CONSULTING PROGRAM

Implementing AI Solutions in business

Poslovna Znanja

Trainers: Miodrag Kostić CMC   I   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.

AI offers a significantly **higher return on investment (ROI) than** traditional IT solutions but **requires more preparation** and greater employee engagement.

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

We will introduce you to practical applications of AI tools using specialized **AI solution cards** that simplify **connecting business challenges** with relevant **AI solutions.**

It is intended for **company owners, managers, directors,** department managers, and team leaders who want to successfully implement a digital **AI transformation.**

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).

Poslovna **Znanja**

Consulting and training services for companies and organisations

Consulting process
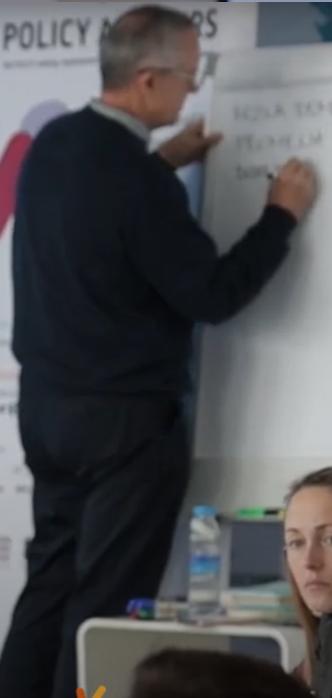
| Needs assessment	Needs analyses	Propose solutions	Digital strategy	Apply solutions
ANAMNESIS	DIAGNOSIS	THERAPY	IMPLEMENTATION	ACTION PLANS
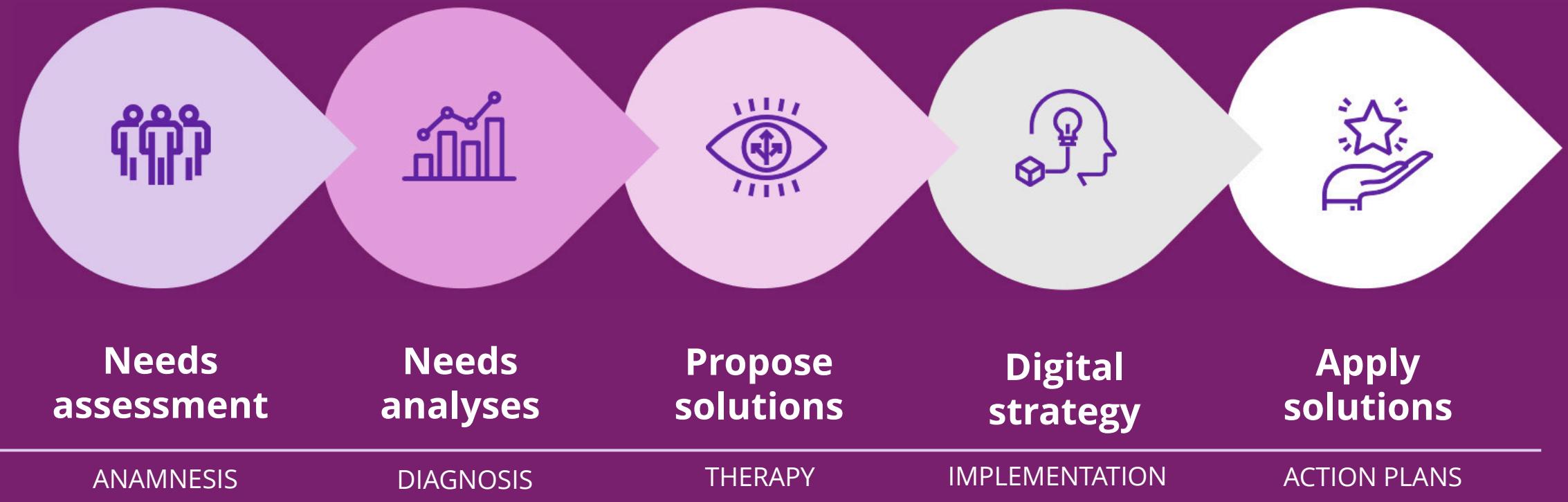
Consulting workshop methodology

- **Consulting facilitation**

- **Group moderation and discussions**

- **Hands-on exercises**

- **Case studies and analysis**

- **Immediate feedback**

- **Gamified learning and role-playing activities**

- **Surveys and structured forms**

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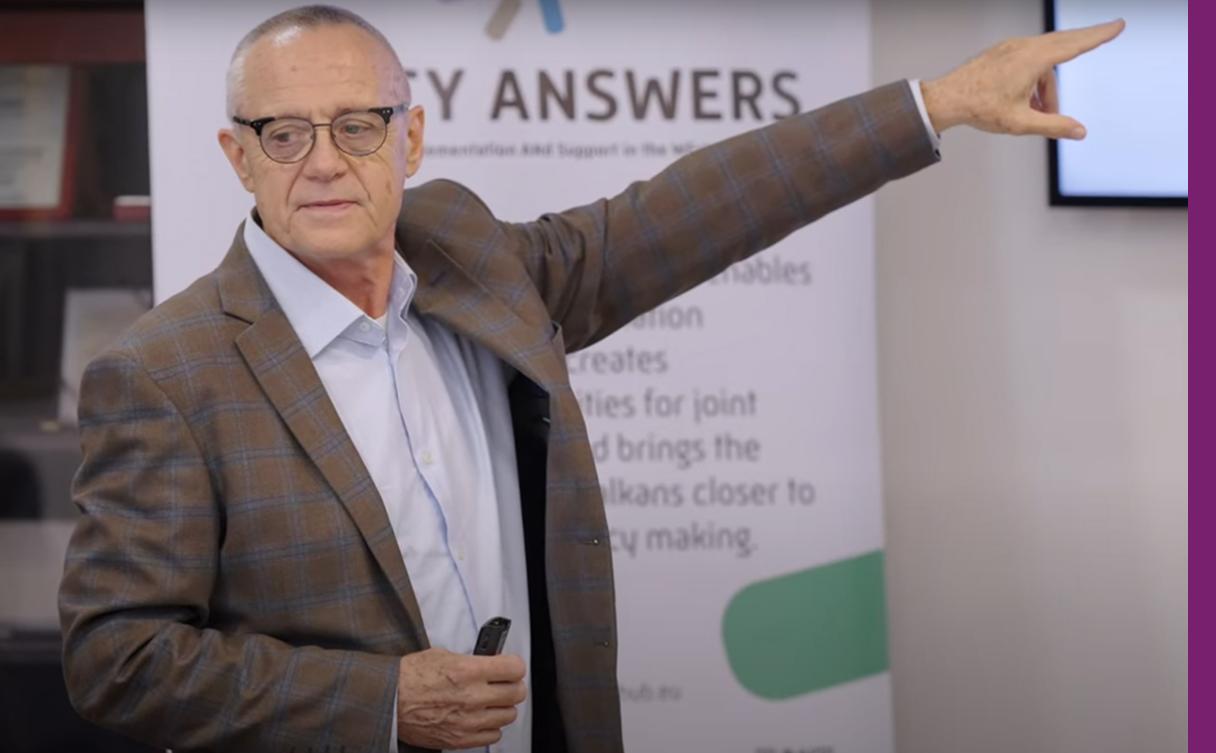
Consulting tools

- Team Value Mapping
- Empathy maps & personas
- Value Proposition Canvas
- Business Model Canvas
- Design Thinking
- LEAN Value Stream Mapping

- Visual interactive cards
  1. **AI Solutions cards**
  2. **Team efficiency cards**
  3. **Motivation cards**

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SUPPORT 9

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.

PRODUCTION 26

HIGH
HIGH
FAULT RISK

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.

MARKETING 13

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 cards
50 interactive cards in 8 categories

SALES 2

Customers do not have quick and accurate information about products or real-time support.

AI CHATBOT FOR WEBSITE SALES

The AI chatbot assists customers in selecting products, answers inquiries, and guides them through the purchase process.

PROCUREMENT 18

Poor data analyses and demand planning result in overstocking or stockouts.

AI DEMAND & INVENTORY FORECASTING

Automates data collection, analyzes trends, and generates procurement forecasts in real time.

MARKETING 12

Manual management of marketing activities takes too much time.

AI MARKETING ASSISTANT

Automatically creates personalized campaigns, analyzes performance, and optimizes strategies in real time.

AI solutions cards
50 interactive cards in 8 categories

ADMINISTRATION 21

Misinterpreting legal documents causes errors and unnecessary risk.

AI LEGAL ASSISTANT

Monitors regulations, reviews large volumes of legal documents quickly and accurately, and prepares required legal forms.

MANAGEMENT 36

Under utilization of data for forecasting business outcomes makes planning difficult.

AI PREDICTIVE ANALYTICS

It uses historical data to accurately predict future trends, enabling strategic planning and proactive action.

EMPLOYEES 30

High volume of applications and insufficient staff for detailed candidate analysis.

AI HR ASSISTANT

Automates tasks like candidate screening, employee performance tracking, and HR administration.

AI solutions cards
50 interactive cards in 8 categories

AI solutions cards
50 interactive cards in 8 categories

SALES

1. AI Sales Assistant
2. AI Dynamic Price Management
3. AI Personalized Offers
4. AI Customer Experience Personalization
5. AI Smart CRM Reports
6. AI Sales Chatbot on Website
7. AI Integration with Communication Platforms

SUPPORT

8. AI Support Assistant
9. AI Tech Support Chatbot
10. AI Sentiment Analysis
11. AI Multilingual Voice Assistant

MARKETING

12. AI Marketing Assistant
13. AI for Digital Content Creation
14. AI for Visual Content Creation
15. AI Market Analysis
16. AI for Campaign Management

PROCUREMENT

17. AI Procurement Assistant
18. AI Demand & Inventory Forecasting
19. AI Supply Chain Optimization
20. AI Warehouse Optimization

ADMINISTRATION

21. AI Legal Assistant
22. AI Finance Assistant
23. AI Fraud Detection
24. AI Meeting Scribe

PRODUCTION

25. AI IoT Process Optimization
26. AI Predictive Equipment Maintenance
27. AI Product Quality Management
28. AI Production Efficiency
29. AI Robotic Automation

EMPLOYEES

30. AI HR Assistant
31. AI Mentor
32. AI Onboarding Chatbot
33. AI Employee Engagement Tracker

MANAGEMENT

34. AI Executive Secretary
35. AI Management Assistant
36. AI Predictive Analytics
37. AI Risk Predictions
38. AI Sales Forecasting
39. AI IT Assistant

EDUCATION

40. AI Continuous Learning
41. AI Educational Content Creation
42. AI Professional Development Mentor
43. AI Sales Mentor

PREREQUISITS

44. Organizational Governability
45. Organizational Health
46. IT Infrastructure
47. Available Data (Data Sets)
48. AI Manager
49. IT Security & GDPR
50. AI Regulation

26

Holding People Accountable Causes Fear of Negative Consequences, Punishment, or Judgment from Colleagues

AVOIDING DIFFICULT CONVERSATIONS
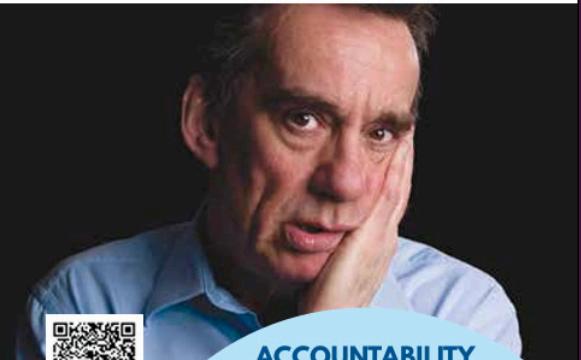
ACCOUNTABILITY

Prepare for difficult conversations and create an environment where mistakes are treated as learning opportunities.

8

Lack of Trust Due to Fear of Judgment or Punishment

AVOIDING HEARING DIFFERENT OPINIONS

CONFLICT

Encourage critical thinking and be honest and open with one another.

46

We Don't Know How to Properly Respond to Complaints

DIFFICULTY IN HANDLING OBJECTIONS

communication

Learn and practice techniques and methods for responding to complaints.

41

Lack of Emotional and Social Intelligence

POOR RELATIONSHIPS AND UNPRODUCTIVE CONFLICTS

culture

Develop the ability to recognize, understand, and manage emotions.

Team efficiency cards
(organizational health)
49 interactive cards in 7 categories

AI Project precondition

PURPOSE 1

Employees find their work repetitive and uninspiring, leading to disengagement

DAILY WORK IS MONOTONOUS

Introduce variety through job rotation or new challenges to keep tasks engaging and meaningful.

IMPACT 15

Employees don't receive feedback on how their work is influencing the team or company.

NO FEEDBACK ON IMPACT

Establish regular feedback loops where the impact of work is discussed and recognized.

CLARITY 42

Employees are unclear about the company's vision and how it applies to their work.

CONFUSION ABOUT COMPANY VISION

Regularly communicate and reinforce the company's vision, ensuring that employees understand how their roles contribute to it.

AUTONOMY 20

Employees must get approval for every decision, slowing down processes and reducing autonomy.

TOO MANY APPROVALS NEEDED

Set clear boundaries for decisions that require approval, and grant autonomy for day-to-day choices within those boundaries.

Motivation cards
(will to perform)
48 interactive cards in 8 categories

AI Project precondition

RECYCLE Reuse and share resources **15**

Challenge:
Single-use packaging generates large amounts of waste.

REUSABLE PACKAGING

Establish systems for returning product packaging to reduce waste and save resources: reusable bottles, bags, and boxes.

REUSABLE PACKAGING **15**

AI **Optimization of Packaging for Reusable Use**
Analyzes packaging design to identify opportunities for reusing packaging, reducing waste and costs.

AI **Analysis of the Packaging Reuse Cycle**
Monitors the lifecycle of packaging to predict the optimal time for replacement and recycling, improving efficiency.

AI **Logistics and Packaging Planning**
Optimizes the distribution of packaging throughout the supply chain, lowering transport costs and enabling the use of reusable materials.

AI **Monitoring of Packaging Waste**
Continuously tracks packaging waste to identify opportunities for better resource utilization.

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USE Redesign and extend life **13**

Challenge:
Products are not designed for easy recycling.

DESIGN FOR RECYCLING

Use design principles that enable easy disassembly and recycling: single-material packaging, simplified return systems.

DESIGN FOR RECYCLING **13**

AI **Assistant for Product Recycling Design**
Provides recommendations for designing products that can be easily disassembled and recycled, reducing waste based on existing databases.

AI **Analysis of Material Flows for Recycling**
Monitors waste material flows to identify points for improvement in the recycling process.

AI **Optimization of Recycling Processes**
Automates sorting and processing procedures to increase recycling efficiency.

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Twin Transition AI cards
(digital AI transformation)
49 interactive cards in 7 categories

NEW PRODUCT
Green Transition and AI

WHAT?

CONSULTING AND TRAINING PROGRAM

Implementing AI Solutions in business

Module 1

Overview of AI and Its Benefits

- Introduction to AI: Basic terms and applications
- Ways AI can be applied in everyday business
- **Group Work:** Discuss the benefits of AI in your business

Module 2

Preconditions for Introducing AI Solutions

- New role of the AI manager and tasks
- Requirements for AI success: Processes, IT infrastructure, etc.
- **Group Work:** AI readiness assessment using AI cards

Module 3

Data Preparation for AI

- Importance of preparing data sets for AI
- Common biases and data preparation techniques
- **Group Work:** Data analysis for AI preparation

Module 4

Organizational Efficiency and Process Mapping

- Using Lean Value Stream Mapping to optimize business processes
- **Group Work:** Process mapping to find business inefficiencies

Module 5

Team Efficiency and AI Success

- Why organizational health is crucial for AI implementation
- Using visual cards to improve organizational cooperation
- **Group Work:** Map organizational health gaps using team efficiency cards

Module 6

Legal and Ethical Aspects of AI

- Understanding AI legal risks (EU AI Act, GDPR)
- Role of the AI manager in compliance
- **Group Work:** Identify legal and ethical risks for AI projects

Module 7

Identifying Company Needs for AI Solutions

- Overview of AI solutions in various business areas
- **Group Work:** Review AI cards and match them to business needs

Module 8

Large Language Models (LLMs) and Effective Prompts

- Introduction to LLMs and their applications
- Crafting effective prompts for AI systems
- **Group Work:** Create prompts for business challenges

Module 9

Matching Business Needs with AI Solutions (1)

- Discuss business challenges and AI solutions
- **Group Work:** Match AI (Sales, Marketing, HR) to business needs

Module 10

Matching Business Needs with AI Solutions (2)

- Further exploration of AI solutions for different business areas
- **Group Work:** Match AI (Admin, Employees, Management) to needs

Module 11

Analyzing Chosen AI Solutions

- Setting priorities for AI solutions and defining project scope
- ROI analysis and KPI setting for AI projects
- **Group Work:** Prioritize AI solutions for your business

Module 12

Requirements for Successfully Implementing an AI Project

- Risk assessment and risk mitigation for AI projects
- Identify motivation challenges and their causes using Motivation Cards
- **Group Work:** Develop an action plan to enhance motivation for project implementation

Module 13

Planning a Successful AI Project

- Elements of the Project Execution Plan (PEP)
- Conceptual, preliminary, and detailed project phases
- **Group Work:** Define project parameters for AI implementation

Module 14

Creating an AI Digital Strategy

- Key elements of an AI strategy in business
- **Group Work:** Draft AI digital strategy using Business Model Canvas

Module 15

Writing an AI RFP (Request for Proposal)

- Elements of an AI RFP and vendor selection
- **Group Work:** Write an RFP for AI vendors

Module 16

Finalizing the Action Plan

- Roles, responsibilities, and action steps for AI implementation
- **Group Work:** Present action plans and discuss strategies for success
- Conclusions, lessons learned, and next steps

Results / expected outcomes

✓ **Understanding AI principles:** Gain insight into how AI transforms traditional business models.

✓ **Practical business application:** Leave with clearly defined project ideas and action plans for AI adoption.

✓ **Structured RFP creation:** Learn to draft precise AI project requirements and select suitable vendors.

✓ **Utilizing AI solution cards:** Practical skill-building in adapting AI solutions to business challenges in sales, marketing, HR, procurement, and production.

✓ **Compliance with legal and ethical AI standards:** Familiar with the EU AI Act, GDPR, and how to apply them in business.

Thank you ☺

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