

## Unlock the Future

# Workshop »Transformative Business Models«

Learn How to Transform Your Business with GenAI

Today, rapid technological and social change is the new norm, and organizations are constantly challenged to adapt. Generative AI plays a key role in this, with profound effects: Changing customer needs, the emergence and dissolution of markets and the consolidation of industries are just some of the many transformational processes affecting every industry.

Are you ready to master these changes and take your business to a new level?

### What You Can Expect!

- **Stay Ahead of the Curve:**  
Gain valuable insights into the latest trends and technologies that are reshaping industries. Understand how these changes affect your business and learn strategies to stay ahead.
- **Innovate Your Business:**  
Discover how to not only optimize your core business model but also explore and develop new business areas. Our experts will guide you with practical AI-tools to innovative solutions for challenging situations.
- **Discover Your Transformative Resources:**  
Dive into strategies of self-management and resilience in complex and volatile environments. You will practice to use those skills while developing desirable future scenarios.
- **Cross-Industry Insights:**  
Benefit from a comprehensive view of transformation processes across different

sectors. Learn from case studies and best practices that you can apply to your own business environment.

- **Build Your Network:**  
Connect with fellow leaders, decision-makers, and innovators from various industries. Share experiences, build valuable relationships, and expand your professional network.

### Our Hands-on-Approach

In collaboration with Young Entrepreneurs in Science, the Fraunhofer Institute IRB has designed an agile course that combines design-thinking techniques with real use cases and the adaptation of generative AI.

### Selected Subjects Include:

- Future Thinking
- Resilience
- Pivoting Methods
- Artificial Intelligence for Business
- Data Analytics & Data Governance
- Consumer Insights
- Information Technology and Service Innovation

Secure Your Spot Today! Do not miss this opportunity to learn how effectively to use AI to transform your business and make data-driven decisions. Take the first step towards a more innovative and successful future.

### Further information

- **Language:**  
English (for German, please contact us)
- **Format:**  
online & on Fraunhofer Campus in Stuttgart
- **Costs:**  
2.200 EUR
- **Dates:**  
24./25.10.24, 13.–15.11.24
- **Total hours:**  
27–30h
- **Registration:**



### In cooperation with

