COURSE OBJECTIVES

- Understand how Generative AI works and where it fits in business contexts
- Master prompt engineering for different business goals
- Explore use cases across key departments (with demos and exercises)
- Gain hands-on experience with tools like ChatGPT, Claude, Gemini, Notebook LM, Whimsical, KIMI K2, and Perplexity
- Design a practical roadmap for introducing AI-enhanced workflows into daily operations

FEATURED TOOLS (VALUE-DRIVEN AND FLEXIBLE)

- **ChatGPT** – core platform for ideation, writing, summarizing, analysis
- **Gemini** – integration into Google Workspace and document handling
- **Claude** – tone optimization, summarizing, long-form inputs and coding
- **Perplexity** – grounded research, competitive analysis, benchmarking
- **Make.com** – implement workflows with AI to automate your tasks
- **Notebook LM** – work on large volume, complex internal data

WORKSHOP OUTLINE

1. **Understanding Generative AI in Business Context**
   - What is Generative AI?
   - Why is it different from traditional AI or automation?
   - Applications across industries and job functions
   - Myths, limitations, and real-world potential
   - Key concepts: LLMs, prompts, tokens, hallucination, context, tone, and more

2. **Prompt Engineering for Business Outcomes**
   - Prompt types: Zero-shot, few-shot, and role-based
   - RACE framework
   - ASK framework
   - Chain of Thought Prompting
   - Priming the Chatbot
   - Tone control: Professional, persuasive, neutral, empathetic
   - Common prompt templates for:
     o Email writing
     o Meeting summaries
     o Report generation
     o Executive briefs
   - Prompt Engineering Techniques to Avoid Hallucination
   - Resources: Thousands of reusable prompts for everyday official tasks
   - Hands-on: Write and improve prompts for your daily tasks

3. **AI-Powered Solutions Across Business Functions**
   Cross-functional walkthroughs with tailored examples:
   - **Operations:** Process notes, SOPs, time-saving tools
   - **HR & People Ops:** Job descriptions, feedback summaries, onboarding kits
   - **Finance:** Narrative for reports, forecasting commentary
   - **Sales & Marketing:** Personalized emails, campaign ideas, product briefs
   - **Strategy & Leadership:** SWOT analysis, pitch decks, business memos
   - **Tool comparison:** Which model/tool is better for which context?

4. **Designing with System Prompts**
   - Defining role, tone, and instructions
   - Personalizing outputs with structure
   - Custom instructions for policy adherence

5. **Research, Analysis & Knowledge Management with AI**
   - Using Perplexity, KIMI, and Claude for:
     - Competitive research
     - Industry benchmarking
     - Risk and regulatory brief creation
   - Summarizing and querying internal content (optional: Notebook LM demo)
   - Hands-on: Ask AI to analyze and synthesize complex inputs

6. **Designing AI-Enhanced Workflows**
   - What to automate and what not to automate
   - Embedding AI in routine tasks (via templates or Zapier/Make.com)
   - Lightweight automation examples:
     - Auto-drafting follow-ups from meeting notes
     - Creating weekly summary reports
     - Creating employee handbooks from raw content
   - Group Activity: Sketch your first AI-enhanced workflow

7. **Responsible & Strategic Use of AI in the Workplace**
   - Ethical considerations: Bias, confidentiality, AI misuse
   - Risk: Model reliability, compliance, overdependence
   - AI usage policy overview: What every organization should define
   - Governance for teams using AI responsibly
   - Q&A: "Can I use AI for this?" Framework for leaders and teams

8. **Final Planning: AI in Your Role and Department**
   - Individual reflection: Where can AI help me today?
   - Group Exercise: Top value you can add to your organization by implementing AI
     - Quick wins
     - Strategic improvements
     - Industry-disruptive ideas
   - Worksheet: Draft your **3-Part AI Action Plan**
     - 1 task to enhance
     - 1 process to explore for automation
     - 1 challenge to solve with AI experimentation
   - Wrap-up and curated resource pack for continued learning

WHO SHOULD ATTEND

This workshop is ideal for business professionals-across strategy, operations, HR, finance, marketing, sales, or support functions-who are looking to leverage Generative AI to boost productivity, simplify complex tasks, and support smarter decision-making, all without requiring a technical background.

PREREQUISITES

No programming or AI background required. Participants should be comfortable using digital tools and open to experimentation with new technologies.

YOUR PROGRAM FACILITATOR:

NOORUDDIN SURANI
Professional Trainer & Coach | Software Solutions & AI Expert

With over 20 years of corporate experience and 16+ years in Information Technology, Nooruddin Surani specializes in software development, Artificial Intelligence (AI), team leadership, and corporate training. His extensive expertise includes designing and developing software solutions for industries such as retail, education, finance, and banking, working with organizations in the US, UAE, Australia, Sweden, Barbados, and Pakistan. He has led development teams, created software solutions for medium to large-scale enterprises, and mentored thousands of professionals globally.
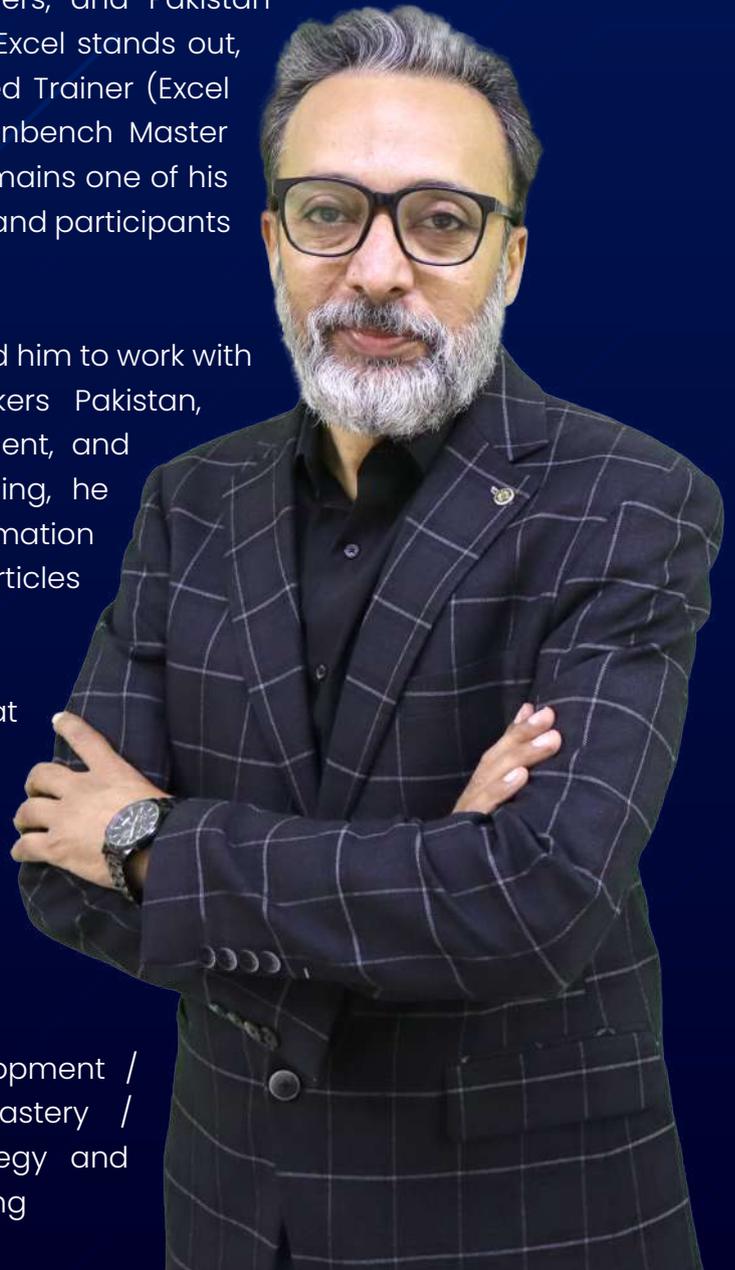
Nooruddin Surani has conducted various training sessions on Artificial Intelligence and specializes in applying AI-driven technologies to business solutions. He is also a certified trainer and has delivered professional training for multinational companies, including Pepsi-Cola International, Coca-Cola Beverages Pakistan Limited, Bayer AG, Engro Group, United Bank Limited, SilkBank Limited, English Biscuit Manufacturers, and Pakistan Petroleum Limited. His expertise in Microsoft Excel stands out, with certifications including Microsoft Certified Trainer (Excel 2010, Office 2007 Master Program) and Brainbench Master Certification for Excel 2007. Microsoft Excel remains one of his signature courses, highly regarded by clients and participants alike.

Nooruddin Surani's passion for training has led him to work with institutions such as the Institute of Bankers Pakistan, Pakistan Society of Training and Development, and Aga Khan Education Service. Beyond training, he holds an MBA in MIS, is a Certified Information Systems Auditor (CISA), and has authored articles in IT-related publications.

Currently serving as Chief Operating Officer at Viftech Solutions (Pvt.) Ltd., Nooruddin Surani continues to deliver innovative software and AI solutions while providing expert coaching and training to help individuals and organizations achieve their full potential.

AREAS OF EXPERTISE:
Artificial Intelligence (AI) / Software Development / Corporate Training / Microsoft Excel Mastery / Leadership and Team Building / IT Strategy and Solutions / Professional Development Coaching

CO-FACILITATOR:

ASHRAF
Corporate Instructor | Generative AI Strategist | Executive Leader | Entrepreneur

Ashraf is a seasoned executive and corporate educator with a strong background in leadership, human capital development, and emerging technologies. Her professional journey spans academic, counseling, and executive roles, including leadership positions in nonprofit and commercial organizations. Throughout her career, she has demonstrated the ability to drive strategic transformation, develop people-centric solutions, and foster organizational excellence.

As the founder of ANY Recruiting, a boutique talent advisory and recruiting firm, she brings sharp business acumen and a deep understanding of workforce trends, enabling organizations to attract, retain, and develop top-tier talent.

Actively engaged in the field of Generative AI, she brings a practical, enterprise-focused lens to AI adoption.

Participants from Stock Trading Companies, Regulatory Bank, Commercial Banks, Manufacturing Companies, Nonprofit Organizations, etc. have attended her Gen AI sessions.

She has earned top industry certifications to support her journey as a Generative AI strategist:

- Generative AI: Empowering Modern Education – IBM
- Generative AI: Introduction and Applications – IBM
- Introduction to Generative AI – Duke University
- Generative AI Leader Professional Certificate – Google

With a Master's in Education (M.Ed.) and a strong entrepreneurial foundation, she now focuses on helping banks, commercial enterprises, and large institutions harness Generative AI to optimize operations, enhance decision-making, and upskill teams for the future of work.

REGISTRATION DETAILS

REGULAR FEE

PKR 35,000
PER PARTICIPANT + SST

Fee Includes:
Learning material, lunch, refreshments, business networking opportunities, and a certificate of participation.

10% discount on a group of 3 or more participants

For Registration(s), send us your Name, Designation, E-mail, Mobile Number and CNIC to events@learningmindsgroup.com

For further information please contact **Syeda Anoosha** or **Talha Shabbir**
Phone: **0337-2394394 / 0321-8747595**
Email: **events@learningmindsgroup.com**

Cancellation Policy: Cancellations made within 7 working days of the workshop are non-refundable. All cancellations must be submitted via email. Substitutions, however, are welcome at any time.

Interested in a customized in-house workshop for your organization?
Email us at **fizza.a@learningmindsgroup.com** to explore the possibilities.