

GenAIBIZ[✓]

A major milestone in business automation has been reached—generative AI. Given the rapid pace at which generative AI is growing and that there are so many facets to this field, it can be difficult to know how to use it effectively. GenAIBIZ provides business professionals with the ability to describe the fundamentals of generative AI; generate text, code, images, video, and audio using generative AI; identify the challenges of generative AI; and implement organizational strategies for generative AI.

Current generative AI and other technologies have the potential to automate work activities that absorb 60% to 70% of employees' time today.

(McKinsey & Company)

AUDIENCE

GenAIBIZ is intended for business leaders, consultants, product and project managers, and other decision makers who are interested in growing the business by leveraging the power of generative AI.

Common job roles include the following:

- Consultant
- Customer Service Manager
- Marketing Manager
- Operations Manager
- Product Manager
- Sales Manager
- Senior Leader



Investment in generative AI is expected to grow 4x over the next 2 to 3 years

(IBM Institute for Business Value)



READINESS ASSESSMENT

Measure your organization's level of preparedness to implement AI solutions with our complimentary GenAIBIZ Readiness Assessment.

