Social Media Toolkit - Welcome!

Thank you for supporting the *Generative AI in Business* course series. In this toolkit, you will find messaging from the *Generative AI in Business* landing page, the course series logo, downloads to promotional videos, a shortened link to the course series description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

With companies worldwide exploring how to harness generative AI's potential, it's critical to make informed decisions about when and how to adopt these technologies. The "Generative AI in Business" course series provides business leaders with a step-by-step guide to incorporate generative AI into their business operations, product offerings, and organizational structures. Through this series, you'll gain a deep understanding of generative AI's capabilities, learn to create a tailored action plan based on your specific business challenges, and develop effective strategies to execute that plan. By the end, you'll be equipped with the tools and knowledge to evaluate, implement, and scale generative AI solutions that meet your unique business needs.

Course Image

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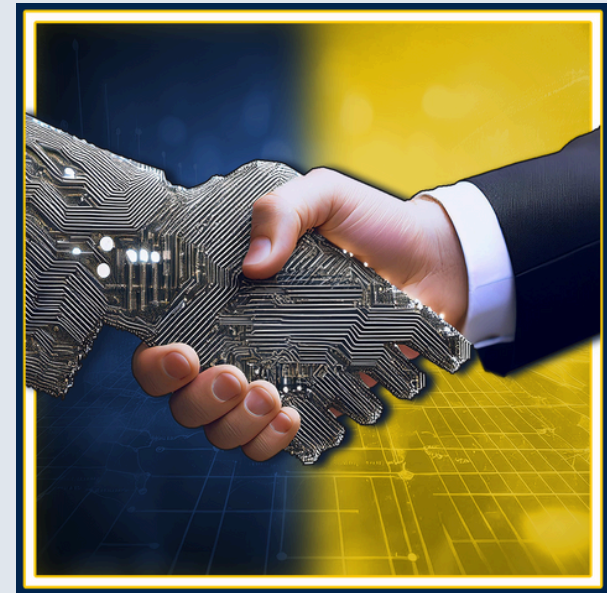
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Primary Social Image

OPEN ONLINE SERIES
Generative AI in Business

ACTIONABLE, STRATEGIC guide to implementing AI in your business.

» Evaluate generative AI tools with a comprehensive decision framework
» Design and implement tailored generative AI adoption strategies
» Assess impact of generative AI on your organization and workforce

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Series Details

OPEN ONLINE SERIES
Generative AI in Business

3-Course Series Includes:

» GenAI in Business: Discover the Possibilities
» GenAI in Business: Planning Framework for Implementation
» GenAI in Business: Strategies for Successful Execution

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Andrew Wu Quote Card

Generative AI in Business

"We will map out an **actionable strategic guide** to implement generative AI in your business. ... I developed this approach by working with and analyzing the **successful digital transformation** journeys of numerous companies across many diverse sectors."

Andrew Wu
Associate Professor of Technology and Operations
Stephen M. Ross School of Business

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Social Media Toolkit - Media Assets

Videos

[Series Overview](#)

YouTube Link: https://youtu.be/70tev2luORg

[The Power of Your Unique Data](#)

True power of GenAI derives from your own specific business data
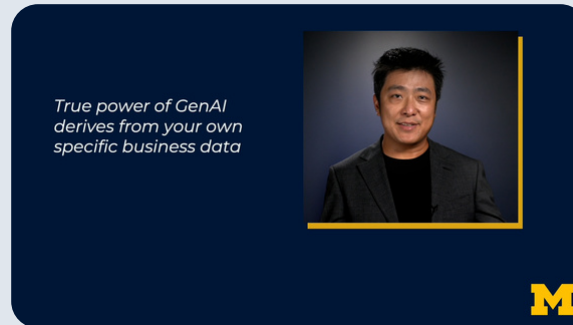
YouTube Link: https://youtu.be/MADo2CBh8_M

[PAD Framework](#)

YouTube Link: https://youtu.be/GkGJZrhsYxI

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Short URL: https://myumi.ch/XGNMZ

Recommended Hashtags:
#GenerativeAI | #BusinessInnovation | #GenAI | #TechStrategy | #AIFuture

There is no business playbook for generative AI even as it is transforming industries – until now. Andrew Wu of @MichiganRoss at the University of Michigan provides a roadmap to executives, managers and entrepreneurs in the online course, "Generative AI for Business."

Recommended Content: Primary Social Image + optional: Series Details Image

Andrew Wu of @MichiganRoss at the University of Michigan gives you the tools you need to lead your business through the generative AI transformation in "Generative AI for Business."

Recommended Content: Primary Social Image + optional: Series Details Image

Andrew Wu, associate professor of technology and operations at the renowned @MichiganRoss at the University of Michigan, provides the roadmap business leaders need to implement generative AI in a way that adds value. Enroll now:

Recommended Content: Andrew Wu Quote Card

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Recommended Hashtags:
#GenerativeAI | #BusinessInnovation | #GenAI | #TechStrategy | #AIFuture

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Looking for a roadmap in how to integrate generative AI into your business in a way that boosts efficiency and profits? Get an actionable, strategic guide so you know whether, when, where, and how to implement generative AI in your business. Learn more:

Recommended Content: Series Overview video

How can you transform generative AI technology from a standard chatbot to a serious business asset? It's all about understanding how to power AI with your unique data. Learn how to lead the AI transformation in your industry in "Generative AI in Business." Enroll now:

Recommended Content: The Power of Your Unique Data video

Think tactically and strategically about how to adopt generative AI in your business. Andrew Wu teaches you the PAD Framework (Problem, Action, Data) to help you understand how to implement AI in your business in a way that adds value. Enroll now in "Generative AI for Business:"

Recommended Content: PAD Framework video

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