

**Technology
Ireland
ICT**

Skillnet

THE BUSINESS OF ARTIFICIAL INTELLIGENCE IN ALL SECTORS



**A Programme Designed for Leaders,
Managers and Decision Makers - How
Artificial Intelligence Is Shaping Modern
Business, and What To Do About It**

Non-Technical Business Orientated

In association with

ionology

THE BUSINESS OF ARTIFICIAL INTELLIGENCE IN ALL SECTORS

Artificial Intelligence has come of age. It's no longer the reserve of the most technical or most advanced businesses. AI has gone mainstream.

Digital innovators aren't nerds. They are business leaders. Industry professionals. They understand the business capabilities of AI and, as a result, bring the best skilled business brains together with the data engineers to create new products, services and business models.

This series of courses are for all professionals that want to understand how to better leverage AI to create new, sustaining competitive advantage.

The courses are fully funded by the Technology Ireland ICT Skillnet under the Skillnet Ireland Future Dynamics programme.

They are designed for non-technical and technical people alike and will focus on the business skills needed to digitally transform a business by leveraging this emerging technology.

Day-1 Introduction. This is an interactive introduction and introspection. Are we fit to perform in the digital economy against so many new radically diverse competitors?

Day-2 Experience. This is a hands on day of experimentation and learning

Day-3 Planning. Will focus on those individuals that are interested or tasked with building better strategic plans - transitioning from 'doing digital' to being a 'digital innovator'

(Day 1 is a prerequisite to move on to days 2 & 3)

DAY 1 3-HOURS

UNDERSTAND AI

- Understand the business capabilities of AI, in particular Machine Learning
- Examine the digital footprint of your own business and understand how the customer perceives your business
- Understand how new products, services and business models are driving change
- Examine how digital innovators are leveraging AI to create new, sustaining, competitive advantage

MAKE AN AI

- Experience the full range of technologies that power AI including expert systems, robotics, Natural Language Processing, Machine Image Recognition and Machine Learning
- Build a machine learning model using your own data. Send the model to others in your group for them to try it out
- Understand how accessible these new tools are, how simple they are to use and how to integrate them into your plans

DAY 2 6-HOURS

PLAN FOR AI

- This course is designed for senior leaders, managers and decision makers
- Group size is limited to allow maximum 1-2-1 practical outputs
- Understand how to integrate ML into strategic plans, activating the knowledge gained in Day 1 & 2
- How to leverage data to increase operational efficiency and reduce costs
- How to build realistic roadmaps, collaborative innovation partnerships and meaningful competitive advantage leveraging emerging technology

Contact Gillian O`Grady for more information on gillian.ogrady@ictskillnet.ie

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