

Generative AI for executives: from strategic vision to practical application

Duration: 0,5 day

Audience: Dirigeant et cadre

Who is this training for?

- General Managers
- Executive Committee Members
- Business Unit Directors
- Operations Managers
- Project Managers
- Department Heads and Middle Managers,
- Team Leaders
- Project Portfolio Managers.

Training objectives

- Identify relevant AI tools, their key functionalities, appropriate contexts of use and associated best practices.
- Understand AI tools, interpret their results, distinguish appropriate use cases, and classify the forms of assistance offered by AI in the workplace.
- Autonomously use AI tools, apply best practices, adapt prompts according to needs and daily business tasks.
- Evaluate the quality, relevance and effectiveness of AI tools as well as diagnose problems and justify the use or not of AI according to the situation.

Summary

This practical and intensive training propels you into the concrete use of AI tools to amplify your management and leadership abilities. After a targeted introduction to specialized AI tools for decision-making and organizational management, you will experience their use directly through practical exercises based on real managerial situations.

The focus is on the immediate application of the knowledge gained to your daily challenges: data analysis, strategic decision-making, project management and process optimization. You will leave with a personalized toolbox and the confidence to integrate AI into your management style, significantly increasing your decision-making efficiency and the performance of your organization.

Course outline

Module: Introduction to LLMs and Generative AI

- Definition and fundamentals of LLMs
- Basic architecture and operation
- Types of models and their characteristics
- Current capabilities and limitations
- Key concepts: tokens, embeddings, prompts
- Impact on different business sectors

Module: Security and privacy in the use of LLMs

- Understanding privacy issues
- Security best practices
- Ethics of communicating with AI

Module: Producing Text Using an LLM

- Prompt Engineering Basics
- Content Generation Techniques
- Effective Prompt Structure and Formats
- Tone and Style Control
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Optimizing Results

- Best Practices and Pitfalls to Avoid

Module: Analyzing and Synthesizing Text Using an LLM

- Textual Analysis and Information Extraction Techniques
- Key Information Extraction
- Structural Analysis
- Pattern Identification
- Classification
- Benchmarking
- Structuring of summaries
- Adaptable levels of synthesis
- Validation of accuracy

Approach and methodology

This course takes an applied and decision-oriented approach, combining focused lectures with practical workshops based on real-life management situations. Learning is centered on the strategic use of generative AI tools to support decision-making, analysis, and organizational steering. Peer-to-peer exchanges and real-life cases help to anchor concepts in the issues of leadership roles.

Recommendations

Have a rough understanding of key concepts and basic terminology in artificial intelligence.