ARTIFICIAL INTELLIGENCE BUSINESS AWARENESS

Yogesh Haribhau Kulkarni

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About Me

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Yogesh Haribhau Kulkarni

Bio:

- 20+ years in CAD/Engineering software development
- Got Bachelors, Masters and Doctoral degrees in Mechanical Engineering (specialization: Geometric Modeling Algorithms).
- Currently doing Coaching in fields such as Data Science, Artificial Intelligence Machine-Deep Learning (ML/DL) and Natural Language Processing (NLP).
- Feel free to follow me at:
  - Github (github.com/yogeshhk)
  - LinkedIn (www.linkedin.com/in/yogeshkulkarni/)
  - Medium (yogeshharibhaukulkarni.medium.com)
  - Send email to yogeshkulkarni at yahoo dot com

Office Hours: Saturdays, 2 to 5pm (IST); Free-Open to all; email for appointment.

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Welcome to the AI for Growth Workshop

- Welcome, leaders and change-makers!
- Today's focus: Turning AI from **buzzword to business value**.
- A collaborative, hands-on learning experience.
- Interactive sessions, real examples, and practical takeaways.
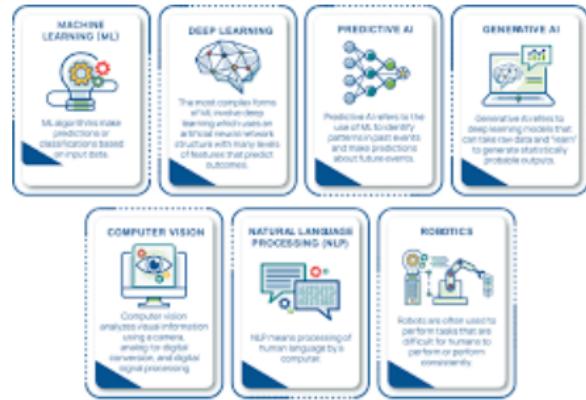- Outcome: A clear AI roadmap for your organization.

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Agenda Overview

- Session 1: Demystifying AI — From Buzzword to Business Enabler
- Session 2: The Art of the Possible — Global and Indian Success Stories
- Session 3: Hands-On Experience — Boosting Productivity with Copilot
- Session 4: Co-Creation — Translating Learning into AI Opportunities
- Wrap-up and Next Steps

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Workshop Objectives

- Develop a shared understanding of AI fundamentals and impact.
- Learn from Indian and global AI success stories.
- Experience productivity improvements using Generative AI tools.
- Identify realistic, short-term AI use cases in your business functions.
- Build a roadmap to measure AI's business value and cultural impact.

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- **Goal:** Build a common understanding of AI beyond the buzz.
- Types of AI:
  - Predictive AI – data-driven forecasting.
  - Generative AI – creating new content and ideas.
  - Agentic AI – autonomous decision-making.
  - Ethical AI – fairness, transparency, and responsibility.
- Example: Predictive AI in sales forecasting → 20% faster planning cycles.

(Ref: The Potential of Artificial Intelligence (AI) to Enhance LIS

Performance)

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- **Automation:** Rules-based, repetitive task handling.
- **AI:** Learns patterns, predicts outcomes, and adapts.
- Business analogy:
  - Automation = "Doing things right."
  - AI = "Doing the right things smarter."
- Example: Customer support chatbots that continuously improve with feedback.

(Ref: Automations vs AI Workflows vs AI Agents: Understanding the

Key Differences)

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- ▶ **Activity:** Explore how AI interprets different prompts.
- ▶ Try: "Summarize this customer complaint in one line" vs "Turn this complaint into a polite response email."
- ▶ Discuss how phrasing, tone, and context affect AI output.
- ▶ **Key insight:** Better prompts = better results.
- ▶ Reflection: "Where can clear prompting improve my team's output?"

The Perfect Prompt Structure

Role	You are an experienced Text author for web texts.
Task	Your task: Create a Blog post.
Context (topic, goal, details)	Topic: Family books a beach holiday. Target group: Families with schoolchildren
Format	Length: 500 words, as rich text, with H2 headlines, bullet points, bold type, style: loose, dull
Example ("few shot")	Example: "You should think about this when booking your family beach holiday"

(Ref: Prompt Engineering - The perfect AI prompt setup - ai-rockstars.com)

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Session 2.1: Indian Success Stories in AI

- Havells: Personalized marketing with AI-driven campaigns.
- Polycab: Predictive demand planning reducing stockouts.
- Crompton: Chatbots for customer service efficiency.
- Bajaj Electricals: Dealer analytics improving sales insights.
- Lesson: Practical, incremental adoption leads to success.

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- Schneider Electric: AI for predictive maintenance.
- Philips: Automating customer experience personalization.
- LG: Product innovation via AI insights from customer data.
- Common success factors:
  - Leadership sponsorship.
  - Strong data foundations.
  - Experimentation mindset.

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- **Activity:** Map showcased examples to your business functions.
- Discuss in groups:
  - Which examples resonate most with your current priorities?
  - What enablers would you need to replicate them?
- **Output:** Identify 2–3 relevant use cases per function.
- Facilitator debrief: Patterns and quick wins.

(Ref: 17 Fun Team Building Activities for Kids in Your Classroom)

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Session 3.1: Exploring Microsoft Copilot

- **Objective:** Discover how Copilot enhances daily productivity.
- Demonstration: AI assistance across Microsoft 365.
- Examples:
  - Excel: Analyze and visualize data trends.
  - Outlook: Draft and summarize emails.
  - PowerPoint: Auto-generate presentations.
- Key takeaway: AI amplifies human creativity and efficiency.

(Ref: Microsoft's Copilot Integration: Next Big Leap in AI - CTO Magazine)

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Session 3.2: Mini Hands-On Activities

- **Task 1:** Generate a summary of a meeting transcript in Teams.
- **Task 2:** Create a product pitch deck using Copilot in PowerPoint.
- **Task 3:** Use Copilot in Excel to extract trends from last quarter's data.
- Discuss: What surprised you? What felt intuitive?
- Reflection: "Which task could I automate tomorrow?"

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- Translate individual productivity into team outcomes:
  - Time saved → faster project delivery.
  - Clarity gained → better decisions.
  - Automation → higher employee satisfaction.
- Identify cultural enablers for AI adoption.
- **Output:** Personal AI Productivity Action Plan.

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Session 4.1: Identifying AI Opportunities

- **Goal:** Spot functional challenges that AI can address.
- Apply the **4-Lens Framework:**
  - Efficiency – time/cost savings.
  - Experience – customer and employee delight.
  - Decision-making – improved insights.
  - Innovation – new products/services.
- Group brainstorming by function (sales, ops, HR, etc.).

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- Classify opportunities by timeline:
  - Short-term (3–6 months)
  - Medium-term (6–12 months)
  - Long-term (future bets)
- Introduce:
  - **ROI Lens:** Efficiency, customer impact, revenue.
  - **Change Lens:** People, process, tech shifts needed.
- Use impact-effort matrices to prioritize.

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- ▶ Each group presents top 1–2 AI opportunity ideas.
- ▶ Discuss functional readiness and expected impact.
- ▶ Capture key success metrics:
  - ▶ Efficiency gain (%)
  - ▶ Experience score improvement
  - ▶ Potential revenue contribution
- ▶ Facilitator synthesizes top enterprise themes.

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Key Takeaways and Next Steps

- **Shared understanding:** AI as a practical business enabler.
- **Inspiration:** Lessons from peers and global leaders.
- **Confidence:** Hands-on experience using AI tools.
- **Action:** Concrete opportunities identified per function.
- Next Steps:
  - Form AI Taskforce
  - Pilot top 2–3 use cases
  - Track impact metrics quarterly

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Thank You and Reflection

- Thank you for participating!
- Reflect:
    - "What is my first AI action step tomorrow?"
    - "How will I enable my team to use AI responsibly?"
- Stay curious, experiment boldly, lead responsibly.
- **Contact:** [Your name / organization details]

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Thanks . . .

- ► Office Hours: Saturdays, 3 to 5 pm (IST); Free-Open to all; email for appointment to yogeshkulkarni at yahoo dot com
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