Emerson Academy

<mark>NEW</mark> ACCELERATED AI

AI Teams Education: 1-Week Bootcamp 2024

Accelerate Your Team's 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 $22,500
- **Audience**: Small Teams from companies with $100,000 to $5 million in revenue
- **Obtained Expertise**: 84th Percentile
- **Participants**: Up to 16 participants

What's Included
- 4 Intensive In-Person Workshops (3 hours each)
- 3 Virtual Follow-up Sessions (2 hours each, bi-weekly for 6 weeks)
- Comprehensive Learning Materials
- Bootcamp Workbook (Digital + Physical) for each participant
- 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
- Team-based projects and collaborative learning

Curriculum Highlights

Module 1: Technical Learning
- AI Basics and ChatGPT
- Prompt Engineering and Chatbots
- AI in Business: Copywriting, Automation, and Presentations

Module 2: Strategy and Implementation
- AI Fundamentals and Leadership
- AI Tools and Platforms
- ROI and Financial Aspects of AI

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
- Team-based AI implementation strategy for your business
- Official AI Team Bootcamp Certification for all participants

Why Choose Our AI Executive Education
- Curriculum designed specifically for small business teams
- Blend of technical knowledge and strategic implementation
- Ongoing support to ensure successful AI integration in your business
- Fosters team collaboration and shared understanding of AI

Dates & Prices

Prices are in CAD. See complete terms and conditions here.
Team training starts at $22,500. 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 team's 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 TEAM COLLABORATION (3 hours)

1. AI Basics and ChatGPT (45 minutes)
- Demystifying AI: Core concepts and current capabilities
- Introduction to Machine Learning and Deep Learning
- ChatGPT showcase: The power of conversational AI
- Team exercise: Collaborative problem-solving using ChatGPT

2. Prompt Engineering for Teams (45 minutes)
- The art and science of crafting effective prompts
- Hands-on workshop: Refining prompts for business use cases
- Team challenge: Creating and optimizing prompts for specific business scenarios

3. AI-Powered Content Creation (45 minutes)
- Leveraging AI for compelling marketing copy and content creation
- Maintaining brand voice while using AI-generated content
- Team project: Developing a content strategy using AI tools

4. Team AI Strategy Foundations (45 minutes)
- Developing an AI-first mindset for your organization
- AI's impact on team dynamics and workflow
- Group discussion: Identifying AI opportunities in your business

SESSION 2: AI IN BUSINESS OPERATIONS (3 hours)

1. AI Automation for Small Teams (45 minutes)
- Identifying AI automation opportunities in your business · AI for data analysis and decision-making
- Case studies: Successful AI implementations for small teams
- Team brainstorming: Automation priorities for your business

2. Enhancing Team Productivity with AI (45 minutes)
- AI-powered project management and collaboration tools
- Enhancing presentations and reports with AI-generated insights
- Hands-on session: Implementing AI tools in your team's workflow

3. AI in Customer Service and Sales (45 minutes)
- Chatbots and virtual assistants for small businesses
- AI-driven customer insights and personalization
- Role-playing exercise: AI-assisted customer interactions

4. Data Privacy and AI Ethics for Teams (45 minutes)
- Understanding data protection regulations (e.g., GDPR, CCPA)
- Ethical considerations in AI implementation
- Team debate: Balancing AI capabilities with ethical responsibilities

SESSION 3: AI TOOLS AND PLATFORMS FOR SMALL TEAMS (3 hours)

1. Overview of AI Platforms (45 minutes)
- Introduction to leading AI platforms suitable for small teams
- Comparison of features, pricing, and scalability
- Team decision-making exercise: Selecting the right AI tools for your business

2. Hands-on AI Tool Exploration (90 minutes)
- Guided exploration of selected AI tools relevant to your industry
- Team challenges: Solving real business problems using AI tools
- Peer learning: Sharing discoveries and best practices

3. Building vs. Buying AI Solutions (45 minutes)
- Pros and cons of custom AI development vs. off-the-shelf solutions
- Assessing your team's technical capabilities and resources
- Group discussion: Determining the right approach for your business

SESSION 4: AI IMPLEMENTATION AND FUTURE-PROOFING YOUR TEAM (3 hours)
1. Measuring AI ROI for Small Teams (45 minutes)
- Key metrics for evaluating AI investments in small businesses
- Cost-benefit analysis of AI projects
- Team workshop: Building a basic AI ROI model for your organization

2. AI Implementation Roadmap (45 minutes)
- Developing a phased approach to AI adoption
- Resource allocation and team upskilling
- Collaborative exercise: Creating an AI implementation timeline for your team

3. Change Management and AI Culture (45 minutes)
- Fostering an AI-positive culture in your team
- Addressing concerns and resistance to AI adoption
- Role-playing: Communicating AI changes to team members and stakeholders

4. Future Trends and Continuous Learning (45 minutes)
- Emerging AI technologies relevant to small businesses
- Strategies for staying updated on AI advancements
- Team action plan: Establishing ongoing AI learning and experimentation

TRANSFORMATIONS & TAKEAWAYS
- Comprehensive understanding of AI fundamentals and their applications for small business teams
- Practical skills in using AI tools for content creation, automation, and decision-making
- Strategies for successful AI integration and team collaboration
- Framework for measuring and maximizing ROI on AI investments
- Shared vision and roadmap for your team's AI-driven transformation

This intensive four-session bootcamp is designed to equip your team 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 your team 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 Teams Forum for ongoing learning and networking
- Team-based AI implementation guidance from our expert consultants

Take Action Today

Ready to transform your business with AI? Contact us to secure your team's spot in our next 1-Week Bootcamp.