

# Sample personalized agenda

## 1-day AI fluency team training & workshop



**Team: US E-Commerce**

Date	Session	Topics
09:00 - 09:45	AI essentials	<ul style="list-style-type: none"><li>- What is AI, really?</li><li>- What are the core concepts of AI I should know (Machine Learning, Deep Learning, Supervised &amp; Unsupervised Learning, etc.)?</li><li>- What is Generative AI? How does it work?</li></ul>
09:45 - 10:45	AI potential and limitations	<ul style="list-style-type: none"><li>- When should you trust AI? When should you not?</li><li>- What potential AI limitations and mistakes that you should be aware of?</li><li>- How can AI be used in tandem with humans to minimize risks and maximize value?</li></ul>
11:00 - 12:00	AI consumer goods & e-commerce case studies: implementation trends & opportunities	<ul style="list-style-type: none"><li>- What are AI implementation trends in the consumer goods sector?</li><li>- What are AI implementation trends in e-commerce functions?</li><li>- What advantages can Nike's US e-commerce team potentially gain by strategically employing AI?</li><li>- What specific AI implementation Nike's US e-commerce team can consider?</li></ul>
12:00-12:30	AI ethics and privacy	<ul style="list-style-type: none"><li>- How can you use AI ethically? What factors (e.g. bias) you should consider?</li><li>- How can you feed internal data to AI securely? What data privacy best practices should you follow?</li></ul>
12:30-13:30	Break	<ul style="list-style-type: none"><li>- Optional Q&amp;A from 13:00-13:30</li></ul>
13:30-14:30	A primer on curated AI tools for Nike's US e-commerce team: Google AutoML, Jasper.AI, Midjourney, and ChatGPT	<ul style="list-style-type: none"><li>- What are the key use cases and limitations for each tool?</li><li>- How can you use the tool with internal data while maintaining privacy?</li></ul>
14:30-15:30	Prompt Engineering in the context of the curated AI tools	<ul style="list-style-type: none"><li>- What is prompt engineering?</li><li>- How can you be a "prompt engineer" that makes the most out of each of these tools' capabilities?</li></ul>
15:30 - 17:00	Design thinking	<ul style="list-style-type: none"><li>- Small group brainstorming sessions</li></ul>

	workshop on strategic AI applications for your team	<ul style="list-style-type: none"><li>- Ideas presentation and Q&amp;A</li><li>- Large-group discussion building on top of each team's ideas</li></ul>
17:00 - 17:30	Closing & next steps	<ul style="list-style-type: none"><li>- What have I learned today?</li><li>- How can I continue to learn?</li><li>- How can I apply what I learn in my role?</li></ul>