

# AI at Work

## From Start to Smart AI

"From START to SMART" is a focused, hands-on, & ethical artificial intelligence (AI) training program customized for professionals in the IT & sales environment. This two-day, full-day workshop equips participants with practical skills to use AI tools effectively for enhancing workplace productivity, preparing impactful sales presentations, & managing data more efficiently. The training emphasizes secure tool usage, strategic prompting, & interactive application in day-to-day business contexts.

### Objective

1. Understand core concepts of AI, including its potential & risks in corporate & sales settings
2. Identify & use secure, reliable AI tools suitable for professional & client-facing environments
3. Master prompt-writing techniques that generate relevant, high-quality content
4. Apply AI tools to prepare persuasive sales decks & presentations.
5. Apply AI to handle repetitive tasks such as follow-ups, reports, outlines, & proposal drafts
6. Source data efficiently & transform it into impactful, presentation-ready insights
7. Use AI to strategize messaging, tailor pitches, & respond to client needs
8. Design engaging visuals & documents using AI-powered platforms



**Facilitator**

**Mohammad Fitri Mohd Shukri**  
AI Learning & Digital Strategy  
Facilitator (Malaysia-based)

### Program Structure

#### Day 1: Understanding & Exploring AI

1. Introduction to AI, Ethics, and Safety
  - What AI is & is not
  - Key concepts: models, algorithms, data
  - Workplace ethics: data confidentiality, privacy, safe usage policies
2. Exploring General-Purpose AI Chatbots
  - Tools: ChatGPT, Gemini, Claude
  - Use cases: generating proposals, refining emails, preparing for client meetings
3. Exploring Special-Purpose AI Tools
  - Tools: SciSpace (data comprehension), SlidesAI, Beautiful.ai, Canva
  - Use cases: designing pitch decks, auto-generating visuals, creating impactful business materials
4. AI Prompting Principles & Techniques
  - Prompt structure for clarity & tone
  - Effective prompts for sales narratives, insights, & visual content
  - Interactive practice with real business scenarios

#### Day 2: Applying AI for Strategic Communication

5. AI as a Personal and Work Assistant
  - Drafting follow-up emails, meeting agendas, & internal notes
  - Generating outlines for proposals & presentations
6. AI for Data Collection & Presentation
  - Efficiently sourcing market data or product information
  - Turning data into graphs, summaries, & insights with visual appeal
7. AI for High-Impact Thinking & Messaging
  - Crafting tailored messages for different client types
  - Objection handling & persuasive storytelling using AI-generated content
8. AI for Presentation & Visual Communication
  - Creating sales decks using Canva, SlidesAI, Beautiful.ai
  - Enhancing visual storytelling & audience-specific presentation design

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## From Start to Smart



### Customization & Contextualization

All exercises & scenarios will reflect workplace environments related to IT sales, marketing, & business development. Participants will work on realistic tasks such as client pitch development, internal report automation, & creating data-driven insights.



### Tools & Platforms Featured

- General Chatbots: ChatGPT, Gemini, Claude
- Visual & Document Tools: Canva, Beautiful.ai, SlidesAI
- Research & Analysis: SciSpace, NotebookLM
- Add-ons/Extensions: AI-based proofreading, scheduling, data extraction tools



Canva

beautiful.ai



### Methodology

- Micro-lessons with live demos
- Practical hands-on labs with real work simulations
- Scenario-based group projects
- Reflection, sharing, & live Q&A throughout the session
- Highly practical and interactive delivery by the facilitator



### Price

#### Individual

**RM950**  
/pax

min 10 pax per class

#### Group

**RM14,550**  
/session

max 20 pax per class



### Format & Logistics



**Custommedia Academy,**  
Bandar Puchong Jaya, Selangor



**2 Full Days**  
(9:00 AM – 5:00 PM)



**Laptop Needed**

