



Breakout Training: Understanding Generative AI in Business

This highly interactive session is designed to move participants from AI curiosity to practical application. Using real-world business scenarios, hands-on exercises, and cutting-edge tools, attendees will learn how to leverage generative AI to optimize processes, improve communication, and unlock new efficiencies.

Key Takeaways

By the end of this training, participants will:

- Understand how generative AI works in practical business contexts
- Gain hands-on experience with advanced AI tools
- Be able to identify automation opportunities within their own workflows
- Leave with an action plan to start applying AI immediately





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Program Flow

Generative AI Foundations

- Demystifying Generative AI: what it is (and isn't)
- Where it adds value in business—and where it falls short
- The limits of LLMs and how to manage expectations

Mapping & Automation Discovery Workshop

- Prompting like a pro: crafting inputs for better AI outputs
- Exploring high-impact business use cases for AI
- Practical exercise: evaluating and optimizing real business strategies with AI
- Workshop: participants apply AI to their own scenarios, followed by group discussion

AI in Business Process Evaluation

- Introduction to business process mapping and automation
- Team exercise: creating process maps using real examples
- Identifying pain points and automation opportunities
- Presentations, peer discussion, and action planning

Advanced Tools in Action

- Overview of advanced AI tools reshaping business
- Using Hey Gen to enhance communication and presentations
- Data analysis and decision support with Perplexity
- Hands-on lab: participants experiment with both tools
- Reflection and Q&A: how to integrate learnings into daily work





AI Tools That Will Change How You Work

◆ ChatGPT (Your AI Assistant)

What It Does: Generates ideas, writes content, automates responses, and helps with problem-solving. How to Access: chat.openai.com

◆ HeyGen (AI Avatar Video Creation)

What It Does: Turns text into professional-looking videos, avatars, and ads in minutes. How to Access: www.heygen.com

◆ Canva AI (Graphic Design & Magic Write)

What It Does: Designs social media posts, presentations, and marketing materials. Magic Write creates AI-generated content.
How to Access: www.canva.com

◆ Descript (AI Video & Podcast Editing)

What It Does: Edits videos by editing text, removes filler words, and generates voiceovers. How to Access: www.descript.com

◆ Gamma.app (Presentation Generation)

What It Does: Creates unique images from text descriptions.
How to Access: Inside ChatGPT or at openai.com/dall-e

◆ Chat Hub.gg (many different AIs)

What It Does: chat gpt, claude, perplexity, google, meta, microsoft and more all in one. How to Access: chathub.gg

◆ Google (Notebook LM and Google Studio)

What It Does: Research assistant, podcast creation, video evaluation.

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Susan Frew's AI Workshop

1. Key Takeaways

What are the most important insights from today's keynote?
(Write 3-5 key points that stood out to you.)

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2. What can I Explore?

How does this information relate to your work, goals, or experiences?

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3. Actionable Steps

What steps will you take based on what you've learned today?

- ✓ One thing I will start doing:
- ✓ One thing I will research further:
- ✓ One thing I will continue doing:

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Summarize your biggest "aha" moment from today's keynote

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Contact or Resources for Further Learning: www.susanfrewspeaks.com

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