WEST AFRICA BUSINESS SCHOOL

...democratizing knowledge that links private businesses and public sector with intelligence.

In Collaboration With

AI Crafters

Making AI accessible to all professionals

Presents

AI MASTERCLASS

ARTIFICIAL INTELLIGENCE & GPT-4 FOR PROFESSIONALS

Increase your productivity with AI and GPT-4

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AI Crafters

AI-MASTERCLASS

AI MASTERCLASS FOR PROFESSIONALS
ARTIFICIAL INTELLIGENCE & GPT-4 FOR PROFESSIONALS

Discover a unique training course that allows professionals, executives and managers to acquire a practical understanding of AI technologies.

About this training

ChatGPT is the fastest growing digital tool of all time with over 100 million users in just a few weeks. Generative artificial intelligence is shaking up the professional and academic world at a pace never before achieved. The 'AI Masterclass is a unique training that allows executives, leaders, and entrepreneurs to gain a practical understanding of AI technologies and how to use AI to increase their team's productivity and overcome business obstacles.

Balanced between theory and practical application, this Masterclass goes beyond the hype. In 2 days of targeted learning, we will dive into AI, discovering what it is – and what it is not – and how to use technologies like GPT-4 to increase your team's productivity and transform your business. At West Africa Business School, we believe in harnessing the power of artificial intelligence (AI) to enable a prosperous, inclusive and thriving future Africa. Advancing the AI ecosystem is at our core. What does AI Mean for the Africa enterprises?' We are partnering with AI Crafters to create this industry focused AI Masterclasses to fulfil our respective missions.

What are the learning outcomes?
Do you wish to get a strategic overview of AI and tools like chatGPT? Are your customers and your business ready to adopt an AI strategy and boost the productivity of their teams? Are you looking for tools to quickly integrate AI in your work processes and derive real added value from it? This masterclass will help you discover the solutions you need to help your business or team become more Aisavvy.

What will this AI Masterclass bring you?
Understand AI, its potential to boost productivity, and the possibilities for its implementation.

Understanding
- Fundamentals of artificial intelligence and machine learning.
- Examples of cases where AI has been used to create measurable business value.
- Practical advice on how to achieve lasting success.

Practice
- You will get hands-on experience under the guidance of Aicrafters experts.
- More than 5 case studies and multiple applications for a strategic understanding of AI and GPT-4 technology in particular.
- Priority areas for AI use cases in your business.

Continuity
- Guidelines to adapt now to the changes brought about by AI.
- Step back to examine the organizational structures and capabilities needed to make AI a companion for success.

Is this masterclass for you?
This masterclass is designed for professionals, executives and leaders who recognize the value of digital transformation and AI, and for those who understand that continuous improvement, innovation and disruption are part of today's reality 'today.

This AI Masterclass is for you if you are:
- A company executive or business owner eager to understand the potential of AI in all sectors of activity.
- A technical or non-technical professional looking to advance in their current role.
- A CIO, IT manager, or business analyst who wants to understand how AI can be successfully implemented within their organization.
- Someone looking to gain a fundamental understanding of how Artificial Intelligence and tools like GPT-4 work.

NOTE: This Masterclass does not require technical skills or the ability to code.

Training duration: The Masterclass takes place over two days, but it is also possible to divide it over two half-days in order to adjust to the participants' time constraints

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Training Content

The **AI Masterclass** has been carefully designed to provide you with the breadth and depth you need to become a competent leader in AI.

Module 1: Bird's-eye view
· AI foundations
· Challenges of AI by sector and functions
· Opportunities and threats
· Impacts on jobs, professions, and careers
· Uses of AI
· AI security
· About LLM and GPT
· Other AI tools

Module 2: Prompting: Mastering the Art of Communicating with AI
· What is prompting ?
· New career: Prompt Engineering
· Using a specialized language
· Guided conversation
· Role prompting
· Knowledge transfer
· Inverted interaction
· In-depth understanding
· Structured output
· Step by step guide
· Combining multiple techniques
· Configuring the prompts

Module 3: Basic Uses of AI Tools and ChatGPT
· Structuring the data
· Customer Service with ChatGPT
· Content Creation with ChatGPT
· Growing Your Business with ChatGPT
· Marketing and Sales with ChatGPT
· Training and Education with ChatGPT
· Strategy and Decision making with ChatGPT
· Project management and collaboration

Module 4: Advanced Uses of AI Tools and ChatGPT
· Writing code with ChatGPT
· Automating Tasks with Zapier and OpenAI
· Automating Google Spreadsheets with OpenAI
· Creating a Messenger Chatbot with OpenAI
· Creating Flows Between Multiple AI Tools (e.g., brancher.ai)

Module 5: Next
· Summary
· Limitations of ChatGPT and AI
· Ethics and Regulation
· Future Outlook and the Future of AI
· Additional Resources

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Programme Faculty / Course Leaders

Mouhsine Lakhdissi

Mouhsine LAKHDISSI is an expert in digital and IT with extensive experience in business, training and teaching. He is also an entrepreneur and investor, with expertise in the telecom industry, insurance, banking and public sectors. His skills include digital marketing, IT strategy and management, entrepreneurship, business intelligence and big data.

Zouheir Lakhdissi

Zouheir LAKHDISSI is a digital transformation consultant with more than 24 years of experience. He is Co-founder of several companies in the digital field in Morocco, the Middle East and Europe. He is also a Board member and Grand Jury of the World Summit Award initiative. Initiator for 10 years of several projects around artificial intelligence in Morocco, particularly in the fields of health and public services.

Obasi NGWUTA
B.Sc., MBA, AMNIM, MBPMI, ACISI

Obasi Ngwuta is a veteran of the financial services industry having worked in consulting, stock broking, insurance and banking sectors for 25-years. He is the Founder & Chairman of Africa Bancassurance Academy and also Director General/Chief Executive Officer of West Africa Business School, a foremost regional training institution for business, leadership and management education in Sub-Saharan Africa. Mr. Ngwuta was at various times Head of Bancassurance and Relationship Manager SME Banking at Standard Chartered Bank Nigeria; Group Head, Business Solutions Development at UBA Insurance Limited; Head Products, Branding & Marketing Support at UBA Metropolitan Insurance Limited; Head, Corporate Planning & Risk Management at Sovereign Trust Insurance Plc; and General Manager, Operations at Intellbank Consulting Ltd. Mr. Ngwuta is a graduate of University of Science and Technology, Enugu (ESUT) where he obtained his Bachelor of Science (B.Sc.) in Insurance & Risk Management and Obafemi Awolowo University (OAU), Ile-Ife where he obtained his Master in Business Administration (MBA) degrees. Mr. Ngwuta is a long-time member of the British Project Management Professionals (BPMP), Centre for Management Development (CMD), Nigerian Institute of Management (ANIM), Chartered Insurance Institute of Nigeria, Chartered Institute of Securities & Investments UK as well as Risk and Insurance Managers Society of Nigeria (RIMSON) where he was the chairman of the technical and education committee for many years. Mr. Ngwuta is the Author of many books including the most popular 546-page bestselling professional insurance book titled "Modern Insurance Business Management" published by Nigeria Insurers Association (NIA) in 2007

Morad El Mazyani

Morad El Mazyani is a tech entrepreneur, consultant and digital expert with over 16 years of experience under his belt. His areas of expertise include Blockchain, Generative Artificial Intelligence and technological product design. He has supported several multinationals as well as government projects in the development of apps. He is also an advisor at Thinkable AI, a US-based startup that offers an advanced prompting system for LLMs.

Youssef Ghalem

Youssef Ghalem is a seasoned branding expert with 12 years of experience under his belt. He is the founder of one of the largest e-learning platforms in Morocco and the luxury brand Miratti. His passion for content creation, storytelling, technology and mathematics has been the driving force behind his success, impacting millions of teenagers and adults during his journey.

How is this training structured?

Part 1: Introduction to artificial intelligence

In this session, we'll cover the fundamentals of artificial intelligence, machine learning, and commonly used AI models. You will discover how AI learns from data, identifies patterns, and how machine learning algorithms are selected and adjusted. We will also explore the notions of artificial neural networks and how to improve their accuracy. We will also explore applications and use cases in different departments of the company.

Part 2: The Art of Good Instruction (Prompt Engineering)

During this part, we will focus on mastering the art of communicating with AI. Learn how to use specialized jargon for guided conversation with ChatGPT, how to give ChatGPT a role in conveying knowledge, and how to generate structured information. You will also learn how to combine different techniques and configure prompts.

We will also explore applications of generative AI and new AI tools, focusing on industrial and logistics, marketing and distribution.

Part 3: AI tools application workshop

To conclude the Masterclass, we will work in small groups on practical workshops. Each group will be tasked with developing a solution to a real-world problem in a predetermined domain using the AI tools and techniques we explored during the training. This session will give participants the opportunity to practice their new skills and see for themselves the benefits and challenges of implementing AI.

Training Methodology

This program combines several approaches: academic presentations, business case studies, tool experimentation, and peer discussions. Participants will work in intelligence mode on different cases related to the use of AI to develop business.

Corporate training

In addition to open Masterclasses, WABS and AI Crafters develops tailor-made programs for companies in the field of artificial intelligence. With a wide range of customized training and support programs, WABS and AI Crafters helps organization's develop and maintain knowledge at every stage of the new era of digital transformation.

OUR 2024 TRAINING PROGRAMS

2024: The Year of AI Breakthroughs

2024 will be the year of AI. According to the *Retools* survey from November 2023, **over 80% of organizations plan to integrate Artificial Intelligence by 2024.**

In this regard, we have prepared a range of training programs, from high-level political and executive training to managerial and technical courses, designed to empower individuals and entire nations to effectively harness the power of AI.

INTRODUCING OUR
HIGH-LEVEL PROGRAMS

AI-AUGMENTED NATION

Integrating AI strategies into national governance and policy-making to enhance public sector efficiency and innovation. For Government Executives.

AI-AUGMENTED ORGANIZATION

Implementing AI at an organizational level to improve decision-making and operational efficiency. Designed for corporate leaders.

AI-AUGMENTED BANK AND FINANCIAL INSTITUTION

AI-driven transformation in the financial sector. Tailored for forward-thinking senior banking and finance professionals.

AI-AUGMENTED MANAGER

Integrating AI into business operations to enhance team productivity and individual performance. Suitable for managers of all levels.

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AI Crafters

At AI Crafters, our mission is to empower professionals with cutting-edge Artificial Intelligence insights and applications, positioning them at the forefront of the digital landscape. Our goal is to transform workplace productivity by automating and simplifying time-consuming tasks, enabling individuals to concentrate on more strategic work.

We offer specialized training programs tailored for executives, managers, and government representatives. These programs include in-person company training, public masterclasses, as well as live and prerecorded online courses. Additionally, we have published three books focusing on leveraging AI to enhance productivity.

We have trained professionals from these companies

I attended an incredible Masterclass on Artificial Intelligence as part of the great AI Crafters initiative. As a digital enthusiast and as a trainer interested in innovation and AI, I was delighted with the richness, diversity and quality of the content presented as well as the sharing and feedback from participants. . I graciously thank the speakers for their expertise and their passion, the participants for their valuable contributions as well as the organizing staff for the perfect work they accomplished.

KHALID EL HOUSNI
CEO @MULTIMARKOM

This training will remain forever engraved in my memory as a pivotal moment in my life. Youssef Ghalem Mouhsine LAKHDISSI Morad El Mazyani Zouheir LAKHDISSI I had the incredible chance to meet you and benefit from your exceptional teaching. I am sincerely grateful for this unforgettable experience. I want to thank you so much for sharing your knowledge and inspiration with us.

MOHAMED HIRE
COACH AGILE @WEMANITY GROUP

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The West Africa Business School (WABS) was established in response to the need for a high-quality professional development, corporate training and executive education institute to address the needs of working professionals who have the desire to continue professional and academic training while remaining in the workforce. The school was formerly registered on 7th May 2002 with the Nigerian government (RC.1652834) as a private regional training institution. In the beginning, WABS started with organizing corporate seminars, workshops and soft business short courses. In January 2010, the school launched specialized strategic business conferences, leadership programme and management training courses across Africa focusing mainly on the financial services industry.

Today, WABS has become a house-hold name and a global brand, well known in Africa for delivery of world-class Corporate Training, Government Human Capital Development, Professional Education, Executive Education, Business Intelligence and Research Services. WABS offers short courses specializing in industries such as: Financial Services, Energy (Oil & Gas, Power, Water), Telecoms, Manufacturing, Transport & Logistics, Hospitality & Healthcare, Government Ministries, Departments, Agencies and much more. The WABS is registered and recognized by important government regulatory institutions such as Federal Ministry of Education, Federal Ministry of Justice, Corporate Affairs Commission (CAC), Industrial Training Fund and accredited by Centre for Management Development (CMD) as a management training institution in Nigeria.

Further enquiry in respect of this programme should be addressed to:

Director General
West Africa Business School
WFH in Nigeria Address:
18 Puposola Estate Close
Off Amusan Street, New Oko-oba, Lagos

Branch Office:
2nd Floor, Suite B201 Trinity Mall
81 Obafemi Awolowo Way Ikeja, Lagos
+2348143002943
wabs.edu@gmail.com
www.westafricabusinessschool.com

Ghana Contact Office:
West Africa Business School
C/o HR Perspectives Suite, P.O. Box LG 320, Legon
116 Agbawe Ave. Adenta - Accra
+233542902996
wabs.edu@gmail.com

Gambia:
C/O A. K. Mamobouray, Director in Gambia
2 Kotu Layout, Amira's Collection
near Sweden Clinic KMC, Banjul
Tel/WhatsApp: +220 786 6980
wabs.edu@gmail.com

Cameroon Contact Office:
West Africa Business School
Clo l' appartement P2A, Siege Social Immeuble Zenith,
Derriere Immeuble Bull Bonanjo B. P. 685. Douala Cameroun
+237 678 08 37 37
wabs.edu@gmail.com

United Arab Emirates Contact Office:
West Africa Business School
C/O CEO Driven Performance Consulting, LLC
Dubai Digital Park, Building A5, Dubai UAE
wabs.edu@gmail.com