Emerson Academy

<mark>NEW</mark> ACCELERATED AI

AI Executive Education: 1-Week Bootcamp 2024

Accelerate Your AI Proficiency in Just One Week

Program Highlights

- Intensive 1-week program designed for busy executives
- Comprehensive coverage of AI fundamentals and business applications
- Personalized learning experience tailored to your industry
- Ongoing support and resources for 6 weeks post-program

Program Basics

- **Duration**: 1 Week
- **Price**: Starting at $10,000
- **Audience**: Executives from companies with $100,000 to $5 million in revenue
- **Obtained Expertise**: 84th Percentile

What's Included

- 2 Intensive In-Person Workshops (4 hours each)
- 3 Virtual Follow-up Sessions (2 hours each, bi-weekly for 6 weeks)
- Comprehensive Learning Materials
- Bootcamp Workbook (Digital + Physical)
- 3-month access to Emerson Library™ and Visionland™ platforms

Unique Experiences

- Hands-on AI tools and platforms exploration

- Industry-specific AI application sessions
- Interactive AI ethics and governance discussions

Curriculum Highlights

Module 1: Technical Learning
- AI Basics and ChatGPT (60-65% coverage)
- Prompt Engineering and Chatbots (50-55% coverage)
- AI in Business: Copywriting, Automation, and Presentations (35-55% coverage)

Module 2: Strategy and Implementation
- AI Fundamentals and Leadership (45-50% coverage)
- AI Tools and Platforms (40% coverage)
- ROI and Financial Aspects of AI (45% coverage)

Support and Resources
- Unlimited email support for 30 days (24-hour response time)
- Slack channel access for 30 days (business hours)
- 2 follow-up Zoom calls (1 hour each, within 30 days of program completion)

Outcomes and Certification
- Comprehensive pre and post-program AI knowledge assessment
- Personalized AI implementation strategy for your business
- Official AI Executive Bootcamp Certification

Why Choose Our AI Executive Education
- Curriculum designed specifically for high-level decision makers
- Blend of technical knowledge and strategic implementation
- Ongoing support to ensure successful AI integration in your business

Dates & Prices

Prices are in CAD. See complete terms and conditions here.
Private executive training starts at $10,000 and the transparent price information with clear transformation objectives discussed during the Discovery conversation.

Get Started

Ready to transform your business with AI? Contact us to secure your spot in our next 1-Week Bootcamp.
Emerson Academy | Empowering Executives with AI Knowledge and Strategy
http://emersonacademy.org | **778 988 2570** | hello@emersonacademy.org

Detailed Curriculum Outline

SESSION 1: AI FOUNDATIONS AND BUSINESS APPLICATIONS (4 hours)

1. AI Basics and ChatGPT (1 hour)
- Demystifying AI: Core concepts and current capabilities
- Introduction to Machine Learning and Deep Learning
- ChatGPT showcase: The power of conversational AI
- Quick-start guide to using ChatGPT for business tasks

2. Prompt Engineering and AI-Powered Content (1 hour)
- The art and science of crafting effective prompts
- Hands-on workshop: Refining prompts for business use cases
- Leveraging AI for compelling marketing copy and content creation
- Maintaining brand voice while using AI-generated content

3. AI in Business Operations (1 hour)
- Identifying AI automation opportunities in your business
- AI for data analysis and decision-making
- Enhancing presentations with AI-generated insights
- Case studies: Successful AI implementations across industries

4. AI Strategy for Executives (1 hour)
- Developing an AI-first mindset for your organization
- AI's impact on business models and competitive landscapes
- Ethical considerations and responsible AI practices
- Building a preliminary AI roadmap for your company

SESSION 2: AI IMPLEMENTATION AND FUTURE TRENDS (4 hours)

1. AI Tools and Platforms (1 hour)
- Overview of leading AI platforms and their capabilities
- Selecting the right AI tools for your business needs
- Build vs. buy decisions in AI implementation
- Hands-on exploration of key AI tools relevant to your industry

2. Measuring AI ROI (1 hour)
- Key metrics for evaluating AI investments
- Cost-benefit analysis of AI projects
- Case studies: ROI success stories across industries
- Workshop: Building a basic AI ROI model for your organization

3. AI in Specific Business Functions (1 hour)
- AI in Marketing: Personalization and customer insights
- AI in Finance: Predictive analytics and risk management
- AI in Operations: Supply chain optimization and quality control
- AI in Human Resources: Talent acquisition and development

4. Emerging AI Technologies and Future-Proofing Your Business (1 hour)
- Next-generation AI: What's on the horizon?
- Industry-specific AI trends and predictions
- Preparing your workforce for the AI-driven future

- Action plan: Next steps for AI integration in your company

TRANSFORMATIONS & TAKEAWAYS
- Comprehensive understanding of AI fundamentals and their business applications
- Practical skills in prompt engineering and AI-powered content creation
- Strategies for successful AI integration and automation in your business
- Framework for measuring and maximizing ROI on AI investments
- Vision and initial roadmap for leading your organization's AI transformation

This intensive two-session bootcamp is designed to equip you with the essential knowledge and strategies to leverage AI effectively in your business. You'll gain a solid foundation in AI technology and develop a clear action plan for implementation, positioning you to lead your organization's AI initiatives with confidence.

POST-PROGRAM SUPPORT
- 3 virtual follow-up sessions (2 hours each, bi-weekly for 6 weeks)
- Access to our AI Executive Forum for ongoing learning and networking
- Personalized AI implementation guidance from our expert consultants

Take Action Today

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