# Artificial Intelligence Business Awareness

## 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.

## Agenda Overview

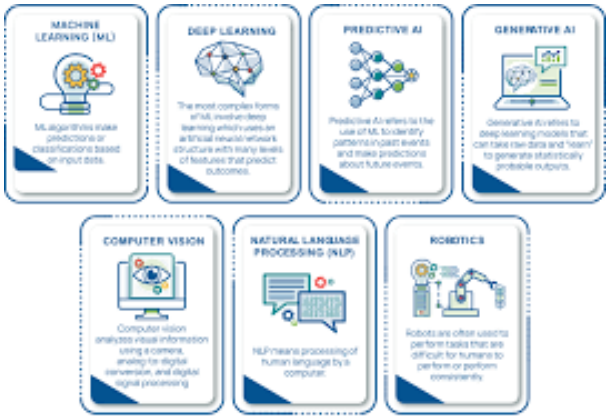
- Session 1: Demystifying AI — From Buzzword to Business Enabler
- Session 2: The Art of the Possible — Global and Indian Success Stories
- Session 3: Hands-On Experience — Boosting Productivity with Copilot
- Session 4: Co-Creation — Translating Learning into AI Opportunities
- Wrap-up and Next Steps

## 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.

## Session 1.1: Understanding AI and Its Business Potential

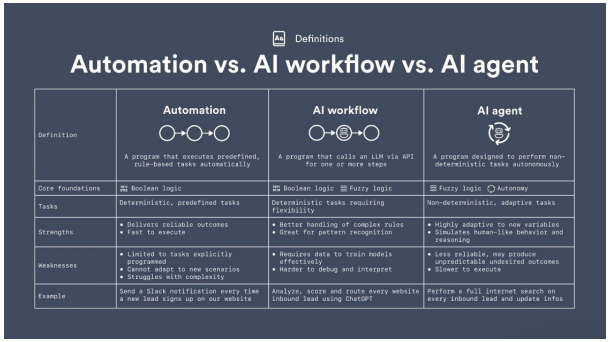
- **Goal:** Build a common understanding of AI beyond the buzz.
- Types of AI:
  - Predictive AI – data-driven forecasting.
  - Generative AI – creating new content and ideas.
  - Agentic AI – autonomous decision-making.
  - Ethical AI – fairness, transparency, and responsibility.
- Example: Predictive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




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

## Session 1.2: From Automation to Intelligence

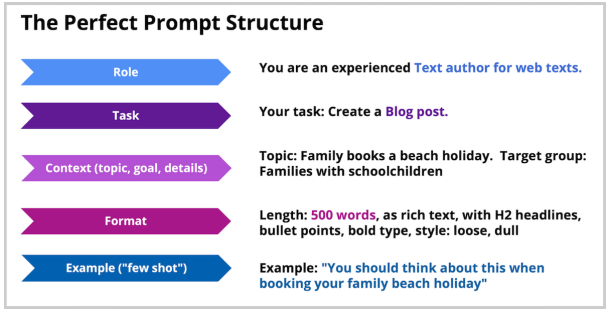
- **Automation:** Rules-based, repetitive task handling.
- **AI:** Learns patterns, predicts outcomes, and adapts.
- Business analogy:
  - Automation = "Doing things right."
  - AI = "Doing the right things smarter."
- Example: Customer support chatbots that continuously improve with feedback.




(Ref: Automations vs AI Workflows vs AI Agents: Understanding the Key Differences)

## Session 1.3: Hands-On Exercise: "Prompt Engineering Basics"

- **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?"




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

## 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.

## Session 2.2: Global Inspiration — How Leaders Use AI

- 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.

## Session 2.3: Group Activity: "Relevance Mapping"

- **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)

## 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)

## 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?"

## Session 3.3: Linking Personal Gains to Organizational Value

- 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.

## 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.).

## Session 4.2: Evaluating Feasibility and Impact

- 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.

## Session 4.3: Presenting AI Opportunity Canvases

- 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.

## 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

## 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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