

AI Business Strategy - Emerging Markets / Emerging Tech



Exec Summary

In today's fast-paced global economy, leading with innovation is not an option; it's a necessity. "Emerging Markets, Emerging Tech" is a cutting-edge course designed to empower leaders at all organisational levels with the tools and strategies to leverage Artificial Intelligence (AI) for driving growth in new and promising markets. Gain hands-on experience with transformative technologies like ChatGPT and understand how to utilise AI to revamp your organisational offerings and seize unparalleled market opportunities.

Target Audience:

Leaders at all levels of an organisation, from executives and managers to team leads and innovation advocates.

Key Components:

Introduction to AI in Business: Understand the basics of AI and its relevance in the business ecosystem. Get familiar with the breadth of AI technologies including machine learning, natural language processing, and automation.

Unlocking Emerging Markets: Gain a deep understanding of what constitutes an emerging market, and the challenges and opportunities associated with it.

Learn how to identify, analyse, and engage with new and high-potential markets.

AI-Powered Customer Engagement: Explore how AI technologies like ChatGPT can revolutionise customer service, sales, and marketing.

Understand the economics and ROI of implementing AI-driven customer engagement solutions.

Data-Driven Decision Making: Learn to harness data analytics and AI to make informed decisions, optimise operations, and predict market trends.

Ethical and Regulatory Compliance: Engage with critical considerations around data privacy, ethical use of AI, and the regulatory landscape.

Develop strategies to ensure that AI implementation aligns with ethical standards and regulatory requirements.

Hands-On Workshops: Participate in interactive workshops aimed at solving real-world problems using AI.

Use AI tools to develop a mock product or service designed for an emerging market.

Strategic Planning and Implementation: Learn to draft, communicate, and execute a comprehensive AI strategy for entering or expanding into emerging markets.

Identify key stakeholders, processes, and metrics to ensure a successful roll-out.

Course Extras:

Expert Insights: Guest lectures from industry leaders specialising in AI, market strategy, and business innovation.

Peer Networking: Collaborate and network with a cohort of like-minded professionals who are equally keen to apply AI in business strategies.

Learning Outcomes:

Upon completing this course, participants will be fully equipped to integrate advanced AI systems like ChatGPT into their organisational strategy. They will have both the theoretical and practical knowledge required to transform their organisation's market position, particularly in new and emerging markets. Lead the future, don't follow it; be a game-changer in your industry.

Follow-Up Meetings: Schedule follow-up meetings (virtual or in-person) to discuss implementation progress and address any emerging questions or challenges.

Trainer | Ben M
Guest Lecturer | TBC
Duration | 3 Days
Please Enquire @ cybernestlabs.com