Transformation Pillar:
**Applied AI & Agentic Transformation**

# AI for Business Innovation

## From Traditional Tools to AI-Enabled Workflows

## COURSE OVERVIEW

AI is changing how work gets done across every business function. The opportunity is no longer simply to add AI to the toolkit, but to rethink everyday work. Every team already relies on email, documents, spreadsheets, presentations, and meetings. This two-day, highly practical program shows professionals in every function how to bring AI into those familiar tools first, and then how to connect them into AI-enabled workflows that save time, raise quality, and deliver measurable results.

Participants start where they already work: drafting and summarizing emails and documents, analyzing spreadsheets, preparing presentations, and capturing meeting actions with leading AI assistants. They then learn to redesign routine processes so AI handles the repetitive steps while people focus on judgment and relationships. The program is function-neutral, with examples from finance, sales, marketing, operations, customer service, procurement, and HR.

It also covers the essentials of using AI safely at work: protecting confidential data, checking AI outputs, and knowing when a human must decide.

The program culminates in a hands-on capstone where each participant builds a working, agentic workflow for a real process in their own team, such as turning meetings into tracked actions or automating a recurring report, using no-code tools.

This program is delivered by world-renowned AI and Digital Transformation expert and author, **Mostafa Azzam**, who has extensive experience guiding organizations through the complexities of AI adoption and its impact on the way organizations work.

## COURSE OBJECTIVES

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

- **Apply** AI within the tools teams use every day, including email, documents, spreadsheets, presentations, and meetings.
- **Use** structured prompting to produce reliable, high-quality outputs.
- **Explain** what today's AI can and cannot do, in plain business terms.
- **Identify** the processes in their own team where AI adds the most value.
- **Redesign** a routine process so AI handles the repetitive steps.
- **Apply** safe-use principles for data, accuracy, and accountability.
- **Build** a no-code, agentic workflow that automates a real team process.

## COURSE METHODOLOGY

This program follows our decision-centered learning design, combining:

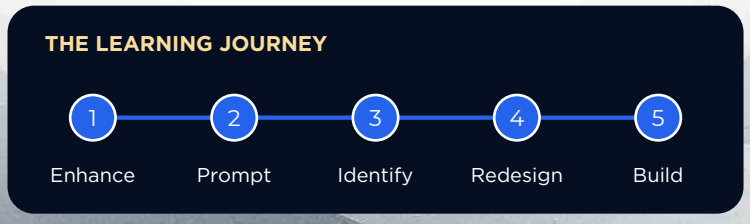
- **Opening Challenges:** Practical challenges that surface participants' assumptions before frameworks are introduced.
- **Expert-Led Briefings:** Concise, evidence-based input on concepts, frameworks, and emerging practice.
- **Case Studies and Simulations:** Realistic situations with genuine choices, where participants decide, defend, and reconsider.
- **Hands-on Activities:** Applying tools and frameworks, including AI tools, to participants' own work.
- **Ready-to-Use Tools and Templates:** Practical resources delegates can apply immediately in the workplace.
- **Capstone Project:** Build and demonstrate a working, automated workflow for a real team process.

## WHO SHOULD ATTEND

This program is designed for professionals in every function, including:

- Team leaders and people managers
- Finance, procurement, and operations professionals
- Sales, marketing, and customer service teams
- Project managers and business analysts
- HR and administrative professionals
- Anyone seeking practical, everyday AI skills

No technical background or coding experience is required.



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