Power AI

by thePower

Make Artificial Intelligence tools your best ally to maximize your professional potential, **without needing to code.**

What questions will we cover in this dossier?

Why learn about Artificial Intelligence? ⌄

Who is this program for? ⌄

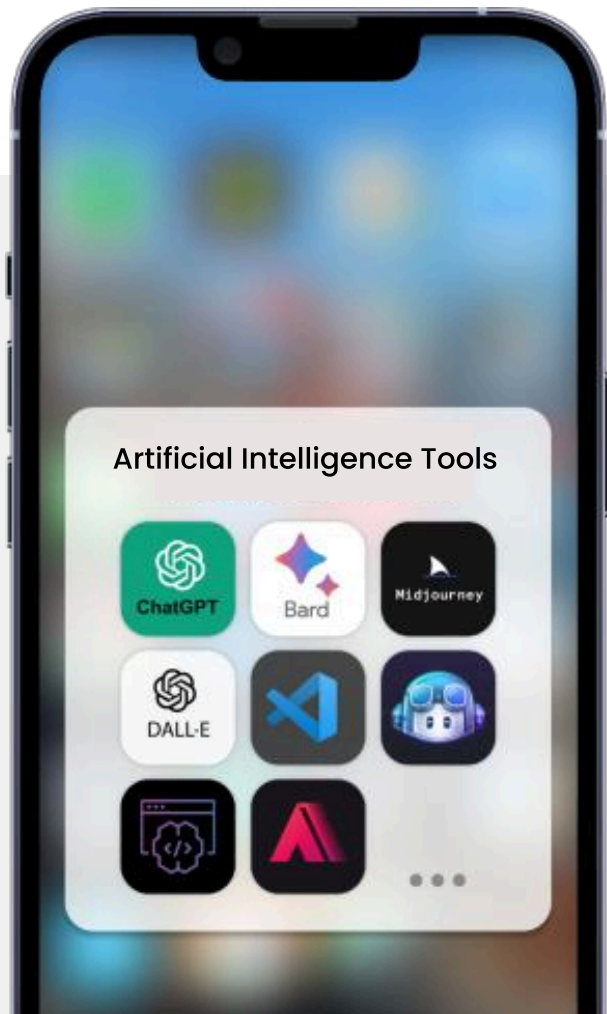How does it work? ⌄

What will you learn? ⌄

What type of time commitment does the program require? ⌄

Welcome to
Tech & AI!

Are you ready to unlock the potential of Artificial Intelligence?

Our program will allow you to master the most important AI tools and make them your best ally.

Artificial Intelligence Tools

ChatGPT

Bard

Midjourney

DALL·E

Program Summary

- 2-3 months

- Practical classes that you can do at your own pace

- Content fully applicable to your **real-world challenges**

Why learn about AI?

In the near future, Artificial Intelligence will be a fundamental tool both generally in the workplace and in the optimization of business processes.

Thanks to its ability to analyze vast quantities of data quickly and accurately, companies will be able to make more informed and strategic decisions. Moreover, **AI will enable you to increase your productivity by delegating repetitive and routine tasks to automated systems, freeing up time and resources to focus on more complex, value-adding, or creative activities.**

In addition, Artificial Intelligence will drive the development of innovative solutions in various sectors, from customer service to scientific research, thus promoting growth and competition in the global market.

Who is this program for?

It's for everyone, especially for non-technical profiles - no matter if your professional background is as a designer, salesperson, analyst, operations professional, project manager, or web developer.

Artificial Intelligence will reach all departments in your company and, **if you learn to use it to your advantage you'll be able to increase your productivity and impact.**

Q Should I know AI if I'm a... ✕

Q Designer

Q Marketer

Q Analyst

Q Engineer

Q Project manager

Q Business development

1 Take advantage of an innovative learning methodology...

ThePower is a digital business school that has revolutionized education around the world, with a disruptive methodology (digital, audiovisual classes of 15 mins) where you learn from world-renowned entrepreneurs and experts.

+300 events a year

+600 companies

+100k students

+100 countries

| KEN GIBBS	MARTIN EBERHARD	RANDI ZUCKERBERG	MARC RANDOLPH	NATALIE WILLS	JONATHAN MILDENHALL	JENNIFER FLEISS	ERIC RIES
Social Media Marketing Manager	Co-Founder	CEO and Founder	Co-Founder	VP of Brand at Booking	Former CMO	Co-Founder	Author of The Lean Startup
Spotify	TESLA	ZUCKERBERG	NETFLIX	Booking.com	airbnb	RENT THE RUNWAY	

2 ... that gives you full flexibility and control!
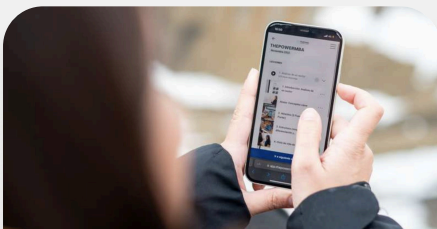
Microlearnings that you can do any time, anywhere, and on any device.
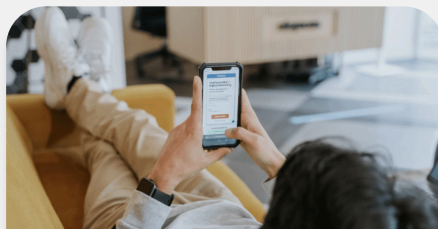
2-3 months. Flexible. No fixed timetables.

Completely practical and applies real-world challenges.

Syllabus

Module 1 | AI Fundamentals

Module 2 | Prompt Engineering

Module 3 | Practical use cases

Module 4 | AI generated images

Module 5 | PowerPlatforms

Module 6 | AI for business

Module 7 | Legal and ethical issues

If you work in business, marketing, or operations...

Why is it important to learn Artificial Intelligence?

20 Reasons you need to learn more about AI

01 Be more efficient in data analysis: AI makes it easier to interpret large volumes of information, improving business decision-making.

02 Personalization in marketing: With AI, highly targeted and segmented campaigns can be created to maximize reach.

03 Creative content generation: AI allows you to create innovative art, music and writing in an automated way, as in the case of Dall-e.

04 Improved customer experience: Chatbots and AI tools provide fast and accurate responses to customer queries.

05 Process automation: Using AI and Power Apps, repetitive tasks can be automated and productivity increased.

06 Predictive analytics: AI facilitates the identification of trends and accurate forecasting for business planning.

07 Generative design: With technologies such as Stable Diffusion, it is possible to create unique and cutting-edge generative art.

08 Agility in presentations: Creating presentations and websites with AI allows you to develop engaging content faster.

09 Product customization: With data and AI, products can be personalized for customers.

10 Improved social media effectiveness: AI can analyze social media data to identify opportunities and challenges.

11 Legal and ethical compliance: It is essential to understand how AI is applied in the regulatory framework to avoid legal risks.

12 Automation of creative tasks: AI can be used to design art to streamline production and enhance creativity.

13 Writing tools: AI can help generate coherent and relevant written content for various applications.

14 Interactive experiences: Chatbots such as BardIA enable closer interaction with users.

15 Business growth: Implementing AI in key processes can drive expansion and competition.

16 Market analysis: AI can evaluate data so you can make informed decisions on business strategies.

17 Transcription efficiency: AI facilitates fast and accurate transcription of audiovisual content.

18 Sales optimization: AI can analyze customer behavior patterns and improve sales tactics.

19 Facilitation of development tasks: Tools such as Codefy! streamline the software creation process.

20 Constant innovation: AI is a constantly evolving field; being trained allows you to adapt to the latest technological trends.

How much time do I need?

Flexible, at your own pace and with NO FIXED TIMETABLES.

Our methodology was created so that you can easily fit the program into your life, regardless of your time constraints (family, full-time work…)

You'll need to dedicate approximately 3-5 hours per week.

For example, you could do about 30 minutes a day if that works for you. In that time, you'd be watching the video classes, chat with other students in the community, or join live events.

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