

TRANSFORMING SMEs WITH AI

GAI-DH17

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

- Introduce participants to the fundamentals of AI and its relevance to SMEs.
- Equip participants with practical skills in prompt engineering to effectively utilize AI tools.
- Demonstrate AI applications tailored to key SME functions: leadership, HR, finance, operations, sales, and training.
- Enable participants to develop actionable AI implementation plans for their respective departments.
- Foster a culture of innovation by integrating AI sustainably into daily business practices.

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Understand AI concepts and identify its applications within SME operations.
- Develop and optimize prompts to interact effectively with AI tools for various business scenarios.
- Apply AI-driven solutions to streamline processes, enhance productivity, and make data-driven decisions.
- Design workflows and strategies for sustainable AI integration into their organization.
- Present and refine departmental AI roadmaps aligned with organizational goals.

AUDIENCE

This course is designed for:

- Leadership Teams: Executives and managers involved in business strategy development.
- HR Professionals: Teams responsible for talent acquisition, workforce management, and employee engagement.
- Finance Teams: Personnel involved in budgeting, forecasting, and financial reporting.
- Operations Teams: Professionals managing procurement, inventory, and supply chain processes.
- Sales and Marketing Teams: Teams focused on lead generation, customer engagement, and campaign optimization.
- Training and Development Teams: Staff responsible for employee training and upskilling initiatives.

METHODOLOGY

- Interactive Lectures:
 - Brief theory sessions on AI concepts and real-world applications, enriched with case studies from SMEs.
- Hands-On Activities:
 - Practical exercises in prompt engineering and AI tool usage, tailored to departmental challenges.
- Group Discussions:
 - Collaborative problem-solving to identify AI use cases and best practices within teams.
- Scenario-Based Learning:
 - Real-world scenarios and role-playing exercises to explore AI implementation strategies.
- Department-Specific Planning:
 - Guided sessions to develop AI roadmaps, culminating in team presentations for peer and facilitator feedback

COURSE CONTENTS

Day 1: Understanding AI and Its Applications in SMEs

Introduction and Icebreaker

- Overview of course objectives.
- Icebreaker activity to align participants on transformation goals.

Module 1: Introduction to AI and Prompt Engineering

- **What is AI?**
 - Overview of Artificial Intelligence and its relevance to SMEs.
 - Key benefits: automation, efficiency, and insights-driven decisions.
- **AI Categories and Tools**
 - Generative AI (text, images, data analytics) vs. Analytical AI.
 - Examples of tools used across industries (e.g., ChatGPT, MidJourney, Leonardo AI).
- **Introduction to Prompt Engineering**
 - Definition and importance of prompt design in AI tools.
 - Best practices for creating effective prompts to achieve desired results.
- **Applications in SMEs**

- Real-world examples: How SMEs leverage AI for business strategy, operations, and customer engagement.
- *Exercise:* Participants practice crafting prompts for common business tasks (e.g., generating a marketing email, automating report summaries).

Module 2: AI Applications in HR Management

- Talent acquisition and workforce analytics using AI.
- Automating repetitive tasks like payroll, scheduling, and performance reviews.
- Enhancing employee engagement with AI-driven tools.
- *Exercise:* Design an AI-powered solution for a common HR challenge.

Module 3: AI for Financial Management

- Automating financial reporting, budgeting, and forecasting.
- Leveraging AI for fraud detection and compliance.
- Streamlining invoice processing and expense management.
- *Activity:* Hands-on practice with an AI financial tool for budgeting.

Module 4: AI-Powered Procurement in Operations

- Vendor selection and contract analysis with AI.
- Forecasting demand and optimizing inventory with predictive analytics.
- Automating procurement workflows.
- *Group Exercise:* Develop a procurement workflow incorporating AI tools.

Day 2: Implementing AI and Driving Results

Recap of Day 1 and Day 2 Objectives

Module 5: AI in Sales and Marketing

- Understanding customer behavior with AI-driven insights.
- Personalizing marketing campaigns and improving lead generation.
- Enhancing customer interactions using AI chatbots and virtual assistants.
- *Exercise:* Create a personalized marketing campaign using AI tools.

Module 6: AI Integration in Training and Development

- Using AI for employee skill assessments and tailored learning paths.
- Gamifying training to enhance engagement.
- AI-powered tools for real-time feedback and performance tracking.

- *Activity:* Explore an AI platform to create a training module.

Module 7: Building an AI Roadmap for SMEs

- Steps to implement AI sustainably across departments.
- Key considerations: Change management, training, and upskilling.
- Measuring success: KPIs for AI-driven transformations.
- *Activity:* Develop a department-specific AI implementation plan.

Module 8: Presentation of AI Plans

- Each team presents their AI implementation plan.
- Peer and facilitator feedback on alignment and feasibility.

Closing Session

- Q&A and feedback.
- Next steps for integrating AI into SME functions.
- Distribution of resources and tools for continuous learning.