



## WorkingSm@rt®

# Developing and Implementing Generative AI/ Copilot Strategies

for Business Leaders & Senior Directors

### Audience:

Senior Executives, Directors – Heads of Business, VPs and Senior Decision Makers & C-Suite Executives.

### Format:

- 1hr Pre-Course Discovery: a focused session to define business objectives and align the AI Strategy workshops accordingly.
- 2 x 2hr Interactive Executive AI Strategy Workshops
- 1-1 Follow Up Executive Coaching sessions

### Tools Provided: Deliverables for Every Participant

- Digital Executive Prompt Playbook – Proven patterns for C-suite and Senior Director scenarios.
- Role-Specific Use Case Guide – Tailored applications for Senior Directors and Executives.
- Action Planning Toolkit – Your personal Gen AI integration roadmap.
- Comprehensive Learning Guide

## Interactive Senior Executive AI Strategy Workshops

These highly interactive 2 x 2hr executive sessions will enable business leaders to understand how Generative AI / CoPilot can be best utilized to enhance decision-making, increase leadership effectiveness, and enable competitive positioning. The sessions will consist of a dynamic mix of:

- Short relevant presentations.
- Live demonstrations including showing how Copilot integrates across Microsoft 365 suite.
- Guided discussions and targeted group exercises to apply generative AI to high-level business challenges using real use cases.

### The core focus areas will be:

- **Leveraging AI for Leadership:** Use Generative AI to enhance strategic decision-making, not replace it
- **Strategic Planning & Market Positioning:** Learn how to use generative AI to gather industry information, review what competitors are doing, and spot new ways to grow.
- **Culture & Change Leadership:** Review employee feedback, create clear communication plans, and address obstacles to change.
- **Operational and Strategic Bottlenecks:** Identify and resolve any inter-departmental challenges with clear data-driven insights.
- **Measuring What Matters:** Build simple scorecards to track important goals and progress.
- **Executive Prompting Skills:** Practice writing effective prompts for market research, planning different scenarios, and coming up with new ideas.

### Expected Outcome:

Walk away with a practical AI strategy for your role, actionable techniques for immediate use, and a clear vision for HOW or IF GEN AI/ Copilot can assist you to achieve your Business Objectives

# Related Training for AI Awareness and Best Practice for All Other J&J Staff

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## WorkingSm@rt<sup>®</sup> using AI

For a Better Way to Work  
**Business Professionals**

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Learn prompt engineering and AI adoption strategies

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## WorkingSm@rt<sup>®</sup> using AI

For a Better Way to Work  
**Sales Professionals**

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Leverage AI for prospecting, outreach, and communication

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## WorkingSm@rt<sup>®</sup> MICROSOFT +Copilot 365

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Work smarter within Microsoft 365 today

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## WorkingSm@rt<sup>®</sup> MICROSOFT +Outlook plus AI/Copilot

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Managing Workloads, Time and Priorities

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## WorkingSm@rt<sup>®</sup> MICROSOFT +Teams plus AI/Copilot

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Managing Communications, Collaboration and Sharing

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## WorkingSm@rt<sup>®</sup> MICROSOFT +OneNote plus AI/Copilot

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Managing Data Centralization

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## WorkingSm@rt<sup>®</sup> IN Meetings plus AI/Copilot

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Managing Effective Meetings - Virtual and Face-Face



A Better Way To Work

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