



Poslovna Znanja





Tijana Sekulić, CMC

- CMC consultant and trainer with over 15 years of experience.
- Specialized in interactive business skills workshops and facilitation.
- Certified CEFE trainer, designing and leading mentorship and training programs for startups, female entrepreneurs, and teams.
- Certified Management Consultant (CMC) – ICMCI (since 2011).
- Certified Digital Transformation Expert – WKO Austria (since 2018).
- Certified AI Manager – Austrian Standards (from 2025).



Miodrag Kostić, CMC

- Founder of Web Consulting Honolulu (since 1997).
- Director & owner of Veza doo - Poslovna Znanja (since 2003).
- Certified Management Consultant (CMC) – ICMCI (since 2011).
- Business lecturer at Link Group Business Academy (since 2012).
- Certified Digital Transformation Expert – WKO Austria (since 2018).
- Workshop trainer & facilitator at Qatar Skills Training Center, Doha (since 2019).
- Certified AI Manager – Austrian Standards (from 2025).





Consulting and training services for companies and organisations



In 2023, we worked with micro, small, and medium companies in four cities in Serbia.

Our goal was to help them understand and start their digital transformation. We began each training with a question:
"What does digital transformation mean to you?"



We also asked:
What are your biggest challenges with organizational culture?
How do you use digital tools and business models?
Are you following digital trends?
Do you use AI or ChatGPT?

The screenshot shows a presentation slide with a white background and a colorful header bar. The header bar contains the 'POLICY ANSWERS' logo on the left and the year '2023' on the right. The main title of the slide is 'How to improve business by applying the latest digital technologies?' in a large, bold, blue font. Below the title, the names of the consultants are listed: 'Tijana Sekulić, CMC konsultant' and 'Miodrag Kostić, CMC konsultant'. At the bottom left, there is a logo for the European Union with the text 'Funded by the European Union'. At the bottom right, there is a small text block: 'R&I POLICY making, Implementation ANd Support in the WEsteRn BalkanS GRANT AGREEMENT N° 101058873'. The slide is shown on a screen with a reflection below it.



Training tools

- Team Value Mapping
- Value Proposition Canvas
- Business Model Canvas
- Surveys & structured questionnaires
- SBIC feedback method
- Techniques for handling objections
- AI solution for business cards
- Organizational health & motivation cards
- Group facilitation techniques



Learning process

Our visual interactive cards simplify connecting business challenges with relevant AI solutions.



**Needs
assessment**

ANAMNESIS



**Needs
analyses**

DIAGNOSIS



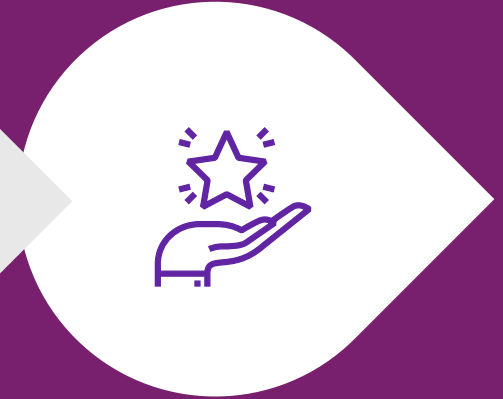
**Propose
solutions**

THERAPY



**Apply
solutions**

ACTION PLANS



**Maintaining
knowledge**

ONLINE MATERIALS

Active learning methodology

/ interactive learning-by-doing approach

- Group moderation and discussions
- Interactive, hands-on exercises
- Case studies and analysis
- Immediate feedback
- Gamified learning and role-playing activities
- Surveys and structured forms





In 2024, we continued our work in five cities with a new focus:

"Optimize your business and save by implementing the circular economy and green transition."



From our earlier trainings, we learned how important interaction is for participants. That gave us a new idea:

To **design special cards** that help people learn and think together.





Green cards – Learning by Doing, Thinking, and Sharing

We believe people don't learn best when they only listen. They learn best when they do something. When they talk. When they ask questions. When they feel involved. That's why our trainings are not lectures — they are experiences.

View our short video:

<https://www.youtube.com/watch?v=7XpOp4YLL9U>

https://www.youtube.com/watch?v=qKrYP4Cy_24&t=25s





Workshop Using AI Solutions in the Twin Transition

Poslovna Znanja

Trainers: Miodrag Kostić CMC | Tijana Sekulić CMC



“In recent years, funding for climate tech and green AI has been increasing, and the appetite for businesses to explore AI-led solutions has grown. In the coming years, as we race towards the 2030 net zero deadline, many systems will reach a tipping point, where AI tech-led climate solutions become the rule, not the exception.”

Taco Engelaar, managing director of climate AI platform, Neara

OPTIMIZE
Sustainable Supply and Inventory
40

Challenge:
Unoptimized product transportation increases emissions and costs.

TRANSPORT MANAGEMENT

Implement smart logistics and GPS systems to optimize transportation: route optimization, multimodal transport options, and real-time IoT vehicle tracking.

AI

AI Optimization of Transport Routes
Connects vehicle sensors and analyzes traffic and geographic data to create optimal routes that reduce emissions and costs.

AI Analysis of Logistical Performance
Evaluate transport systems' efficiency and identify areas for improvement in speed and delivery reliability.

AI Digital Optimization of Transportation
Integrates data to plan and organize transport processes, reducing costs and environmental impact.

AI for predictive vehicle maintenance
Forecast maintenance needs to lower breakdown risks and maintain vehicle efficiency.

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IMPLEMENT
Green Transformation and People
49

Challenge:
Business activities do not adequately consider social impact.

CORPORATE SOCIAL RESPONSIBILITY

Develop corporate social responsibility strategies that incorporate green practices.

AI

AI Social Impact Analysis
Assesses the impact of business activities on society and identifies ways to enhance social responsibility.

AI Social Responsibility Strategy
Develops plans and initiatives for integrating social responsibility into overall business strategy.

AI Monitoring of Green Initiative Implementation
Tracks the adoption of sustainable practices and measures their impact on communities and the environment.

AI Digital Tools for CSR and ESG Analytics
Facilitates the monitoring and evaluation of corporate social responsibility activities through digital platforms and analytics.

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AI solutions TWIN application

49 interactive cards in 8 categories

Training Overview

Applying AI Solutions in the Circular Economy and Green Transition

Day 1 – Understanding the Concepts and AI Basics

Introduction to AI in Green & Circular Economy

What is AI and how can it support sustainability and business goals?

Group work with visual ZT–CE cards.

Conditions for AI Implementation

What a company needs to start with AI – data, tools, people.

Group work: map current situation and challenges.

AI for Business Growth

Discover AI tools for SMEs and how they support innovation.

Choose business challenges and match with AI solutions.

Legal & Ethical Aspects of AI

EU AI Act, GDPR, risks and compliance.

Group work: risk analysis and recommendations.



Training Overview

Applying AI Solutions in the Circular Economy and Green Transition

Day 2 – Choosing Solutions and Building a Plan

ZT–CE Priorities for Your Company

Select green and circular initiatives for your business.

Group work with ZT–CE cards.

AI Tools for Your Priorities

Link each selected initiative with a potential AI solution.

Group work with AI ideas on card backs.

Build Your AI Strategy

Define goals, KPIs and ROI.

Each group presents a short strategy plan.

Create an Action Plan

Next steps, responsibilities and timeline.

Final presentations and discussion.

Workshop **Applying AI Solutions in Business**

Poslovna **Znanja**

Trainers: Miodrag Kostić CMC | Tijana Sekulić CMC



Studies reveal that organizations implementing generative AI have realized an average ROI of \$3.7 for every dollar invested, with top performers achieving up to \$10.3.

SMARTDEV article: "AI Return on Investment (ROI): Unlocking the True Value of Artificial Intelligence for Your Business" – Ha Dao Thu, 26. February 2025.

<https://smartdev.com/ai-return-on-investment-roi-unlocking-the-true-value-of-artificial-intelligence-for-your-business/>

How can the latest AI tools make your business more efficient and competitive?

In a world where technology is evolving at an unprecedented pace, business owners and managers increasingly ask, “**How can we integrate artificial intelligence (AI) into our business operations in a way that provides visible benefits?**”

TRAINING **Applying AI Solutions in Business**

This training is designed to offer practical applications of AI tools. It uses specialized AI solution cards that simplify connecting business challenges with relevant AI solutions.



Not enough support staff employees
and support working hours.

AI TECH SUPPORT CHATBOT

The AI chatbot provides
automatic responses, guides
users through troubleshooting,
and escalates to staff when needed.



Unplanned downtime and equipment
failures cause delays and repair costs.

AI PREDICTIVE EQUIPMENT MAINTENANCE

Monitors and analyzes
equipment condition in real time,
predicts potential failures, and
enables preventive maintenance.



There is a lack of time and resources
for creating quality blogs and
marketing content.

AI FOR CONTENT CREATION AND OPTIMIZATION

The AI tool generates
SEO-optimized blog posts and
adapts them to target audiences.

AI solutions application

50 interactive cards in 8 categories

Thank you 😊

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© in Belgrade, 2024, Concept, content, and design of interactive AI solution cards with QR-linked resources by:
Tijana Sekulić & Miodrag Kostić, CMC consultants



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