Smart learning plan (training)

Dear Sara,

This plan is designed to support your learning during the training period.

1. Learning objectives

Module 1: Understanding AI basics

- Identify and become comfortable using 2-3 AI tools that can help overcome language barriers and simplify business regulations research for your beauty salon in Finland.
- Learn how to use AI to generate initial beauty salon business concepts that appeal to both immigrant communities and Finnish customers.

Module 2: AI for Business Planning

- Develop a comprehensive market analysis for your beauty salon in Espoo, identifying gaps in services for immigrant women and potential crossover appeal to Finnish customers.
- Create detailed customer personas for your beauty salon that reflect the diverse needs of your target market, with special attention to cultural preferences in beauty services.

Module 3: Business Prompting Workshop

- Master creating professional marketing materials for your beauty salon that effectively communicate across cultural and language differences.
- Develop a custom AI assistant that can help you navigate Finnish business regulations and beauty industry compliance requirements.

Module 4: AI for Business Success

- Design a culturally-sensitive marketing campaign for your beauty salon that effectively reaches both immigrant communities and local Finnish customers.
- Create a 12-month business roadmap that incorporates AI tools for ongoing customer engagement, service optimization, and business growth.

2. Your tailored learning plan

For Module 1: Understanding AI basics

1. Start with ChatGPT and Google Bard to understand basic AI capabilities

2. Practice using AI to translate beauty industry terminology between Arabic, Finnish, and English
3. Use AI tools to research Finnish beauty salon regulations and simplify the language
4. Experiment with image generation tools (like DALL-E or Midjourney) to visualize your salon concept
5. Create a simple prompt template for gathering information about beauty industry requirements in Finland

For Module 2: AI for Business Planning

1. Use AI to conduct a PESTEL analysis specific to immigrant-owned beauty businesses in Espoo
2. Research successful beauty salons that serve diverse communities and identify their key success factors
3. Create 3-5 detailed customer personas representing different segments (immigrant women, Finnish customers, etc.)
4. Map the customer journey for each persona, noting cultural considerations at each touchpoint
5. Use the insights gathered to draft the first version of your business plan with AI assistance

For Module 3: Business Prompting Workshop

1. Learn to create effective prompts for generating beauty industry-specific content
2. Develop a pitch deck for potential investors or partners that highlights your unique value proposition
3. Compare outputs from different AI tools to find which works best for beauty industry content
4. Create a custom GPT focused on Finnish beauty industry regulations and business practices
5. Build a knowledge base of beauty techniques, products, and cultural preferences to enhance your AI outputs

For Module 4: AI for Business Success

1. Design a multilingual marketing strategy that respects cultural sensitivities
2. Create sample social media content calendars for your beauty salon
3. Develop AI-powered customer service responses for common questions in multiple languages
4. Use AI to identify potential partnership opportunities with complementary businesses
5. Finalize your business plan with a focus on sustainable growth and work-life balance as a mother entrepreneur

3. Extra Assignments

Assignment for Module 1

Beauty Salon Concept Generator: Use at least two different AI tools to generate 3 unique beauty salon concept ideas that would appeal to both immigrant and Finnish communities. Compare the results, noting which AI provided more culturally sensitive and practical suggestions. Document the prompts you used and how you refined them to get better results.

Assignment for Module 2

Cultural Beauty Preferences Analysis: Use AI to research beauty preferences across different cultures represented in Espoo. Create a visual map showing how these preferences overlap or differ, and identify 3-5 service opportunities that could appeal to multiple cultural groups. Document which AI tools you used and how you structured your prompts to get culturally sensitive information.

Assignment for Module 3

Multilingual Service Menu Creator: Create a professional service menu for your beauty salon in at least three languages (Finnish, English, and Arabic). Use AI tools to ensure accurate translation of beauty terminology and culturally appropriate descriptions. Document your process, including how you verified the accuracy of specialized beauty terms across languages.

Assignment for Module 4

AI Beauty Consultant Prototype: Design a simple AI chatbot concept that could help customers determine appropriate beauty services based on their needs, preferences, and cultural background. Create a flowchart of conversation paths and sample responses. Explain how this tool could help you balance business operations with your family responsibilities.

4. Tips

Leverage your community connections: Your network within the immigrant community is a valuable asset. Use AI tools to help you formalize these connections into marketing and customer acquisition strategies.

Balance technical and personal approaches: While AI can help with many aspects of business planning, your personal touch and cultural understanding are your unique advantages. Use AI to handle routine tasks so you can focus on building relationships.

Start small but think ahead: Consider beginning with services that require minimal investment while using AI to plan your expansion. This approach can help you manage financial risks while building your customer base.

Document your learning journey: Keep a record of useful AI prompts and techniques that work well for your specific needs. This will become a valuable resource as you grow your business.

Use AI to bridge cultural gaps: When creating marketing materials or service descriptions, use AI to help ensure your messaging resonates with both Finnish customers and your immigrant community base.

Remember your work-life balance goals: Use AI tools to automate and streamline business processes where possible, helping you achieve your goal of building a business that accommodates your family responsibilities.

We hope you have a fruitful learning period. If you have any questions, please contact teachers.