

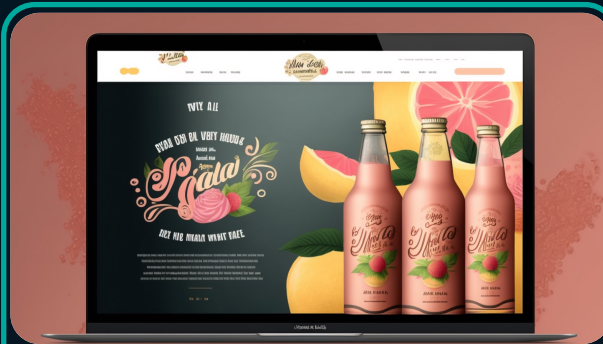
## Understand

Understand and discuss how generative AI works and get an overview of current applications within and outside your industry and functional domain.

**TYPE:** Presentation and interaction

**DURATION:** 1-2 hours

**TARGET GROUP:** Everyone



## Inspire

In this block, we will inspire you by guiding you through an entire workflow, where you will get to experience the full power of Generative AI at work.

**TYPE:** Hands-on exercise

**DURATION:** 2 hours

**TARGET GROUP:** Everyone



## Apply

Based on your job processes and activities our mentors will work with you integrating the most common generative AIs into your workflows and help you to prompt for the outcomes you want.

**TYPE:** Training

**DURATION:** 4 hours

**TARGET GROUP:** Groups from specific business functions.



## Understand

Understand and discuss how generative AI works and get an overview of current applications within and outside your industry and functional domain.

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## Agenda

### Demystifying - What's it all about?

- What were the drivers for the current GenAI wave?
- What is happening underneath the hood? – For starters

### Discussion – What is your experience so far?

- How have you interacted with GenAI before?
- What are your learnings using and reading about GenAI? What are your concerns?

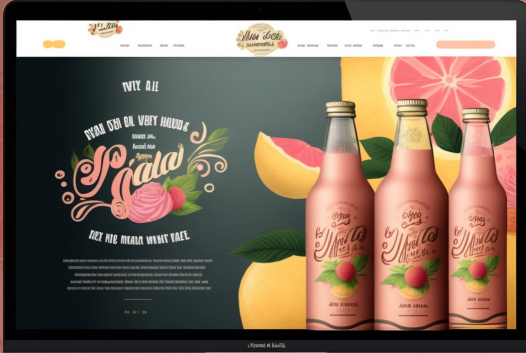
### Inspiration – How do others use this technology?

- What are use cases in your industry and for specific business functions
- What is possible at the edge of GenAI frontier?



## Training Transfer Goals:

- Understand the basics of generative AI, including how it works and the various techniques and algorithms used to generate new content.
- Identify areas within your own work processes where generative AI could be applied and explore potential use cases for this technology.
- Learn how to evaluate the effectiveness of generative AI in different contexts, including identifying potential limitations or biases that may impact the accuracy of the results.
- Develop strategies for integrating generative AI into existing workflows and processes, including how to train and fine-tune models for optimal performance.



## Inspire

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## Some of the Tools used during the training



ElevenLabs

Diagram

## Agenda

### Create your own project

- Generate product ideas, slogans and website texts
- Create visuals for websites and ads
- Create product mockups
- Generate content ideas
- Draft contents
- Create a go-to-market strategy
- Script & produce a short commercials

Research

Strategize

Create

Deliver

## Training Transfer Goals:

- Understand the benefits of human-machine interactions and experience the potential synergies between human creativity and machine efficiency.
- Learn how to engineer prompts and inputs to guide generative AI models towards desired outcomes.
- Learn how to sequence and combine different generative AI models to create more complex and versatile outputs.
- Develop a better understanding of the capabilities and limitations of generative AI, and explore potential use cases in various business contexts.





## Apply

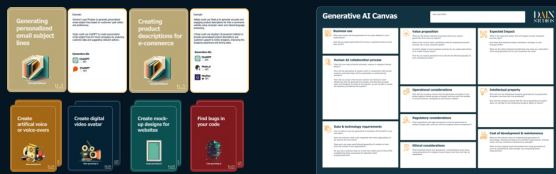
Based on your job processes and activities our mentors will work with you integrating the most common AIs into your workflows and help you to prompt for the outcomes you want.

**TYPE:** Training

**DURATION:** 4 hours

**TARGET GROUP:** Groups from specific business functions.

We will use DAIN's GenAI Thinking Toolkit as the guiding methodology.



## Agenda

### Identify suitable use cases for your work processes

- Sketch out your frequent activities or processes
- Using DAIN's GenAI Cards, identify suitable use cases and find GenAIs for the job.

### Prompting crash course

- Learn how to prompt to get the outputs you want.
- Learn more about the new roles of prompt engineers.

### Apply the tools to your advantage

- Usage of the identified tools for the job activities
- Knowledge transfer: What actions are still needed from your side? What quality did the output have?

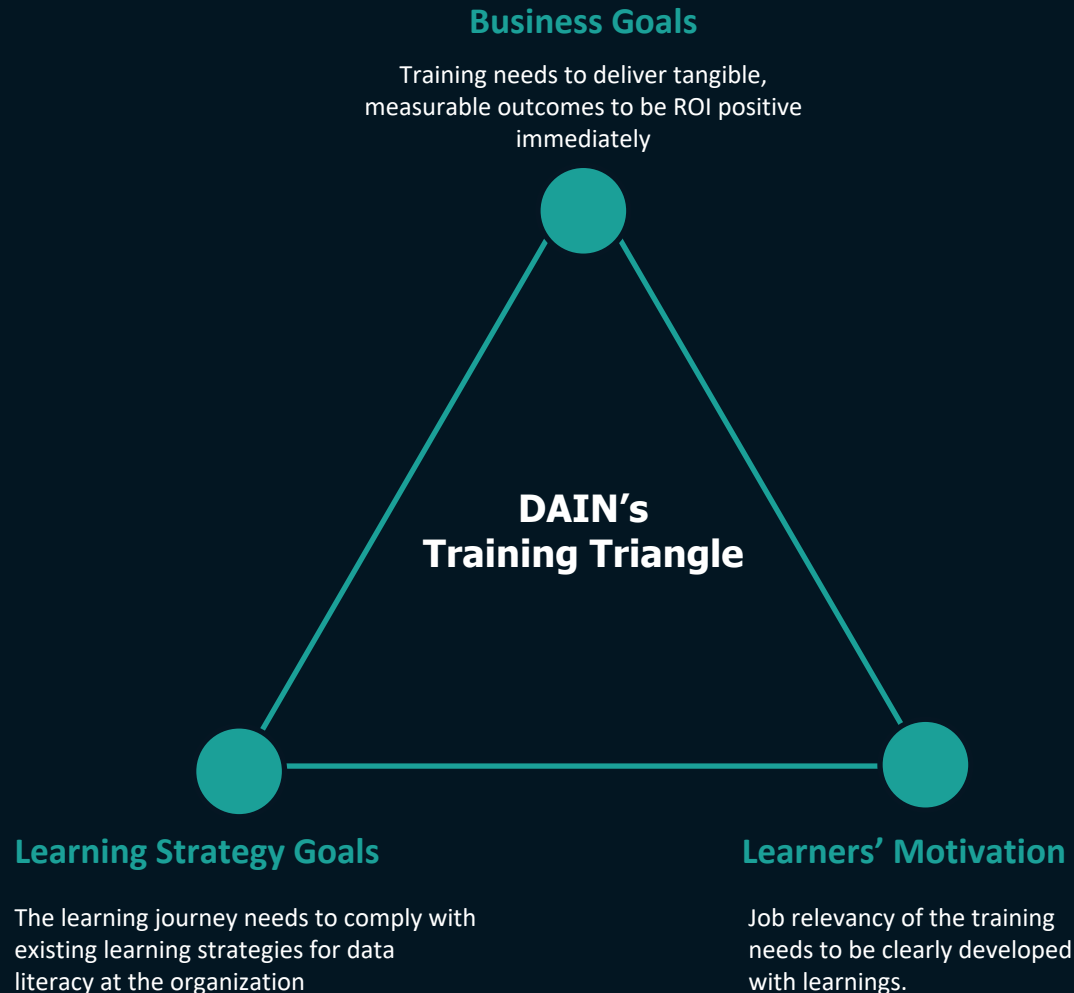


## Training Transfer Goals:

- Identify key activities in their daily work processes that could potentially be automated using AI tools.
- Learn how to use different tools to boost your productivity.
- Find and identify your own use cases
- Learn how to combine different Generative AIs to optimize your outcomes.
- Identify use cases where additional data requirements are needed and where developing you own AI becomes necessary.
- Understand how Microsoft Azure services help provide a secure space for your organization to develop GenAI applications



# The corporate learning triangle



## Our training principles

### 1<sup>st</sup> Principle

#### Focus on a change in behavior.

- Knowledge transfer is only a minor element of the learning journey
- Training for a new behavior that supports business goals

### 3<sup>rd</sup> Principle

#### Make it measurable and tangible.

- Focus on tangible business outcomes (e.g. new dashboards, use case backlog, platform usage)
- Augmentation with traditional training evaluations (e.g. surveys, self-assessment)

### 2<sup>nd</sup> Principle

#### Focus on job-aids solving real business challenges.

- Focus on methodologies and tools needed for the job
- Solving real business challenges with data, based on their business challenges (e.g. data visualizations, use case identification.)

