ORGANIZATION PRODUCTIVITY AND PERFORMANCE WITH AI

Effective use of Artificial Intelligence

About Marc Ellis Training Academy

Marc Ellis have been specialists in recruiting for the digital and Technology industries for over a decade. We believe and strongly endorse the digital initiatives that all the GCC are undergoing and support businesses & government entities in supplying some of the best skilled workforce in the region.

We have over the years combined expertise and specialist talent pool to allow us to support clients (who come in all sizes) and candidates to ensure we find the perfect match.

Since we know what the market requires, we launched Marc Ellis Training Academy to allow all people within the market in the GCC to be skilled up with the best certifications in the Technology & Digital skillsets.

We collaborate with some of the most talented and gifted trainers to offer fun, intractive and most importantly informative courses to allow people taking part to benefit from it.

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Overview of Organization Productivity and Performance With AI

Many organizations are moving into the use of artificial intelligence (AI) to support strategic impact, customer relations and operational performance, what should your organization do? Organizations today apply AI capabilities to a wide variety of uses especially in improving decision making and operational flow. Improving decision making translates directly to improved organization performance. The increased use of analytic techniques, data bases and algorithmic techniques means that managers need understanding of the value and effort relating to AI.

How many managers and professionals today are capable of recognizing, understanding and using AI techniques for best value? Identifying, organizing, integrating and delivering AI capabilities to useful points in the organization is a key issue today. The good news is that organizations are already using some of the techniques without knowing they are part of AI.

The hype today is around AI capabilities like deep learning, facial recognition, driverless cars and other sophisticated applications. The reality is these are expensive and do not directly benefit the operation of an organization. With many machine learning and neural net algorithms how do you know which one to use? Which one provides insight that you can use now? Which should you be looking at for the future? Many AI algorithms are simple, reliable, easy to use and have great value to the typical organization. Algorithms like affinity analysis for customer behavior, correlation matrices for preferences and semantic keyword analysis for attitudes are used daily to assess service and product opportunities from customer and citizen behavior. AI enables rapid response to changing market conditions, waves of culture shock and shifting markets. Managers and professionals should prepare for the coming changes in analytics.

Curriculum and Learning Objectives

THEME 1: THE ORGANIZATION VIEW OF AI

SECTION 1: THE PRACTICAL EMERGENCE OF AI

- What do we mean by AI?
- 3 key questions to ask about an AI strategy
  - Outcome, value, focus
- The AI value proposition
- This is not a technical issue!
- Artificial Intelligence Today – AI is About Algorithms

Video Discussion – Understanding Artificial Intelligence

SECTION 2: THE IDENTIFYING THE BUSINESS NEED

- The 6 key questions to enabling AI
  - What are the opportunities?
  - What are the solutions (the types of technology)?
  - What 3 pilot projects should we select?
  - How does this fit with long term strategy?
  - What tools, skills and concepts will we use?
  - What are the project plans for the pilots?

Discussion – Risk Analysis of AI efforts

SECTION 3: THE ROADMAP – HOW DO WE GET THERE?

- Seeking the right direction (requirements analysis for AI)
- Mapping solutions to opportunities
- Typical AI business needs
  - Process flows and AI
  - Quantitative needs
  - Categorization needs
  - Ranking needs
- Issues with AI

Ranking Demonstration – Identifying high yield opportunities in processes

Curriculum and Learning Objectives

THEME 2: THE BUSINESS APPLICATION VIEW

SECTION 4: DIRECTION - INTEGRATING ML WITH THE ORGANISATION □

- Setting up the problem – what is your ML goal? □
- Data gathering and preparation □
- Choosing the model, testing and training □
- Evaluating the results and tuning □
- Applying the algorithm

Exercise – Buyer preferences

SECTION 5: OPERATIONS - OPERATIONALISING AI □

- Identifying ML opportunities □
- Augmenting organisation intelligence with ML □
- Adding ML to performance management □
- Linking ML capability into processes □
- ML and process automation, analytics and insight □
- ML and strategic planning

Ranking Demonstration – Identifying high yield opportunities in processes

SECTION 6: CUSTOMER BEHAVIOR □

- Mining the market - Prospecting for customers □
- Leveraging existing customer buying power □
- Customer service □
- Recommendation engines □
- Leveraging customer data

Exercise – Applying chatbots to customer interfaces

Curriculum and Learning Objectives

THEME 3: THE TECHNOLOGY VIEW - PRACTICAL USES OF AI

SECTION 7: MACHINE LEARNING – THE ALGORITHM IDEA

- The 5 major types of machine learning
- Why are there over 125 known algorithms?
- Unsupervised and Supervised learning
- The machine learning analytical flows
- The AI analytic pipeline
- Practical uses of sentiment analysis
  - How does sentiment analysis work?
  - The technique of keyword analysis Demonstration and

Discussion – Keyword and Sentiment Analysis

SECTION 8: MAPPING PATTERNS IN DATA – NEURAL NETS

- What are neural nets about?
- The 6 major types of neural nets
- Prediction and classification in neural nets
- The neural net analytic flow
- Layered nets and Deep learning
- Trusting deep learning results

Video Discussion – What are Neural Nets

SECTION 9: VISUAL ANALYTICS – UNDERSTANDING DATA

- What are visual analytics
- How do they work?
- When do you use them?
- Dimensional visualisation for communication
  - Single, Two, Multi dimensions
- Relation based visuals
- Frequency based visuals Demonstration and

Discussion – Alluvial, Sunbursts, Wordles, 4-boxes and others

JAY CHANDER
Trainer Profile

Jay is a commercially focused Fellow Chartered Accountant, business consultant, advisor, executive trainer and author with extensive executive-level experience. Jay is the Managing Director of Enskills Consulting Services. He recently retired from being a Partner with Barker Henley in Sydney, Australia where he led an experienced team in risk advisory, internal audit, business consultancy and executive training practice. Understanding the complexities of today's domestic and global businesses, Jay's career involved providing a range of truly seamless strategic risk and business advisory services. Prior to joining Barker Henley, Jay was a specialist Risk Partner with 'Big 4' firm, Deloitte, and held executive positions with major national and international companies. He has set up and managed commercially driven Internal Audit and Risk Management, Financial Management and Business Improvement functions in large multi-nationals. Jay has extensive experience in risk management, business improvement, finance management, audit, governance, investigations and project management for organisations in Australia, the UK, USA, Asia and North Africa. His expertise has ensured the successful implementation of business improvement initiatives focused on enhancing profitability, cost savings and cash flow. Jay's experience spans several industries including, but not limited to, government, education, banking and finance, manufacturing, retail, distribution, insurance, healthcare, publishing, transport and not-for-profits. His achievements enabled companies, both nationally and internationally, continual business improvement, enhanced KPI achievement and improved performance. Jay is an accredited trainer and has provided training for Chartered Accountants Australia and New Zealand, the Institute of Internal Auditors and the Australian Institute of Management. He is regularly invited to facilitate industry conferences in Australia and internationally on risk management, business and profit improvement and internal audit. Qualifying as a Chartered Accountant with Ernst & Young in the UK, Jay is a member of the Institute of Chartered Accountants of Scotland, Fellow with Chartered Accountants Australia and New Zealand, member of the Australian Institute of Company Directors and the Institute of Internal Auditors - Australia. He holds a B[...] Accounting and Business Law from the University of Stirling, Scotland.

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