



MAKEEN
ADVISORS

Generative AI Foundation and Use Cases

Course Brochure for Pure Consulting

About this course

Embark on a transformative learning journey with our Generative Artificial Intelligence (Gen AI) Foundation course, tailored for learners eager to boost their AI proficiency.

This course is your gateway to mastering Generative AI tools, enhancing your problem-solving, research, and communication skills. You'll learn to integrate Gen AI seamlessly into your daily tasks, gaining a competitive edge and productivity.

Discover the essentials of Gen AI, explore cutting-edge tools, and leverage Generative AI on real-world projects, including consulting, advisory, strategy policy development and transformation.

Gain hands-on experience with Generative AI, understand tools limitations, and navigate ethical AI use with ease.

Prepare to elevate your professional capabilities and embrace the digital evolution with confidence through this concise and impactful course.

Why Invest in this Course?

- 1 Elevate Your Gen AI Competency:** Deep dive into Generative AI's foundations, setting a solid base for innovation and productivity.
- 2 Expand Your Gen AI Toolkit:** Broaden your understanding and application of Generative AI tools, highlighting their potential, limitations, and the scenarios in which they can be most effectively deployed.
- 3 Enhance Problem-Solving and Communication Skills:** Through targeted practical exercises, harness Generative AI for critical consulting tasks, from ideation to strategy formulation.
- 4 Strategically Apply Gen AI for Competitive Edge:** Learn to seamlessly blend Generative AI applications into your project workflows to accelerate project timelines and improve outcomes in areas like research & benchmarking.
- 5 Lead with Ethical Gen AI Practices:** Cultivate a deep understanding of Generative AI's ethical implications, ensuring they are well-versed in navigating issues around transparency, privacy, and fairness.

Course Learning Objectives

- Learn to effectively describe the principles of Artificial Intelligence, including its history, evolution, and the foundational technologies that underpin Generative AI systems
- Develop an understanding of the available Generative AI tools including typical uses, suitability and limitations
- Develop proficiency in the elemental uses of Generative AI in consulting/advisory setting including learning, problem solving/structuring, ideation, assessment, data collection and others through a series of hands-on drills
- Learn how to combine different elemental uses of Gen AI to accelerate the delivery of work and projects such as benchmarking, policy formulation and strategy development using practice case studies
- Develop a comprehensive understanding of potential ethical concerns associated with Gen AI use, with a particular focus on ensuring privacy, fairness, transparency, and accountability, and learn effective strategies to address these issues

Course Daily Program

SCHEDULE

	DAY 1
10:00 - 10:30	Gen AI History & Evolution
10:30 - 11:00	Gen AI Tools landscape
11:00 - 11:30	Gen AI Elemental Uses and Applications + Ethical Aspect
11:30 - 12:00	Gen AI Elemental Uses - Practice Drills
12:00 - 12:30	Gen AI Elemental Uses - Practice Drills
13:00 - 13:30	Gen AI Elemental Uses - Practice Drills
13:30 - 14:00	Lunch Break
14:00 - 14:30	Gen AI Elemental Uses - Practice Drills
14:30 - 15:00	Gen AI Elemental Uses - Practice Drills

*Break timing may vary depending on the progress per day



Course Faculty



Eli Gentle

- Founder of Gentle Consulting LLC
- Former External Advisor at McKinsey & Company
- Former Partner Learning Manager at McKinsey & Company
- Former Engagement Manager at McKinsey & Company
- Former Associate Principal at Eos Capital
- Education at Georgetown University and University of Alabama at Birmingham (UAB)



Ziad Soufan

- Co-Founder and Managing Director of Makeen Advisors
- 15+ years working experience with leading management consulting firms, including:
- Associate Partner at McKinsey & Company
- Principal at BCG
- Director at PwC
- Education at leading MBA School INSEAD and Virginia Commonwealth University

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Contact us on Learning@MakeenAdvisors.com to help you get started