

Drive AI transformation in your organization (AB-731T00)

Duration: 1 day

Audience: Dirigeant et cadre

Who is this training for?

This course is for business leaders: directors, vice presidents, executives, and managers from marketing, sales, operations, human resources, finance, and strategy. It is also suitable for future leaders who want to understand how to adopt and scale AI responsibly. Participants will gain practical knowledge and tools to plan, structure, and implement AI initiatives using Microsoft technologies.

Training objectives

- Understand the basics of generative AI for decision-makers
- Explain the fundamentals of generative AI and AI models.
- Identify value-creating use cases and challenges related to AI adoption.
- Evaluate the costs, impacts and benefits of AI solutions for their organization.
- Develop effective generative AI solutions in the enterprise
- Apply prompt engineering principles to improve the results generated by AI.
- Use trusted data to enhance the relevance and security of AI solutions.
- Understand the role of machine learning in value creation.
- Leverage Microsoft Copilot solutions to drive business value
- Identify Copilot experiences and solutions that are best suited to business needs.
- Map internal processes to Copilot capabilities to improve productivity.
- Extend and customize Copilot in accordance with the principles of responsible AI.
- Understand Copilot licensing options.
- Generate value with Microsoft Foundry
- Connect business scenarios to Foundry's solutions.
- Select the most suitable Foundry model for organizational objectives.
- Understand Foundry subscription models.
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Mobilize AI tools and resources for the business

- Identify basic technological concepts related to AI.
- Understand Microsoft's approach to AI and agents.
- Support digital transformation with Azure and AI platforms.
- Ensure a solid foundation through security applied to AI.
- Define a value-creating AI strategy
- Develop a business strategy integrating AI.
- Define a technological and data strategy aligned with business objectives.
- Develop a coherent AI strategy (products, experiences, governance).
- Adapt culture, organization and structure for successful AI adoption.
- Implement responsible AI
- Explain the fundamentals of responsible AI.
- Prepare the organization to adopt responsible practices.
- Establish a clear governance system to govern the use of AI.
- Draw inspiration from Microsoft's framework for responsible AI.
- Scale across the organization
- Identify levers to multiply AI-related opportunities.
- Organize and structure the company for successful AI adoption.
- Empower business and expert users with AI.

Summary

In this course, learners will explore how to drive AI-driven organizational transformation. They will learn concrete strategies to identify high-impact opportunities, align investments with business objectives, and promote responsible AI practices. The course emphasizes real-world applications and strategic decision-making with no technical expertise required, making it an ideal course for senior executives who want to embrace and drive AI innovation with confidence.

Course outline

Understanding the Foundations of Generative AI for Leaders

- What is Generative AI?
- Explore the business value of generative AI solutions
- Understand generative AI models
- Understand cost drivers
- Identify challenges and opportunities
- Module evaluation

Create effective generative AI solutions

- Understand prompt engineering
- Base AI on trusted data
- Build trusted AI: Security and data
- Understand the value of machine learning
- Module evaluation

Generate business value with Microsoft Copilot

- Explore Copilot solutions
- Explore Copilot experiences
- Align business processes and Copilot solutions
- Extend and customize Copilot

Explore responsible AI in Copilot

- Explore Copilot licensing
- Module evaluation

Generate value with Microsoft Foundry tools

- Why Microsoft Foundry is important
- Connect business scenarios and Foundry solutions
- Choose the right Foundry model

- Understand subscription model
- Module evaluation

Leverage AI tools and resources for your business

- Identify core technology concepts
- Understand the fundamentals of AI
- Explore the Microsoft approach
- Learn about Copilot and agents in action
- Transformation via Azure and AI • Secure AI
- Module assessment

Create value with AI

- Business strategy
- Technology and data strategy
- AI strategy and experience
- Culture and organization
- AI governance
- Module assessment

Synthesize Business Value Levers

- Adopt Responsible AI Principles
- Prepare Responsible AI
- Identify Guiding Principles
- Design a Governance System
- Apply Governance Frameworks
- Responsible AI at Microsoft
- Module Assessment

Scale in the Organization

- Unlock the Value of AI
- Organize AI Success
- Empower Business Users
- Empower Business Experts
- Assess the Value of AI module

Approach and methodology

Practical and structured approach combining focused theory and guided workshops. Participants gradually explore the levers of AI transformation within their organization through concrete exercises inspired by professional scenarios, promoting an immediate application of learning. They learn how to identify business opportunities, align AI initiatives with strategic objectives, and support organizational change. Led by a Microsoft-certified trainer, the training focuses on interactivity and the development of directly transferable skills to effectively manage AI initiatives in a professional context.

Recommendations

- No technical expertise required (strategic/non-technical orientation)
- General understanding of organizational issues and digital transformation
- Interest in artificial intelligence and its uses in business
- Experience in management, leadership or decision-making (asset)
- Openness to innovation and organizational change