leaders and executives seeking to gain a competitive edge in their industries by deepening their knowledge of AI and learning practical applications of AI tools. It is relevant for those looking to improve decision-making, increase efficiency, optimise operations, leverage data for strategic decisions, and drive innovation and growth.

Leaders from various industries and functions can benefit, including marketing, sales, finance, operations, and technology. This course equips senior leaders with the expertise to navigate a rapidly changing business landscape and stay ahead of the competition.



*By 2025, generative AI is expected to produce 10% of all data, and 30% of outbound messages from large organisations.*



**-Gartner**

The Future of Generative AI for Enterprises

## HAVE YOU DEVELOPED AN AI STRATEGY?



### UNDERSTAND AI

Explore the latest AI trends and how leading organisations across the world, in every industry, are using AI tools to gain a competitive edge.



### EXPLORE TOOLS

Explore publicly available AI tools and how to use them in practical hands-on team sessions. From image generation to optimising communications, we'll explore it all.



### IDENTIFY USE CASES

Unpack key internal use-cases for these AI technologies - from strategy and impact analysis to what it will take to practically implement them across your organisation.

## Requirements

None, however, participants are invited to bring along their laptops.

## Pricing:

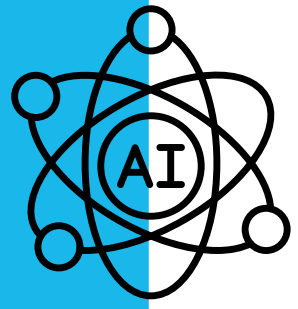
**Please contact Metsi for pricing per attendee for a full day**  
*\*Minimum 6 attendees. Please contact us should you have any requirements for variations in number of attendees.*



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# What is included?

Understand AI and develop your organisational AI Strategy:



## Introduction to AI and technical foundations

- Definition of AI, various applications, brief history and current trends
- Impact of AI on businesses and society
- Overview of the technical components that make up an AI system, including machine learning algorithms, neural networks, and deep learning
- Explanation of key terms and concepts such as data preprocessing, feature extraction, and model training; common programming languages and tools



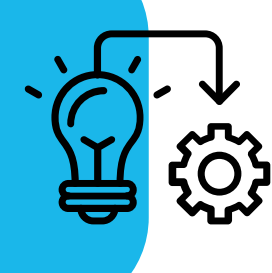
## Use Cases of AI in Businesses

- Overview of AI applications in various industries (e.g. healthcare, finance, retail, etc.)
- Case studies of successful AI implementations in businesses
- Potential benefits and challenges of implementing AI in business operations



## Hands-on Experience with Existing Public AI Tools

- Introduction to a selection of existing public AI tools for strategy, content generation, research, and optimising business operations.
- Interactive demo: how to use the tools and their capabilities



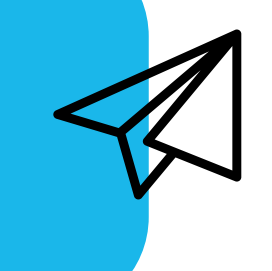
## Implementing an AI Project

- Overview of the AI project development process (e.g. problem identification, data collection, model selection, testing, deployment)
- Key considerations for implementing an AI project (e.g. data privacy, ethics, ROI)
- Discussion of the technical skills required for developing and implementing AI projects; importance of collaboration between technical and non-technical teams.
- Best practices for project management and team collaboration



## Strategy Workshop: Identifying AI Use Cases in Your Business

- Interactive session to identify potential AI use cases in your business and offerings
- Guidance on prioritising and selecting the most feasible AI project for the business
- Discussion on the required resources, timeline, and budget for the selected AI projects



## Conclusion and Next Steps

- Recap of the key takeaways from the training



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