

PROFESSIONAL SERVICES GENERATIVE AI TRANSFORMATION COURSE

Transform your service delivery with our Generative AI Blueprint - Gain actionable insights, hands-on skills, and strategic foresight to leverage GenAI.

Program Overview

The "Professional Services Generative AI Transformation Course" is an immersive program designed to equip executives and their workforce with the skills and insights needed to lead in the Generative AI transformation era.

The curriculum focuses on identifying high-potential opportunities for generative AI applications, developing robust AI strategies, and fostering an environment of continuous innovation and growth within mid-market companies.

This program addresses all of the complex challenges for integrating cutting-edge generative AI technologies with existing business models, offering a clear path to enhance decision-making, productivity, and market responsiveness.

Learning Objectives

Upon completing the program, participants will be able to perform the following tasks.

1. Navigate the Generative AI landscape, identifying key trends and innovations that impact their business dynamics.
2. Assess and select the most impactful Generative AI applications for their business contexts using comprehensive evaluation tools.
3. Master the principles of prompt engineering to use Generative AI models effectively as per the business objectives.
4. Implement Generative AI solutions tactically, ensuring seamless integration with business operations for enhanced efficiency and value creation.
5. Develop governance frameworks that support ethical, sustainable, and compliant Generative AI deployments within their organizations.

Program Approach

The program is scientifically developed and the methodology is anchored in practical application and strategic foresight:

1. Personalized Customization

Every module is adapted to the specific strategic needs and challenges of the participants' organizations, ensuring immediate and long-term applicability.

2. Practical Application

Through our meticulously designed interactive workshops and Generative AI toolkits, participants will gain hands-on experience in developing and applying generative AI strategies.

ALTA Consulting Generative AI Course Advantage



Core Course Offerings

Generative AI Strategy Map

An overview guide encapsulating the core concepts of the course, helping leaders and teams navigate the Generative AI transformation in professional services.

GenAI Transformation Paths

A reference sheet outlining structured approaches for prompt engineering and GenAI solution development, aimed at aligning with strategic business objectives.

GenAI Readiness Gauge

A tool designed to assess and prioritize accounts or business units for Generative AI integration, ensuring focused efforts on areas with the highest potential for transformation and value creation.

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3. Scenario-Based Learning

Customized scenarios and case studies to simulate real-world challenges, allowing participants to practice and refine their skills in a controlled environment.

4. Integrated Learning Journey

A combination of Generative AI expert-led sessions, peer discussions, and digital resources creates a comprehensive learning experience that extends beyond the classroom into ongoing professional development.

Top 10 Benefits of the Generative AI Program

1. Gain a deep understanding of Generative AI 's evolution to strategically integrate generative AI into business models.
2. Equip with skills to identify and implement Generative AI-driven process improvements for efficiency and innovation.
3. Acquire hands-on experience to develop Generative AI solutions to enhance business operations and customer experiences.
4. Receive a comprehensive Generative AI deployment playbook for clear, actionable integration strategies into business practices.
5. Learn to establish governance frameworks for ethical, sustainable Generative AI use amid complex legal and social landscapes.
6. Master Generative AI applications to create unique value propositions, setting a business apart in the marketplace.
7. Become a driving force for innovation, using Generative AI to inspire and lead cutting-edge projects and initiatives.
8. Enhance decision-making capabilities with Generative AI insights, creating efficient strategies
9. Empower teams to integrate Generative AI seamlessly, fostering a culture that's agile and receptive to technological change.
10. Gain foresight into emerging Generative AI trends, enabling anticipation of market shifts and proactive business planning.

Delivery Options

- Tailored on-site, instructor-led programs
- Blended learning: Online and on-site, instructor-led curriculum

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About ALTA Consulting

ALTA Consulting, founded by Gord Smith is at the forefront of blending management consulting with the transformative power of Generative AI, aiming to drive revenue growth and unlock the full potential of small to mid-sized companies in the Technology and Professional Services sectors.

With Gord's rich history in sales, marketing, and leadership, coupled with deep expertise in high-tech and professional services, ALTA is uniquely positioned to lead businesses through the generative AI revolution, enhancing leadership development and strategic growth. Embracing core values of innovation, courage, humility, integrity, empathy, and ambition, ALTA is dedicated to equipping businesses with the knowledge and tools needed for strategic integration of generative AI, ensuring they remain competitive and agile in a rapidly evolving digital landscape.

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Topics Covered

Transition from Predictive to Generative AI

- Learn about the evolution of AI from predictive to generative models
- How Generative AI is influencing business strategies
- Examine practical applications of Generative AI in various sectors

Generative AI Opportunity Frameworks

- Methods for assessing Generative AI readiness and identifying opportunities in business units
- Learn key components, problem definition, market analysis, alignment with organizational goals
- Gamified approaches for learning application of Generative AI and process optimization simulations.

Prompt Engineering for Generative AI

- Core principles of prompt engineering, including fundamental concepts and methodologies.
- Techniques for crafting effective prompts, ensuring clarity and specificity.
- Hands-on practice in prompt creation, testing, and refinement.
- Assessing the business impact of Generative AI solutions using prompt engineering.

Real-World Generative AI Application and Strategy

- Understanding and applying Generative AI in real-world business scenarios.
- Mastering Generative AI refinement techniques for optimizing generative AI -generated content.
- Developing comprehensive Generative AI deployment strategies in line with organizational goals.
- Monitoring, maintaining, and future-proofing Generative AI applications to ensure their scalability and relevance

Generative AI Governance and Ethical Practices

- Establishing a comprehensive Generative AI Governance Framework, including defining goals, principles, and action plans.
- Assigning Roles and Responsibilities for teams involved in AI projects.
- Ensuring Data Governance by setting standards for data quality, privacy, and security.
- Responsible Gen AI management, covering model development, ethical practices, risk management, regulatory compliance, transparency, and performance monitoring.