



Generative AI for Consultants

Le Wagon's specialised one-day bootcamp on Generative AI (Gen-AI) is crafted for consultants seeking to harness the power of Gen-AI and Large Language Models (LLMs) like GPT-4 in their consulting practices. This beginner-friendly course demystifies Gen-AI technologies and demonstrates their applications in solving complex business challenges. Through a blend of theoretical knowledge and hands-on exercises, participants will acquire essential skills to apply AI tools in consulting projects, enhance analytical capabilities, and advise clients with cutting-edge solutions.

Objectives of the Training:

By the completion of this intensive one-day workshop, consultants will:

- Gain a **thorough understanding of Generative AI and LLMs**, with a focus on GPT-4, and how they can be applied to consulting.
- Acquire the **ability to design effective AI prompts** to guide AI in achieving precise analytical and creative outcomes.
- Learn to **utilise OpenAI GPT models and Microsoft Copilot** to boost productivity, creativity, and client service delivery.
- Master the **creation of automated workflows using Microsoft Power Automate**, including integrating AI actions to optimise consulting processes.
- Develop an **informed perspective on the ethical use of AI**, recognizing the significance of data privacy, AI ethics, and the need to mitigate biases in AI technologies.

Target Audience:

- Consultants across various domains looking to integrate AI into their strategy, operations, and client solutions.
- Business analysts in consulting firms aiming to leverage AI for data-driven insights.
- Strategy advisors seeking innovative tools to enhance decision-making and operational efficiency.
- Ethical and compliance advisors focusing on the responsible use of AI in consulting practices.

Overview

- **Duration** : 1 day (8 hours)
- **Prerequisites** :
 - An elementary level of English (for non-native speakers, a CEFR level of B1, or a TOEIC score of 550+, or a TOEFL score of 42+) is recommended.
 - A laptop computer (PC or Mac), no more
 - Have a premium access to OpenAI ChatGPT
- **Difficulty level** : Beginner
- **Software and language** : OpenAI ChatGPT Premium, Microsoft Power Automate (demo only made by teacher) Microsoft Copilot (demo only made by teacher)
- **Track ID**: FB_AI_2

Syllabus

Module 1 - Demystifying AI (2 hours)

Start exploring the basics of Generative AI and Large Language Models (LLMs) with this module, designed specifically for those in the management consulting field. It's crafted to provide consultants with a clear understanding of these technologies and their applications in the consulting workflow. Participants will learn the essential concepts of Generative AI and discover how they can be applied to enhance consulting practices across various business sectors.

Notions and skills covered:

- Clarifying AI and data terminology
- Understanding Generative AI and Large Language Models (LLMs)
- Introduction to Generative AI and LLM principles and business applications
- Exploring GPT-4 applications in the context of consulting
- Identifying key uses for Generative AI and LLMs
- Discovering the potential of Generative AI and LLMs
- Focus on the Mistral AI solution

Module 2 - AI Tools Landscape (5 hours)

2.1 - Mastering Prompt Design

Dive into the art of crafting effective AI prompts with this module. It's tailored to equip consultants with a deep understanding of how to communicate effectively with AI. By focusing on prompt design, students will learn how to guide AI to achieve specific outcomes, understand the influence of word choice, and how to use virtual personas in their prompts. This knowledge is key for anyone looking to make AI work smarter across a range of tasks.

Notions and skills covered:

- Mastering the theory behind AI prompt design
- Practical strategies for designing and refining AI prompts
- The significance of vocabulary and personas in prompt creation
- Applying prompt design to direct AI behaviour in various contexts

Examples of Workshops:

- *Crafting Engaging Content and Insights with AI:* This interactive workshop challenges students to apply their skills in prompt design across several tasks
- *Developing Data Analytics Concepts:* Work on a project that demonstrates how AI can be utilised in data analytics and science, from conception to execution (Analysing Apple's Latest Report)
- *Prompt iteration:* You will create a prompt, receive AI-generated output, and then refine the prompt based on the output

2.2 - Power of Open AI GPTs

Step into the world of OpenAI GPT models with this focused module. It's crafted to introduce students to the vast capabilities of GPT technologies, including how to use them effectively and customise them for specific needs. The aim is to provide a solid foundation in understanding and applying these powerful AI tools, preparing students to innovate and solve problems in unique ways.

Notions and skills covered:

- Introduction to OpenAI GPT models and their capabilities
- Guidelines for using GPT models in various applications
- Customising a GPT model to suit specific requirements

Example of Workshop:

- *Custom GPT Model Workshop*: This practical session offers students the opportunity to dive deep into the world of GPT models with two main activities:
- *Exploring GPT Models*: Get hands-on experience with existing GPT models. Learn how to harness their power for a variety of tasks, from generating text to solving complex queries.
- *Building Your Custom GPT*: Guided by experts, students will create their own version of a ChatGPT model tailored to a specific project or need. This involves selecting parameters, training the model with custom data (if available), and fine-tuning it to ensure it meets the desired objectives.
- Advanced Data Analysis with Data Analyst GPT

2.3 - The future of Microsoft tools with Copilot (demo)

Dive into the world of Microsoft Copilot, the innovative addition to Microsoft 365 that's changing how professionals work. This module introduces Copilot's functionalities across key applications—Word, Excel, PowerPoint, Outlook, and Teams—to boost productivity and spark creativity. Learn how this tool can transform your daily tasks with AI-powered assistance.

Notions and skills covered:

- Overview of Microsoft Copilot and its integration with Microsoft 365
- Using Copilot in Word for document creation and editing
- Leveraging Copilot in Excel for data analysis and model creation
- Creating dynamic presentations with Copilot in PowerPoint
- Enhancing email and meeting management with Copilot in Outlook and Teams
- *Effective Communication*: Enhance communication by summarising email threads and composing responses with Copilot in Outlook, and streamline team meetings with Copilot in Teams

2.4 - Automation tools (demo)

Discover the power of automation in this module focused on utilising tools like Microsoft Power Automate to streamline workflows and enhance productivity. Learn how to connect different applications and services seamlessly, automating tasks that free up time for more important work. This session is perfect for those looking to get started with automation or to integrate AI capabilities into their existing workflows.

Notions and skills covered:

- Overview of automation tools, with a focus on Microsoft Power Automate
- Basics of creating automated workflows
- Integrating AI functionalities into workflows using Microsoft Power Automate

Example of Workshop (demo):

- *Design and Implement an Automated Workflow:* Guided step-by-step, create a basic workflow in Microsoft Power Automate that automates a common task
- *AI Integration Exercise:* Explore how to enhance your automated workflows by integrating AI actions, like using GPT-generated content for automated email responses (drafts)

Module 3 - AI Limitations & Ethical Considerations (1h)

Navigate through the complexities of AI ethics and limitations in this essential module. It's designed to shed light on the critical issues surrounding data privacy, the ethical use of AI, and the biases that can arise in AI systems. This session encourages a deeper understanding and critical thinking about the impact of Generative AI and Large Language Models on society and individuals.

Notions and skills covered:

- Understanding the significance of data privacy in AI
- Exploring the ethical dimensions of AI use
- Recognizing and addressing biases in AI models

Example of Workshop:

- *Ethical AI in Practice:* Participants will engage in activities that:
- *Analyze Real-World Scenarios:* Examine case studies where AI ethics, privacy, or biases were challenged, discussing potential solutions or preventive measures.
- *Bias Detection Exercise:* Learn techniques to identify and mitigate bias in AI-generated content or decision-making processes, promoting fairness and inclusivity.

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