Unlocking Business Potential: Your AI Discovery Workshop

Welcome to an exploratory session designed to demystify Artificial Intelligence and uncover how it can specifically empower your business teams.

Today's Agenda:

Demystifying AI for Your Business

- Understanding the Core: What is AI, Really?
- AI in Action: Everyday Examples & Business Applications
- Identifying Opportunities: Where Could AI Support Your Team?
- Next Steps: Tailoring AI for Your Unique Needs

What Is AI, Really? Demystifying the Buzzwords

Artificial Intelligence (AI)

The broad concept of machines performing tasks that typically require human intelligence, like learning, problem-solving, and decision-making.

Machine Learning (ML)

A subset of AI where systems learn from data to identify patterns and make predictions without explicit programming. Think data-driven learning.

Generative AI

A type of ML that creates new content, such as text, images, music, or code, based on patterns learned from vast datasets. It's about creation.

The Power of AI: Core Categories

AI's capabilities can be broadly categorised into distinct functions, each offering unique benefits to businesses.

Automation

Streamlining repetitive tasks, from data entry to customer service chatbots, freeing up human resources for more complex work.

Prediction

Forecasting future trends or outcomes based on historical data, crucial for sales, inventory, and risk management.

Recommendation

Suggesting relevant items or actions to users, optimising customer experience in e-commerce or content platforms.

Continuing with the diverse applications of AI:

Natural Language Processing (NLP)

Enabling computers to understand, interpret, and generate human language, vital for sentiment analysis and translation.

Generation

Creating original content, from marketing copy and design concepts to synthetic data for training other AI models.

Computer Vision

Allowing machines to "see" and interpret visual information, used in quality control, security, and autonomous vehicles.

AI in Your Daily Life: Familiar Examples

- **Streaming Services:** Personalised movie and music recommendations.

- **Voice Assistants:** Siri, Alexa, and Google Assistant responding to commands.

- **Online Shopping:** "Customers who bought this also bought..." suggestions.

- **Navigation Apps:** Real-time traffic updates and route optimisation.

- **Spam Filters:** Automatically identifying and blocking unwanted emails.

AI in Business: Real-World Applications

- **Customer Service:** Chatbots handling queries 24/7, escalating complex issues.
- **Marketing:** Targeted advertising campaigns and content personalisation.
- **HR:** Automating resume screening, identifying top talent.
- **Operations:** Predictive maintenance for machinery, optimising supply chains.
- **Finance:** Fraud detection, algorithmic trading, risk assessment.

Who Benefits from This Workshop?

This workshop is tailored for teams seeking to embrace innovation and leverage AI, regardless of their current familiarity.

Teams with Low AI Awareness or Confidence

We'll provide a foundational understanding to build confidence and spark ideas.

Cross-Functional Groups (Product, Ops, HR, Marketing, etc.)

Discover shared opportunities and foster inter-departmental collaboration on AI initiatives.

Leadership or Innovation Groups Exploring First Steps

Gain clarity on AI's potential to drive strategic growth and competitive advantage.

Key Takeaways from the AI Discovery Workshop

AI is Accessible & Practical

It's not just for tech giants; practical applications exist for businesses of all sizes and sectors.

AI Enhances, Not Replaces

AI tools empower human capabilities, automating mundane tasks and providing data-driven insights.

Your Team Holds the Key

Your unique business challenges and goals are the starting point for identifying valuable AI opportunities.

Tailored AI Discovery Workshop Options

Awareness Session
~2h

Key Activities:

- Short intro: What AI is
- Examples in daily life & business
- Brief discussion on possible opportunities

Outcomes:

- Shared baseline understanding
- Initial interest and curiosity

Half-Day Workshop
~3-4h

Key Activities:

- AI basics (AI vs ML vs GenAI)
- AI Opportunity Map: Where could AI help us?
- AI Tool Exploration

Outcomes:

- Shared understanding
- First map of AI opportunities
- Motivation to explore further

Full-Day Workshop
~6-7h

Key Activities:

- Everything in Half-Day workshop
- Extended group tool experimentation
- Mini Experiment Canvas for top ideas

Outcomes:

- Shared understanding
- Prioritized opportunities
- Tested ideas & lightweight action plan

Ready to Innovate with AI?

Let's discuss how we can tailor AI solutions to meet your specific business needs and drive tangible results.

Get in touch info@juliavastrik.com to schedule your tailored AI Discovery session!