Seminar / Workshop
AI Business Productivity Program
Generative AI for Management, Marketing & Leadership Effectiveness

Abstract
A compact 2.5-hour live online executive program designed to help professionals use generative AI to work smarter, make better decisions and increase business effectiveness. Participants gain practical workflows for management, marketing and leadership and leave with a personal AI Business Productivity Action Plan.

Concept
Generative AI is reshaping how professionals research, communicate, decide and create value. This program translates AI from an abstract technology into immediately applicable business practice. Through concise expert inputs, live demonstrations and guided application, participants learn how to improve daily productivity, strengthen marketing and customer impact, support strategic thinking and use AI responsibly.

Target Group
Executives and senior managers, entrepreneurs and business owners, marketing, sales and communication professionals, consultants and trainers, MBA and executive education participants, business educators, university partners and corporate teams seeking immediate, responsible and measurable productivity gains from generative AI.

Program Structure

1. *The AI Productivity Revolution in Business*
   - How generative AI is changing professional work, communication, decision-making and value creation
   - From isolated tools to a practical productivity advantage

2. *AI Literacy & Responsible Use*
   - Essential concepts, capabilities and limitations of generative AI
   - Hallucinations, bias, confidentiality, data protection and human oversight
   - How to combine AI speed with professional judgement and accountability

Opresnik Management Consulting
Marc.Opresnik@Opresnik-Management-Consulting.de
www.Opresnik-Management-Consulting.de

Opresnik Business School
Marc.Opresnik@Opresnik-Business-School.org
www.Opresnik-Business-School.org

3. *Prompting for Business Excellence*
   - A structured prompt framework for analysis, communication and strategic work
   - Using context, role, task, format and quality criteria to improve output
   - Iterative prompting: refining, challenging and validating AI-generated results

4. *Live AI Workflows for Management Productivity*
   - Executive emails, meeting preparation and follow-up
   - Research, summaries, reports and presentation development
   - Decision support, option analysis and preparation of recommendations
   - Reusable workflows that reduce routine work and improve consistency

5. *Live AI Workflows for Marketing & Customer Impact*
   - Customer insights, personas, positioning and value propositions
   - Campaign ideas, content creation and executive LinkedIn communication
   - Customer journey mapping and competitor analysis
   - Improving speed, relevance and quality while protecting brand integrity

6. *From Individual Productivity to Strategic Impact*
   - Embedding AI workflows into roles, teams and recurring business processes
   - Identifying high-value use cases and realistic productivity gains
   - Governance principles for responsible and scalable adoption

7. *Personal AI Business Productivity Action Plan*
   - Select three immediate use cases for individual or organisational application
   - Define concrete next steps, expected value and success indicators
   - Commitment to action and final Q&A

150-Minute Agenda

- 0–15 min: Welcome & the AI Business Productivity Imperative
- 15–35 min: AI Literacy for Managers, Marketers and Leaders
- 35–60 min: Prompting for Business Excellence
- 60–90 min: Live AI Workflows for Management Productivity
- 90–120 min: Live AI Workflows for Marketing & Customer Impact
- 120–140 min: From Individual Productivity to Strategic Impact
- 140–150 min: Personal AI Productivity Action Plan & Q&A

Opresnik Management Consulting
Marc.Opresnik@Opresnik-Management-Consulting.de
www.Opresnik-Management-Consulting.de

Opresnik Business School
Marc.Opresnik@Opresnik-Business-School.org
www.Opresnik-Business-School.org

Learning Outcomes

Participants will:

- Understand how generative AI is changing productivity and business effectiveness.
- Use structured prompt frameworks for management, marketing and leadership tasks.
- Apply AI to emails, meetings, reports, research, presentations and decision support.
- Use AI to strengthen customer insight, positioning, campaigns and content development.
- Recognise hallucinations, bias, confidentiality risks and the need for human oversight.
- Develop a personal AI Business Productivity Action Plan with three immediate use cases.

Format, Duration & Certification

- Format: Live online interactive executive program with expert inputs, practical demonstrations, guided application and Q&A.
- Duration: 2.5 hours / 150 minutes.
- Participant output: Personal AI Business Productivity Action Plan with three immediate use cases.
- Certification: Certificate of Completion in AI Business Productivity.

Coach

- Prof. Dr. Marc Oliver Opresnik, Creator of the PIVOTAL Infinity Marketing Canvas®, Global Thought Leader, Distinguished Professor of Marketing & Management, and Co-Author of international bestsellers with marketing legend Philip Kotler.

Opresnik Management Consulting
Marc.Opresnik@Opresnik-Management-Consulting.de
www.Opresnik-Management-Consulting.de

Opresnik Business School
Marc.Opresnik@Opresnik-Business-School.org
www.Opresnik-Business-School.org