

AI FOR FINANCE, HR & SALES

Overview

This intensive 2-day program demystifies artificial intelligence for non-technical professionals, transforming apprehension into practical capability. Designed specifically for organizational-wide deployment, the training moves beyond theoretical concepts to deliver immediately applicable skills in AI literacy, workflow automation, and ethical implementation. Participants will gain hands-on experience with leading AI tools, learn to identify automation opportunities in their daily work, and develop a robust understanding of data security protocols. The program culminates in personalized action plans that ensure knowledge translates directly into measurable productivity gains and innovation initiatives.

Course Objectives

By the end of this program, participants will be able to:

1. Explain core AI concepts (Machine Learning, GenAI, LLMs) and their relevance to their roles.
2. Identify repetitive, rule-based tasks in their workflows suitable for AI-augmented automation.
3. Apply prompt engineering techniques to effectively use public AI tools (e.g., ChatGPT, Copilot, GAMMA, etc.) for various tasks.
4. Evaluate AI outputs for bias, accuracy, and relevance.
5. Adhere to company data security protocols when using AI, distinguishing between safe and risky data practices.
6. Develop a personal action plan to implement one AI-driven improvement in their work.

Duration

2 Days

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Who Should Attend

- All non-technical employees across departments
- Administrative and operations staff
- Sales, marketing, and customer service teams
- HR, finance, and accounting personnel
- Team leaders and department managers
- Anyone seeking to enhance productivity with AI tools
- Professionals wanting to stay relevant in evolving job markets.

Prerequisites

- Basic computer literacy (web browsing, email, office software)
- Active work email address
- Willingness to learn and experiment.

Training Methodology

- Virtual or Physical Delivery
- Interactive lectures
- Case study discussions
- Hands-on exercises
- Group activities & role-play

Tools & Resources Needed

- Laptop with modern web browser (Chrome/Edge recommended)
- Stable internet connection
- Google or Microsoft account (for tool access)
- Notebook and pen (digital or physical)

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DAY 1: AI LITERACY & HANDS-ON APPLICATION

Time	Module	Key Activities & Objectives
9:00 - 9:30 AM	Welcome & AI Mindset Shift	- Icebreaker: "Your First AI Experience"
		- Why AI Matters for Every Role
		- Evolving Job Landscape & Opportunity Mapping
9:30 - 10:45 AM	Module 1: Demystifying AI	- AI vs. ML vs. Generative AI
		- Real-world Examples Across Departments
		- Understanding LLMs & How They Work
		- Activity: AI Concept Matching Game
10:45 - 11:00 AM	Morning Break	
11:00 - 12:30 PM	Module 2: Prompt Engineering Fundamentals	- The Anatomy of Effective Prompts
		- CLEAR Framework: Context, Length, Examples, Audience, Refinement
		- Hands-on Practice: Email Drafting, Research Summarization
		- Lab: ChatGPT/Claude/Gemini Prompt Crafting
12:30 - 1:30 PM	Lunch Break	
1:30 - 3:00 PM	Module 3: Workflow Automation Discovery	- Identifying Repetitive Tasks: The 5-Question Checklist
		- Process Mapping for Automation Potential
		- Workshop: "My Automatable Tasks" Brainstorming
		- Case Studies: Admin, Sales, Marketing, Operations
3:00 - 3:15 PM	Afternoon Break	
3:15 - 5:00 PM	Module 4: Practical AI Tools Exploration	- Text Tools: ChatGPT, Claude, Perplexity
		- Visual Tools: DALL-E, Midjourney, Canva AI
		- Productivity Tools: AI in Office Suites
		- Hands-on Challenge: Complete 3 Real Work Tasks with AI
		- Day 1 Wrap-up & Q&A

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DAY 2: SECURITY, ETHICS & IMPLEMENTATION

Time	Module	Key Activities & Objectives
9:00 - 10:30 AM	Module 5: AI Ethics & Data Security	- Data Classification: What Can/Cannot Share
		- Protecting IP & Client Confidentiality
		- Company AI Policy Framework
		- Activity: "Red Flag" Scenario Analysis
		- Bias Detection & Mitigation Strategies
10:30 - 10:45 AM	Morning Break	
10:45 - 12:30 PM	Module 6: Advanced Automation Workshop	- Building AI-Augmented Workflows
		- Combining Multiple AI Tools
		- Workshop: Design Your Department's AI Solution
		- Error Checking & Validation Techniques
12:30 - 1:30 PM	Lunch Break	
1:30 - 3:00 PM	Module 7: Integration & Change Management	- Overcoming Adoption Barriers
		- Team Collaboration with AI
		- Measuring ROI of AI Implementation
		- Activity: Stakeholder Persuasion Role-play
3:00 - 3:15 PM	Afternoon Break	
3:15 - 4:45 PM	Module 8: Action Planning & Capstone	- Personal AI Implementation Plan
		- 30-Day Roadmap Development
		- Resource Identification & Support Needs
		- Presentation: "My AI Project Pitch" (Pairs)
4:45 - 5:00 PM	Closing & Certification	- Program Recap
		- Q&A
		- Next Steps & Support Resources
		- Certificate Distribution