



AI Automation Essentials for Business Professionals

- 2 Days
- Lecture and Hands-on Labs

Course Overview

AI-powered automation is revolutionizing business operations, driving efficiency, intelligence, and speed. This expert-led, two-day course equips non-technical business professionals with practical skills to harness AI for optimizing workflows, enhancing decision-making, and elevating customer interactions. Through hands-on exercises and real-world case studies, participants will engage with user-friendly AI tools to automate repetitive tasks, generate predictive insights, and streamline operations. Designed for business professionals, managers, and decision-makers, the course empowers attendees to identify automation opportunities, implement AI-driven workflows, and leverage AI-powered analytics for smarter decisions. With expert guidance and interactive sessions, participants will leave with actionable strategies to integrate AI, reduce manual workloads, and achieve impactful business outcomes. Industry-specific variations (e.g., finance, healthcare) are available; contact for details.

Review this course online at <https://www.alta3.com/courses/ai-auto>

Who Should Attend

- Business professionals new to AI, including operations managers, business analysts, project managers, customer experience leaders, finance professionals, and executives.
- Ideal for those seeking to integrate AI into workflows for improved efficiency and decision-making across industries.
- No technical background required, only an interest in leveraging AI for business success.

What You'll Learn

- Recognize tasks and processes suitable for AI automation to enhance efficiency and decision-making.
- Develop hands-on skills with AI-driven automation tools to simplify workflows and boost productivity.
- Leverage AI for trend analysis, predictive insights, and real-time decision-making to strengthen business strategies.
- Understand AI risks, ethics, and compliance considerations, including bias, data privacy, and responsible AI use.
- Apply AI solutions to improve customer interactions, operational efficiency, and overall business performance.
- Create a personal action plan for integrating intelligent automation into daily work.

Outline

1. AI & Automation: What Every Business Leader Needs to Know
 - Definition and importance of AI-powered automation.
 - Introduction to AIOps (AI for IT and business operations).
 - Real-world examples of AI transforming industries.
 - Exploration of AI-powered business workflows.
2. Business Use Cases: Where AI Automation Works Best
 - Customer Service: AI chatbots for 24/7 support, sentiment analysis.
 - Operations: Predictive demand forecasting, automated inventory.
 - Marketing: Personalized campaigns, automated lead scoring.
 - Finance: Fraud detection, automated compliance checks.
 - Applying AI to specific business challenges.
3. How AI Tools Work (Without Technical Overload)
 - AI models vs. rule-based automation.
 - How AI tools learn and improve.
 - No-code AI platforms (e.g., Microsoft Copilot, ChatGPT, AI-driven dashboards).
 - Hands-on: Exploring a drag-and-drop AI automation tool.
4. AIOps for Business Decision-Makers
 - Strategies for integrating AI into workflows.
 - Importance of human oversight in AI automation.
 - Case study: Companies successfully using AI for automation.
 - Challenges and solutions for AI adoption.
5. Responsible AI: Ethics, Risks, and Business Considerations
 - Mitigating bias in AI decision-making.
 - Ensuring data privacy and compliance (e.g., GDPR, CCPA).
 - Promoting transparency in AI processes.
 - Managing risks in AI business applications.
6. No-Code AI Automation for Business Workflows
 - Overview of AI automation platforms.
 - Building AI-powered workflows without coding.

- Hands-on Lab: Creating an AI automation workflow in a business tool.
7. AI-Driven Decision-Making & Predictive Insights
 - AI in business intelligence: Trend analysis and outcome prediction.
 - AI dashboards and analytics (e.g., Power BI, Tableau AI, Google Looker).
 - AI for real-time business monitoring and anomaly detection.
 - Using AI-powered dashboards to extract key business insights.
 8. Future-Proofing Your Organization with AI & AIOps
 - Trends in AI-driven workflow optimization and automation.
 - Integration of AI copilots and assistants into workflows.
 - Emerging AI technologies reshaping business operations.
 - Exploring AI-enhanced business processes.

Prerequisites

- Basic Business Process Understanding: Familiarity with workflows and decision-making processes in your role or industry to identify AI automation opportunities.
- Comfort with Digital Tools: Experience with business software, dashboards, or automation platforms (e.g., CRM systems, spreadsheets) to explore AI solutions effectively.
- Analytical Thinking: Ability to assess challenges, recognize patterns, and evaluate potential improvements to apply AI automation in real business scenarios.
- No technical or programming experience required