



LIVE SEMINAR

AI Basics for Business Professionals

A practical introduction to artificial intelligence for today's professionals



THIS SEMINAR AT A GLANCE:

- Explain what artificial intelligence is and what it is not
- Understand common AI terms and concepts used in workplace discussions
- Identify where AI already appears in everyday workplace tools and workflows
- Recognize what AI does well and where human judgment still matters most
- Understand how AI supports productivity, automation and decision-making
- Identify risks related to accuracy, bias, privacy and data security
- Apply principles of responsible and ethical AI use at work
- Confidently participate in AI-related conversations with colleagues and leaders
- Evaluate when AI is appropriate and when it is not
- Identify at least one realistic AI use case relevant to your role

AI Basics for Business Professionals

S E M I N A R S U M M A R Y

Artificial intelligence is becoming part of everyday work, yet many professionals are still unsure what AI is, how it is being used or what it means for their role. From automation and data analysis to content creation and decision support, AI is already embedded in common workplace tools. Without a clear understanding, employees and managers can feel uncertain or unprepared to engage with AI initiatives.

AI Basics for Business Professionals is a practical plain-language seminar designed for professionals with little or no technical background. This live, interactive virtual session cuts through the hype and jargon surrounding artificial intelligence and focuses on real workplace applications. Participants learn what AI can do today, what it cannot do and how to approach AI responsibly and confidently. No coding or technical expertise is required, making this an accessible AI training solution for the modern workforce.

Participants will walk away with a confident understanding of artificial intelligence, the ability to engage in informed workplace conversations and practical ideas for getting started responsibly. This seminar builds AI literacy, supports responsible AI adoption and helps organizations prepare their people for an AI-enabled workplace.

Who Should Attend?

- Professionals with little or no technical background
- Employees who want practical AI training without feeling overwhelmed
- Managers leading teams through AI discussions and change
- Business professionals seeking AI literacy and confidence
- Organizations beginning to explore AI adoption and workforce readiness

This seminar is tool-agnostic and focused on practical understanding, not technical training. It is an ideal starting point for individuals and organizations looking to build AI awareness, confidence and readiness while supporting responsible artificial intelligence use in the workplace.



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