




IMPROVING ORGANIZATIONAL PERFORMANCE WITH AI

AI Mastery: From Theory to Transformation

 **24th – 26th
September, 2025**

 **Virtual (ZOOM)
3 days**

 **USD 475 / KES 62,000
per person**

Open Virtual Experiential Workshop

Artificial intelligence (AI) is rapidly transforming the digital world, becoming essential in daily routines and business activities through automated processes and sophisticated algorithms. Its widespread adoption across various industries is driving innovation and maintaining a competitive edge, while also posing significant societal impacts and potential risks to individual rights. AI tools streamline tasks like data entry, customer service, and supply chain management, allowing employees to focus on strategic and creative work. Attending sessions on AI innovation can provide valuable insights into leveraging AI for organizational improvement and staying ahead in the evolving tech landscape.

Objectives



- Understand what AI is, the fundamental concepts of Artificial Intelligence (AI) and its impact on modern organizations and the technologies that drive AI
- Learn how to implement AI in various business units to improve efficiency and decision-making through practical examples
- Explore practically not less than 15 AI tools including but not limited to (**ReadAI, Mailchimp, Hyperwrite AI, Slidego, Publer, Copilot, Siri, Quickbooks, Zoho, Kira, Inside leads, Zapier**) that would help improve business unit performance
- Use AI to automate processes and drive innovation across key areas like customer service and product development
- Understand the ethical considerations when implementing AI, to avoid bias and ensure fairness
- Develop a strategic approach to implement and mature AI within an organization
- Apply AI concepts to real-world business challenges through hands-on-exercises

Who should attend?



- IT Professionals including System Administrators, Network Engineers and Database Administrators.
- Project Managers
- Data Scientists and Analysts including Data Analysts and Business Analysts.
- Managers and Team Leaders
- Marketing and Customer Experience Professionals
- Research and Development Engineers
- Students and Educators
- Beginners and Enthusiasts
- HR and Talent Acquisition Professionals

Prerequisites



- None. No coding experience required

Course Content



- Introduction to AI
- AI Applications in Business Units
 - >> Sales and Marketing
 - >> Customer service
 - >> Human Resource
 - >> IT & Tech e.t.c.
- Ethics in AI
- Implementing and Maturing AI
- Practical Workshop
- Wrap Up, Test and Close

General Information



- Participants will complete quizzes after each module to reinforce learning and case studies in AI Adoption
- Participants will prepare an AI roadmap to improve organizational performance and for significant business benefits
- A course assessment would be carried out at the end of this course, consisting of 30 multiple choice questions, with a passing score of 65% equating to 19/30
- Participants are issued a certificate of completion

For more information, contact us at:
programmes@leadershipgroup.co.ke
or visit www.leadershipgroup.co.ke &
www.proceptafrica.com