

Jumpstart Your AI Transformation

One-Day Bootcamp For Executives



Unlock the potential of AI technology to stay competitive, enhance operations, and drive strategic success. This course is designed for C-Suite leaders eager to embrace AI innovations.

Program Objectives:

- **Understand AI:** Grasp AI fundamentals, enhance personal productivity, and integrate AI into organizational practices.
- **Take Action:** Align AI with business strategy, identify promising use cases, and develop a 90-day action plan overcoming organizational barriers.

Course Schedule:

Morning Session: Practical AI for C-Suite Leaders (2 hours)

- **Introduction:** Welcome and overview.
- **What is AI?:** Understand types and applications of AI, including Generative AI.
- **Day-to-Day AI for CEOs:** Leverage GPTs for productivity and operations.
- **AI in Marketing, Sales & Customer Service:** Enhance market analysis, content creation, and lead generation.
- **Moving AI into Your Organization:** Evaluate AI tools and build custom applications.

Lunch Break (60 mins)

Afternoon Session: AI Action Lab (3 hours)

- **Shifting into a Change Mindset:** Adopt mindsets for AI integration.
- **Strategic Fit Mapping and Potential Use Cases:** Align AI with business priorities and generate use cases.
- **Overcoming Barriers:** Identify and address organizational blockers.
- **Roadmap Builder:** Develop a 90-day action plan with peer feedback.
- **Close + Next Steps:** Reflection and resource sharing.

Outcome: Get equipped with the knowledge and tools to implement AI initiatives aligned with strategic goals.

Upcoming Program Dates: June 25 9-4PM, Los Angeles Area **Cost:** \$995

For more information/sign up: Scott Zoll, (312) 485-2849, scott@fairplaycommunications.com

Sign Up Online: fairplaycommunications.com/ai

Presented by:

EasyAI

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