

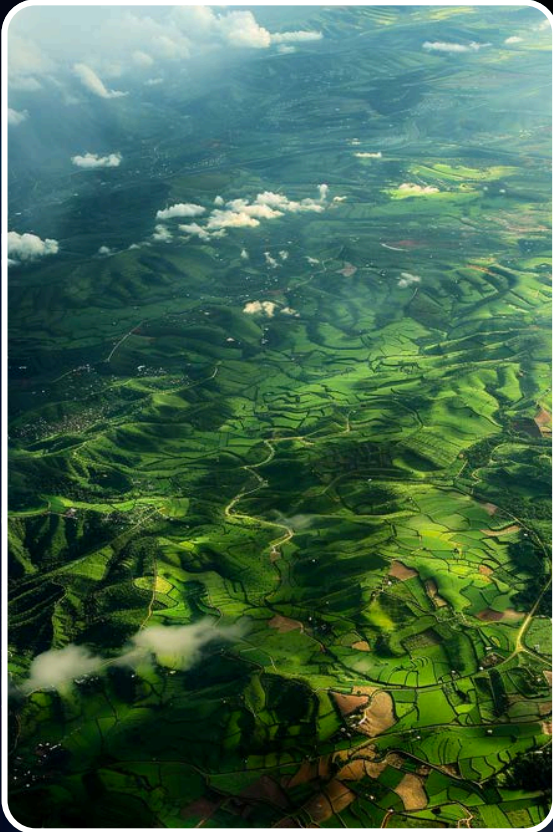
GenAI Executive Immersion

For Boards, Executive Teams,
and Senior Leaders

TRANSITION LEVEL

Part 1: Awareness

2½-hour awareness session on GenAI capabilities, limitations, ethics, regulation, uncertainties, and consequences.



Part 2: Knowledge

2½-hour knowledge session on practical tools and guidance for taking GenAI into immediate practical use in both daily professional and personal lives.



GenAI Executive Immersion is a two-part training package specifically aimed at Boards, Executive Teams and Senior leaders of organizations.

The sessions will equip the participants with a combination of awareness, knowledge, and competency to confidently navigate cutting-edge GenAI technology and its uses in organizations in an informed and balanced manner, setting them up for thoughtful and effective implementation and integration of Generative AI into their organizations. The vendor-neutral, capability-building, hands-on training affords the participants with immediately useful, practical skills to put into use for increasing their personal productivity.

The sessions can be conducted as an intensive half-day workshop or split across two days.

TRANSITION LEVEL

Session Breakdown

Part 1: Awareness

Part 1: GenAI - The 30,000' View / introduction

- Technical Background
- Metaphors
- Superpowers
- Superproblems
- What makes GenAI different?

Part 2: What's it good for?

- What to Use GenAI For?
What NOT to use it for?
- Productivity Insights from Research
- Next-level multimodality

Part 3: AI Ethics, Regulation, and the Great Unknown

- Ethics of GenAI
- Regulation Overview
- Uncertainties
- The Trust Problem
- Doing Your Own R&D

Part 2: Knowledge

Part 4: Practical GenAI Applications

- Introduction to Practical Applications
- Mastering Prompt Engineering

Part 5: Deep Dive into the GenAI Tools

- Exploring Foundation Models
- Other Models
- Customizing AI Tools

Part 6: Exploring Other Modalities

- Working with Audio
- Working with Video
- AI-Generated X
- Conversational Models

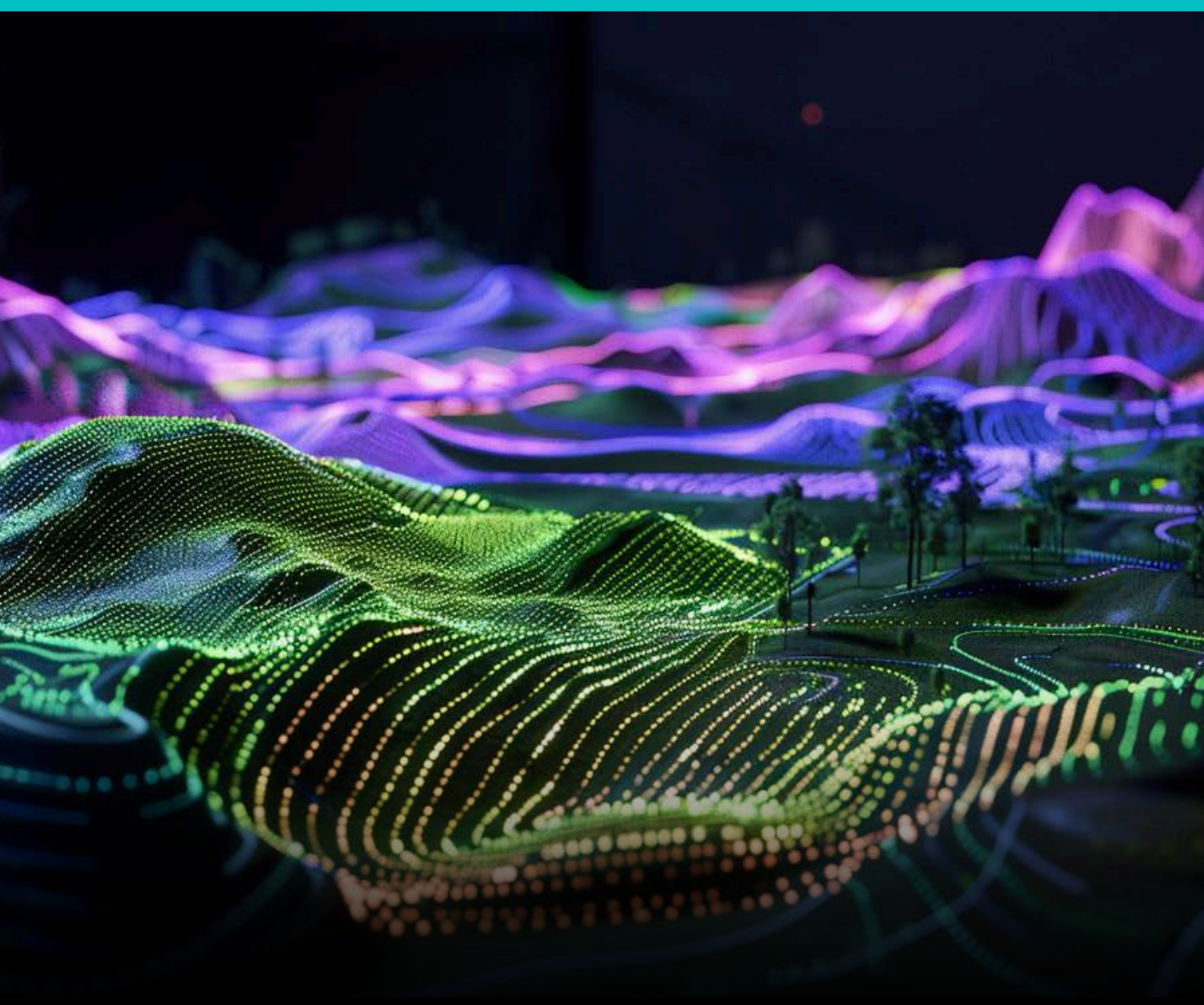
Part 7: R&D + Organizational Integration

- Building Your AI Grimoire
- The Technicalities
- Organizational Integration

Part 8: Conclusions + FAQ

- What to do come Monday
- Frequently Asked Questions (FAQ)

Optional Session 9: Hands-On Workshop - Bring Your Own Data



TO FIND OUT MORE

Contact Sami Mäkeläinen at Transition Level for more information, pricing, availability, and bookings.



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TRANSITION LEVEL

Who is Sami?

Sami Makelainen is a leading strategic foresight professional with emphasis on mindful adoption of emerging technologies including Artificial Intelligence. His career began in the development of online commerce and banking platforms, transitioning to mobile technology research at Nokia. In Australia, he held pivotal roles at Telstra Corporation and founded its Strategic Foresight practice, where he specialized in harnessing long-term technology trends and their business implications, including in implementation of AI governance. He also has extensive experience in innovation program management and driving corporate innovation initiatives to success. Currently affiliated with the Institute for the Future and running Transition Level, his own consulting entity, Sami is a key influencer in ethical AI & GenAI governance and implementation.



With an MSc in Computer Science, Sami also serves as an Adjunct Senior Industry Fellow at RMIT FORWARD, in the steering committee for University of Melbourne's Centre for AI and Digital Ethics (CAIDE), and as an expert member in the Royal Aeronautical Society's Flight Operations Group (RAeS FOG).

His work centers around teaching mindful application of generative AI and other emerging technologies, their societal impact, and role in building resilient systems and facilitating capability uplift for organizations. He has facilitated foresight projects globally and enabled organizations in various domains to adapt to a rapidly evolving technological landscape. Sami is the authority for organizations seeking to integrate generative AI into both their strategic and operational planning.

Testimonials

It's extraordinary how Sami can bring an audience from diverse backgrounds to a common understanding of AI, and how he can move from explanation to hands-on exploration so quickly and clearly.

*Professor Patrick Butler
Director Global Executive MBA
Monash Business School*

**Riveting.
Unnerving.
Inspiring.**

Attending this Generative AI Bootcamp was incredibly insightful. Learning about the various application cases and understanding the business potential of Generative AI was truly eye-opening. Also, the sessions on mastering prompts for multimodal AI instruments and exploring practical applications of GenAI were particularly enlightening.

**GenAI Boot Camp
was nothing short
of remarkable.**

**A fantastic day
with an incredible depth
and breadth of content.**

I have recently taken Sami's AI course for Directors and Executives. Having done a few webinars and short courses on Gen AI, this is the first time I have had a vendor/platform agnostic overview of what Generative AI actually means, sector specific use cases tailored for the session including the risks and opportunities. Importantly it shed light on what Generative AI is not and addresses the hype which has guided many to make investments without due consideration of benefits and risks.

The course covers both theoretical foundations and applications of Gen AI in business and personal use. Sami provides practical suggestions on which Gen AI tools are best to get started on and highlights that exposure and practice, is crucial for gaining skills.

Sami makes the complex easy to understand and challenges Directors and executives to take a proactive leadership role outlining action steps on how to do so. Sami also discusses the ethical implications of Gen AI inviting us to think critically about the impact of Gen AI on the organisation and society. I walked away informed (without feeling like we were being influenced by vendor specific products) and energised to continue my learning and experience in Gen AI

C. Holman

**What a pleasure it was to be
upskilled on AI by the incredibly
impressive Sami Mäkeläinen.**

TRANSITION LEVEL