

An MGA Training Programme

# Leveraging Generative AI at Work

A 2-Day Practical Masterclass

## PROGRAMME DESCRIPTION

In today's rapidly evolving digital landscape, Generative AI (GenAI) is transforming the way organisations operate, make decisions, and create value. From automating routine tasks to enhancing strategic thinking, AI is no longer a future concept—it is a critical capability for modern professionals.

This programme, Leveraging Generative AI at Work, is designed to help participants unlock the full potential of AI in a practical, business-focused way. Rather than focusing on theory alone, the course emphasises real-world application—showing how AI can be integrated into everyday workflows to improve productivity, communication, and decision-making.

Participants will gain hands-on experience with a range of AI tools, learning how to craft effective prompts, generate high-quality outputs, and use AI as a thought partner for problem-solving and innovation. The programme also addresses important considerations such as ethical use, limitations of AI, and how to apply it responsibly within organisational contexts.

By the end of the training, participants will not only understand what Generative AI can do, but more importantly, how to use it confidently and effectively in their roles—driving efficiency, enhancing creativity, and contributing to a more future-ready organisation.

## PROGRAMME OBJECTIVES

By the end of this session, participants will be able to:

- Understand the role and impact of Generative AI in modern workplaces
- Apply AI tools to improve daily tasks, communication, and efficiency
- Design effective prompts to generate high-quality AI outputs
- Use AI for decision support, reporting, and content creation
- Recognise AI limitations, risks, and ethical considerations
- Develop a personal plan to integrate AI into their workflow

## PARTICIPANT PROFILE

This programme is designed for professionals, managers, and teams across all functions who are looking to enhance productivity, improve decision-making, and integrate Generative AI into their daily work and organisational processes.

## LEARNING METHODOLOGY

This programme adopts an interactive and experiential learning approach, combining practical exercises, real-world case studies, and collaborative activities to ensure immediate application of knowledge. Participants will engage in workshops, simulations, group discussions, and hands-on lab sessions designed to reinforce learning and build confidence in using AI tools. The methodology also incorporates coaching, mentoring, and project-based learning to encourage active participation, critical thinking, and sustained skill development beyond the training.

## COURSE OUTLINE - Day 1

### Module 1: Future of Work

- Impact of GenAI on business and work
- Opportunities and risks of AI adoption
- Aligning AI with organisational strategy

### Module 2: Conversational AI

- Using AI for communication and reporting
- Generating documents, insights, and summaries
- Supporting decision-making with AI

### Module 3: Knowledge AI

- Prompt engineering techniques
- Using tools like NotebookLM for insights and summaries
- Extracting and analysing information from documents

### Module 4: Presentation AI

- Creating professional presentations using AI
- Structuring content and visual storytelling
- Supporting strategic communication

### Module 5: Hands on prompt exercises

- Practical prompt writing
- Applying conversational and presentation AI tools

## COURSE OUTLINE - Day 2

### Module 1: Image AI

- Creating AI-generated visuals for storytelling and branding
- Designing content for communication and campaigns

### Module 2: Infographics & Visual AI

- Converting data into clear visuals
- Building dashboards and reports
- Enhancing data storytelling

### Module 3: Video AI

- Creating professional videos using AI
- Producing explainer and campaign content
- Personalising communication

### Module 4: Group Project & Showcase

- Developing a complete AI-driven project
- Presenting outputs to simulate leadership briefings
- Receiving feedback

### Module 5: Theme Song Creation with AI

- Using AI for audio and branding
- Enhancing engagement through multimedia

### Module 6: Closing & Adoption Planning

- Embedding AI into daily workflows
- Developing a personal AI adoption plan
- Identifying quick wins for transformation

## PROGRAMME FACULTY

### Monir Azzouzi

Founder and Managing Director of Futuresparx



Monir Azzouzi is the Founder and Managing Director of Futuresparx, bringing over 20 years of extensive experience in HR and business leadership across Europe, Asia, and the Middle East. He has held senior leadership roles, including Chief of HR, IT, and Corporate Services, where he led large-scale digital transformation initiatives and organisational change in fast-paced, high-growth environments

He is widely recognised for his expertise in digital transformation, organisational development, people experience, and the practical application of AI in business. As the author of ChatGPT-Powered HR and a globally acknowledged thought leader, Monir has

been named among the most influential HR leaders in Southeast Asia and has received numerous prestigious industry awards for his contributions.

Academically, Monir holds a Master of Science in Management of Innovation and Business Development from Copenhagen Business School and has completed executive education at Harvard Business School in Business Analytics and Big Data. In addition, he is an HRDC-certified professional, keynote speaker, and ICF-certified coach, known for delivering engaging, practical, and impactful learning experiences that drive real organisational outcomes.

## FEES AND FURTHER DETAILS

Date : 20 - 21 May 2026  
Time : 9:00 am – 5:00 pm  
Venue : Q Sentral Kuala Lumpur  
Fee : RM 3,500 per person

*The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant. It is not inclusive of any applicable taxes.*

This programme can be delivered in-house for your organisation.

To register and for more information, please contact:

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## ABOUT MANAF GARDNER ASSOCIATES

Manaf Gardner Associates (MGA) is a premier consulting firm specialising in Human Capital and Executive Education. Established in 2025 by Datuk (Dr) Nora Manaf and Professor Dr Colyn Gardner, MGA brings unparalleled expertise to the evolving landscape of talent management and professional development.

Our founders bring with them extensive industry experience and their combined leadership ensures MGA remains at the forefront of executive education and human capital strategy. Most recently, Datuk Nora served as the Chief Human Capital Officer of Maybank, Malaysia's largest financial institution, for 16 years, while Professor Colyn led the Asian Banking School for nearly a decade, transforming it into ASEAN's largest provider of specialised banking training programmes.

At MGA, we empower organisations to mitigate risks and capitalise on growth opportunities through knowledge enhancement and strategic innovation. By offering a cohesive and comprehensive approach to talent management, we provide expert solutions through our Human Capital Advisory Services and leading-edge Learning and Development Programmes that include our exclusive Executive Education programmes with some of the best business schools in the world.

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