

# AI FOR COMPETITIVE ADVANTAGE

## WORKSHOP BROCHURE



### About us

ashiq.org is located in Allen, TX, and is happy to offer its expertise in Artificial Intelligence. Our tried-and-true system is based on 25 years of experience. We pride ourselves on setting up **our clients for success in building competitive advantage and growth with AI while minimizing risk**. We are sure that you will leave our sessions more prepared than you have ever been to use AI for your professional and personal life.



<https://ashiq.org>



[ashiq@ashiq.org](mailto:ashiq@ashiq.org)



Schedule a Zoom call at <https://calendly.com/ashiqorg/meet>

# AI for competitive advantage workshop

Our training sessions are meticulously planned and designed to maximize efficiency. Your time is valuable, so our goal is to prepare you best while taking up the least amount of your time possible.

Our AI for Competitive Advantage workshop addresses the following: **What is AI, and how can I use it to advance my professional life, benefit my company, and enrich my personal life?** You will gain a practical grounding in AI, equipping you with the *knowledge and confidence* you need to transform yourself and your organization into an innovative force of the future.

The program is structured to make the content accessible to individuals from diverse professional backgrounds; a technical background is not required. Our lectures are delivered in an inspiring way, like the TED talks.

Dr. Ashiq Rahman will conduct your training over a day with multiple sessions, and they will be comprised of both interactive/hands-on activities and lectures covering the following broad topics \* :

- Fundamentals of Artificial Intelligence
- Hands-on activity on how to use various AI tools for productivity
- Hands-on use case-building activity by the participants
- Hands-on AI Implementation blueprint building by the participants.

\* We will conduct a pre-workshop survey and adjust the topics accordingly.

# Workshop schedule & topics

**Duration: one full day or two half-days.**

**Sample topics \* :**

- Fundamentals of Artificial Intelligence lectures \*
  - AI overview and its influence on thinking and working
  - Workplace productivity case studies and effects on the workforce
  - AI technology (e.g. ML, LLM/GPT) fundamentals and capabilities
  - Innovation with AI - how to build a 'moat' with proprietary data
  - Corporate strategies, budget, sales, marketing, legal implications
  - Safety, guardrails, and security. Responsible AI
  - AI policy and risk management framework
  - Identifying emerging trends and opportunities with AI
  - Societal reactions and impacts
- Hands-on activity on how to use various AI tools for productivity
  - We will guide you through AI platforms and prompt engineering techniques, ensuring that you can effectively apply these tools.
- Hands-on use case-building activity by the participants
  - We will show you examples of AI use cases from the industry.
  - You will identify several use cases that apply to you, and we will help you prioritize them.
- Hands-on AI Implementation blueprint building by the participants
  - We will show the AI implementation hurdles and how to overcome them.
  - You will create your own AI use case implementation roadmap.

\* We will conduct a pre-workshop survey and adjust the topics accordingly.

# More about the workshop

## Who is this workshop for

Whether you are leading the organization and looking for a way to unlock new opportunities, a business executive driving innovation, an HR person investigating the impact of AI on the workforce, a CIO/CTO/CFO/CSO driving strategy and budget, a program/product manager, engineer, or any employee looking to understand AI and its applications, this program will benefit you.

## What you'll get out of this workshop

Artificial Intelligence Technologies (e.g. ChatGPT and Generative AI) are incredibly powerful, yet they have fundamental limitations. You will learn:

- To build mental models of AI (e.g. what ChatGPT can and can't do)
- How this technology will affect you, your work, and your business
- How to build competitive advantage (\$) while minimizing the risks.

## How this workshop is different

Typical ways of learning AI	This workshop
Technical papers/articles (you need to be in the AI field to understand them. Even if you have a Ph.D., it is challenging to keep up)	This program provides an intuitive approach and helps you understand the main fundamentals and their impact ("Explain Like I'm 5" way)
Vague/sensational articles in the media, LinkedIn, Twitter. Most are Click baits to generate more followers/ads. Many are hype and not correct!	This program provides content backed by industry-leading research and scientific studies. No hype, just facts and inspiration.
Week-/month-long technical courses are scattered on different platforms. It is difficult for busy professionals to devote time and absorb.	This program condenses and summarizes multiple weeks-long courses and provides the insights you need for you and your business.

# Testimonials



Really enjoyed the program and learned a lot. Ashiq dived into the details of Generative AI and covered it from various angles. This inspiring program provided a 360 degree of implementing Generative AI in an Enterprise.

[Jayant Shekhar](#)

CEO, Sparkflows.io



I have long desired to gain a deep understanding of AI and the upcoming wave of knowledge, but my busy schedule prevented me from dedicating time to it. Additionally, I found that the available resources were often incomplete. However, Dr. Rahman has given me precisely what I needed to truly appreciate, comprehend, and harness this transformative cultural shift.

Dr. Rahman's impressive background equips him to effectively communicate this complex information using highly relevant analogies and comparisons. His ability to bridge the gap between technical concepts and practical applications is remarkable. I wholeheartedly recommend him to fellow busy professionals seeking to establish a strong foundation for embracing this technology.

[Daren Eilert](#), Sales Executive, Ex Infinera



Ashiq has the ability to make complexes easy. In this class, he gives a great overview of Generative AI and its potential in the Enterprise World and manages to equip managers with insights to benefit from the rise of this transformational technology.

[Rémy Marcotorchino](#)

Director Business Development



As an esteemed university, we prioritize providing our students with comprehensive and impactful educational experiences. In that regard, I would like to share how Dr. Rahman's expertise has significantly contributed to my personal journey in gaining a deep understanding of AI. Like many higher education professionals, my schedule during the semester rush has often hindered my ability to dedicate substantial time to exploring emerging fields such as AI. However, discovering Dr. Rahman's teachings proved to be a

game-changer for me. The program's digestible presentation of complex concepts enables participants to grasp the essential aspects of AI without sacrificing depth. From a higher education institution perspective, he offers a well-rounded and inclusive learning opportunity for professionals with strategic decision-making responsibilities. Its broad target audience, emphasis on experienced individuals, commitment to accessibility, and thoughtful structure make it a valuable educational offering for professionals seeking to understand and leverage AI in their work.

[Mousumi Tanha](#), Director, Embry-Riddle Aeronautical University



The program transformed my understanding of AI. Dr. Rahman's teaching style made complex concepts accessible and relevant. Highly engaging and valuable!

[Mamun Abdullah](#)  
Product Manager, Microsoft



Dr. Rahman's seminar, Generative AI Strategy for the Enterprise, is a pivotal toolkit for executives navigating today's evolution of artificial intelligence. Beginning with an overview of generative AI, it artfully bridges its capabilities with strategic decision-making essential for top-tier leaders. The seminar offers a deep dive into corporate strategy, highlighting how AI impacts budgeting, innovation, and legal frameworks. Through real-world case studies, the seminar illuminates how established firms and startups leverage AI, offering C-suite attendees a roadmap to adapting their businesses. This is more than just an educational venture. It's a strategic compass for C-suite executives to harness the power of generative AI, ensuring their businesses remain agile, innovative, and ethically sound in this transformative era.

[Andrew Dudley](#), Principal Java Engineer, Onyx IQ,



Highly beneficial for decision-makers responsible for shaping an organization's future direction. It's a comprehensive program with a 360-degree view, enlightening the participants with the concepts of AI and its practical applications in the real world.

[Hasibur Rashid](#), Founder and Chief Marketing Officer, Novotel Limited

# Meet your instructor



Ashiq Rahman, PhD

**Chief AI Officer** (Midpoint Consulting) & Founder of ashiq.org  
[linkedin.com/in/ashiq](https://www.linkedin.com/in/ashiq)

Dr. Rahman is a visionary AI Strategist who has pioneered AI initiatives and led teams in AI Innovation, Platform Infrastructure, and AI Standards and Governance. He has also authored Responsible AI guidelines, setting a precedent for ethical AI practices.

With a PhD in Quantum Optics and a BS in Mathematics and Physics, Dr. Rahman's career spans over two decades—from Scientist to Software Engineer, Data Scientist to Architect, Strategy Planner to AI Strategist, and Chief AI Officer. His experience at companies like Corning, Xtera, Nortel, Fujitsu, Kimberly Clark, and Midpoint Consulting showcases his versatility.

His expertise in integrating technology with business practices allows him to solve complex challenges and bridge the gap between innovation and application. A strong advocate of data-driven decision-making, he emphasizes the role of data and AI in shaping strategies and creating value.

Dr. Rahman helps people and businesses build competitive advantage and growth with AI while minimizing risks. He offers coaching programs and workshops on AI Strategy and a Fractional Chief AI Officer service.