



Business Growth Using Generative AI Course

13 – 17 September 2027
Rome (Italy)



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Introduction

The Business Growth Using Generative AI course helps professionals understand how modern AI capabilities can support business expansion, improve decision-making, and strengthen operational performance. It explains how to apply generative AI to core business functions, including marketing, sales, customer engagement, content creation, and internal productivity. It shows how organizations can use AI to accelerate routine work, improve consistency, and unlock new growth opportunities. Participants will gain a practical understanding of how prompts, workflows, and AI-assisted thinking can support business goals. The program builds awareness, analytical understanding, and applied judgment in a business context. Learners will be able to identify meaningful AI use cases and align them with measurable business outcomes.

Targeted Groups

This Business Growth Using Generative AI training targets professionals seeking knowledge and skills:

- Business owners are aiming to scale faster.
- Entrepreneurs building AI-ready growth strategies.
- Marketing teams are improving content and campaigns.
- Sales professionals are increasing lead conversion.
- Managers streamlining daily team workflows.
- Operations staff seeking efficiency gains.
- HR and training teams support productivity.

Course Objectives

Participants will achieve the following objectives by completing the Business Growth Using Generative AI course:

- Understand the role of generative AI in business growth.
- Identify high-value use cases across departments.
- Apply AI thinking to marketing, sales, and service tasks.
- Evaluate where automation can improve speed and quality.
- Draft stronger prompts for business outputs.
- Connect AI use cases to measurable performance goals.
- Recognize responsible and practical AI adoption patterns.

Targeted Competencies

Participants will gain the following competencies during the Business Growth Using Generative AI program:

- Strategic awareness of AI business applications.
- Analytical skill in identifying growth opportunities.
- Prompt-writing ability for business tasks.
- Workflow optimization for recurring activities.
- Content planning support for campaigns and communication.
- Decision support using AI-generated insights.
- Adaptability in using AI across business functions.

Studying Scenarios

In this Business Growth Using Generative AI training, participants develop skills through the following scenarios:

- Building a marketing message for a new offer.
- Improving a sales email sequence for lead nurturing.
- Summarizing customer feedback into growth insights.
- Rewriting a business process with AI assistance.
- Creating a content plan for a service launch.

Course Content

Unit 1: Foundations of Generative AI for Business Growth

- Generative AI is introduced as a business enablement tool, not only a technical innovation.
- Examine how AI supports speed, consistency, and scalable execution.
- Explains the difference between automation, augmentation, and intelligent support.
- Review how AI can assist with business communication and planning.
- Highlights how business growth depends on clarity, relevance, and responsiveness.
- Explore how AI can reduce friction in routine, repetitive tasks.
- Presents practical thinking for matching AI capabilities to business needs.
- Connect the use of generative AI to productivity, quality, and growth readiness.

Unit 2: Generative AI in Marketing and Brand Growth

- Study how AI can support content creation for campaigns and promotions.
- Explores audience messaging, brand tone, and content variation.
- Examine how AI can help with headlines, captions, and campaign drafts.
- Shows how AI can improve brainstorming without replacing human judgment.
- Practice shaping marketing ideas for clarity, relevance, and impact.
- Addresses content consistency across channels and formats.
- Review how AI can support market positioning and offer communication.
- Reinforces the value of faster content development for business visibility.

Unit 3: Generative AI in Sales and Revenue Development

- Analyze how AI can support prospecting, outreach, and lead follow-up.
- Explains how AI can improve message personalization at scale.
- Review how generative AI can support sales scripts and objection handling.
- Shows how AI can help structure proposals and client communication.
- Examine how sales teams can use AI to save time on preparation.
- Introduces practical ways to improve pipeline organization and lead nurturing.
- Assess how AI-generated drafts can support better response quality.
- Links sales efficiency to stronger conversion and revenue potential.

Unit 4: Generative AI for Operations, Productivity, and Workflow Automation

- Study how AI can streamline internal communication and task planning.
- Explains how workflow automation supports faster execution.
- Explore how AI can summarize documents, notes, and meeting outcomes.
- Highlights AI's role in reducing repetitive administrative work.
- Examine how team productivity improves when routine tasks are simplified.
- Presents ways to support internal coordination with AI-generated drafts.
- Evaluate how AI can assist in standard operating procedures and reporting.
- Connects operational efficiency with stronger business performance.

Unit 5: Strategy, Governance, and Sustainable AI Adoption

- Review how to align AI use with business strategy and priorities.
- Explains how to choose use cases with clear value potential.
- Assess the importance of quality control and human review.
- Discusses responsible use, consistency, and decision accountability.
- Explore how to build a practical adoption mindset across teams.
- Shows how to measure impact through time saved and output quality.
- Examine how to create a sustainable culture of AI-supported growth.
- Closes with planning principles for long-term business improvement.



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Final Insights & Key Takeaways

Learning when to use generative AI can be a practical growth partner for improving content, communication, sales support, and operational speed. The strongest results come from applying it with clear goals, human judgment, and a business-focused mindset.