

Harnessing AI for Business

Summary

AI models like ChatGPT, DALL-E, and Copilot offer intriguing new capabilities for businesses. But many leaders struggle to implement them meaningfully. This course provides the practical guidance you need to evaluate and apply Generative AI effectively in your organization.

Through real business examples, you'll gain the knowledge to pilot AI responsibly in your unique context.

Outline

- AI landscape - Key players, models, and ethical considerations
- Use cases by department - Marketing, sales, support, product, etc.
- Crafting effective prompts - Optimization strategies and best practices
- Mitigating risks - Legal, reputational, data sensitivity
- Startup sprints - Designing controlled pilot programs

Whether you're an executive, manager, or technologist, this course provides the practical training required to harness Generative AI as a strategic capability. Join us to plan your roadmap.

About your presenter

Chip Lemmon is Chip Lemmon has 30+ years of software and business experience. Currently the Vice President of Software Engineering, at [LASSO Software Inc](#), Chip got his start in NJ/NYC with Fortune 100 companies in Finance and Pharmaceuticals. He co-founded and ran a boutique consultancy for 10 years. His storied background has allowed him to become versed in Software Engineering and Customer Success, alike. Chip is a principal contributor to LASSO's identification and adoption of AI tools to reduce cost and improve productivity. Connect with Chip on [LinkedIn](#).

Vitals

Cost:	\$30 (\$0 CDC members)	Difficulty:	Intermediate
Class Length:	1.5 hour	Laptop:	Recommended
Class size:	30 persons	Scholarships:	Available

Location: 4 Conroy Street, Suite A, Charleston, SC 29403

Parking: Charleston Tech Center garage - 4 Conroy Street, Charleston, SC 29403