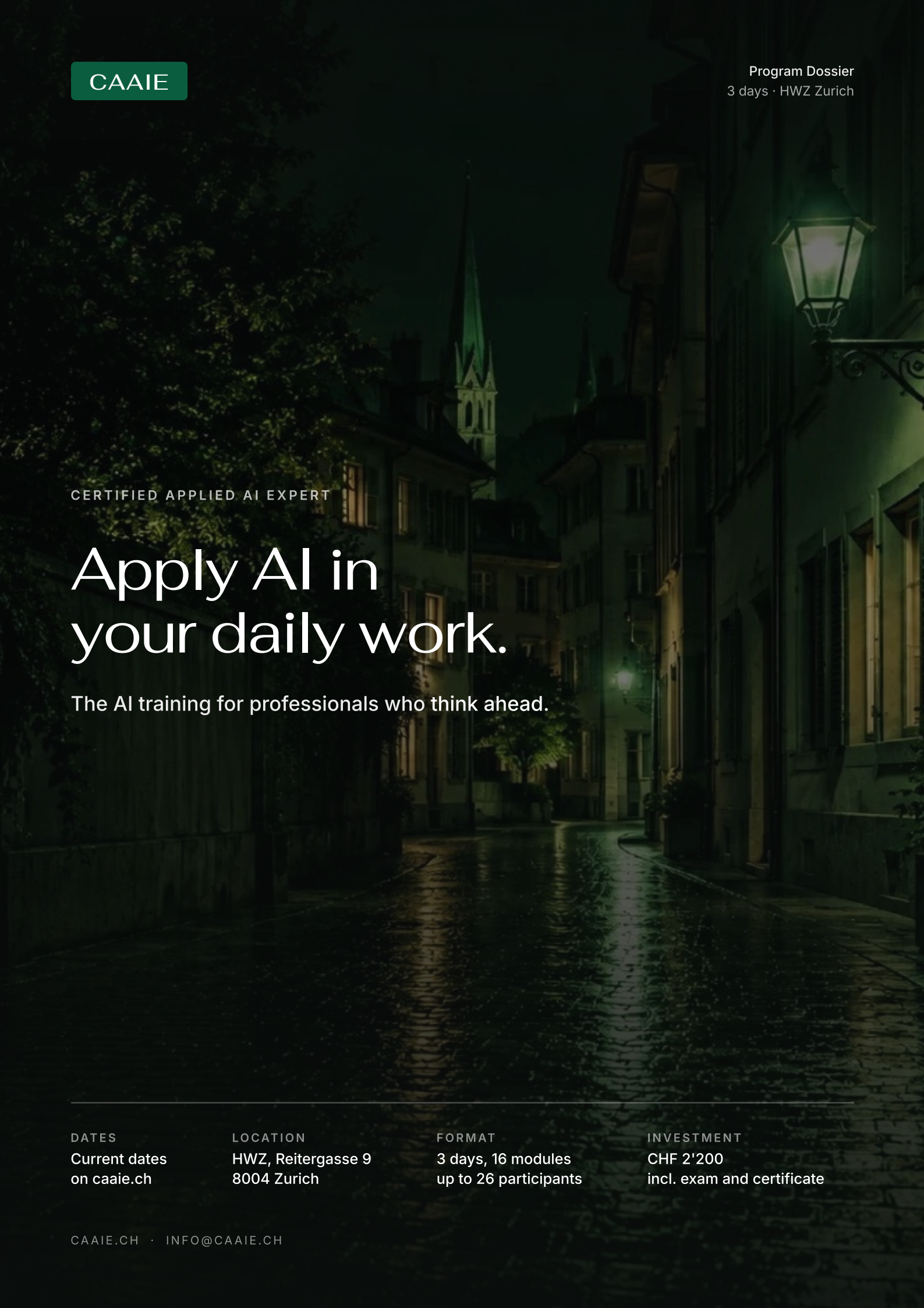


CAAIE

Program Dossier
3 days · HWZ Zurich

CERTIFIED APPLIED AI EXPERT

Apply AI in your daily work.

The AI training for professionals who think ahead.

DATES	LOCATION	FORMAT	INVESTMENT
Current dates on caaie.ch	HWZ, Reitergasse 9 8004 Zurich	3 days, 16 modules up to 26 participants	CHF 2'200 incl. exam and certificate

CAAIE.CH · INFO@CAAIE.CH

CAAIE

3 days in person · HWZ Zurich
CHF 2'200 · incl. exam and certificate

PROGRAM DOSSIER

Apply AI in your daily work. The AI training for professionals who think ahead.

For everyone who wants not just to understand AI, but to deliberately integrate it into their work.

CAAIE is a structured intensive program for working professionals. The focus is not on individual tools, but on ways of working that hold up day to day. 3 days, 16 modules, a curated group, practitioners as tutors.

WHAT YOU TAKE AWAY

01 **5 building blocks built on the case study, plus a workflow of your own**
Workspace, skill, checklist, workflow and automation on Day 2, your own workflow on Day 3.

02 **A clear understanding of tools, possibilities and limits**
You know when AI helps and when it gets in the way.

03 **An AI agent as a template**
Built on the case study and transferable to your own company.

04 **A structured plan for the next 30-60-90 days**
Realistic, verifiable and built for execution.

05 **Certified completion by CAAIE**
Online exam afterwards. Once you pass and complete a short final questionnaire, you receive the certificate.

WHO IT IS FOR

For professionals who work with information, communication and decisions.

- Leaders and Team Leads
- Business Analysts and Project Leads
- Operations and HR
- Marketing and Communications
- Consultants and Strategists
- Self-employed and Founders

✓ No technical background required.

3 PRINCIPLES OF THE PROGRAM

Application over knowledge.

Most AI programs deliver knowledge. CAAIE delivers ways of working. You do not go home with more information, but with methods that hold up day to day.

01 **Workflows instead of isolated prompts**
Repeatable routines, not one-off tricks.

02 **Structured application instead of experimenting**
A system for selection, use and control.

03 **Clarity instead of overload**
Fewer tools, more depth. Focus on what works in your role.

CURRICULUM

3 days, building on each other. 16 modules with a clear outcome per day.

01

DAY 1

Understand

09:00 to 16:00
Lunch 11:45 to 13:15

M01 Placing AI in your daily work
How models work and what AI changes about your tasks.

M02 What AI can do, what it cannot
Where AI is strong, where you check and where you decide. With a traffic light.

M03 Mistakes, risks and data protection
7 typical mistakes, which data may go into which account, and what the AI Act and the Swiss FADP mean for you.

M04 Prompt, workflow, automation, agent
Tell 4 levels apart and know how much context each one needs.

M05 Prompting as a way of thinking
4 parts of a good prompt, steering context, picking the right model.

M06 The tool landscape at a glance
Working modes, connections to mail and files, and which tool fits which task.

→ A clear foundation: possibilities, limits and safe use of AI.

02

DAY 2

Apply

09:00 to 18:00
Lunch 12:00 to 13:15
Apéro from 16:00

M07 Recap and case study
A look back at Day 1, then you set up a workspace with the example company's files: a fictitious company with a data package that you build on today.

M08 From prompt to skill
The example company's house style becomes a skill that writes in its voice.

M09 Evaluate and iterate outputs
6 checks before anything goes out, and your own checklist.

11:45 Startup pitch
A startup presents itself and its AI product.

M10 Build a workflow
A messy spreadsheet becomes a report you reuse as a skill.

M11 Automate workflows
A scheduled task sorts your inbox by urgency every workday, with a built-in check.

M12 Give the agent the job
You set the goal and the rules, the agent works through the inbox. Nothing gets sent.

→ A skill, a workflow, an automation and an agent, built on the case study.

03

DAY 3

Integrate

09:00 to 12:45

M13 Build your personal AI map
Map your own tasks and prioritize 3 to 5 fields of application.

M14 Implement your own use case
You build your own workflow in pairs and show what runs.

M15 Change and adoption
5 typical hurdles in teams and 5 ways to keep AI part of daily work.

M16 30-60-90 day plan and exam briefing
A written, verifiable plan for the next 3 months, then what you need to know about the exam.

→ An AI map, an implemented use case and a 30-60-90 day plan.

TUTORS

Practitioners who use AI every day.

Tutors vary by cohort and availability.

PROGRAM LEAD



Kimia Kiser

Program lead, CAAIE

Co-Founder CAAIE and Kimiana, CEO Vascular International, formerly BCG

Kimia worked at BCG and Schindler and knows regulated industries and healthcare. Today she is CEO of Vascular International and Co-Founder of CAAIE and Kimiana.

TUTORS



Mareike Jens

Tutor

AI Coach, formerly BCG and IBM

Mareike was a consultant at IBM and a Project Leader at Boston Consulting Group, where she trained consultants in AI. Today, as an AI coach, she helps teams and leaders adopt AI.



Azim Amini

Tutor

Founder AMINI, formerly UMB AG

Azim was a Senior Cloud Architect at UMB AG and founded AMINI. Today he advises companies on cloud architecture and AI transformation and works with AI assistants, automation platforms, coding agents and local language models.



Alex Bailey

Tutor

Bailey AI Consulting, formerly Google DeepMind

Alex holds a PhD in statistical pattern recognition and spent almost 20 years at Google, most recently as a Senior Software Engineer at Google DeepMind. Today he advises companies on using AI with Bailey AI Consulting.



Mona Berlipp

Tutor

Chief of Staff Manex AI, formerly BCG and AUDI

Mona was a consultant at BCG and worked at AUDI. Today she is Chief of Staff at Manex AI in Munich, with a focus on prompting, workflows and strategy.



Michael Zeltner

Tutor

Founder DAVINCI CODING, formerly Namics

Michael was a Senior Frontend Engineer at Namics and founded DAVINCI CODING. Today he works there as a product engineer, develops software with coding agents and builds workflows and agents.



Kiana Kiser

Tutor

Co-Founder Kimiana, formerly Gopf

Kiana studies AI and machine learning at Lucerne University of Applied Sciences and was a product manager at the AI software company Gopf. Today she is Co-Founder of Kimiana, with a focus on prompting and workflows.

EXAM AND CERTIFICATE

FORMAT
Multiple choice
online, 30 questions

DURATION
60 minutes
pass mark 70%

TIMING
Within 72 hours
after the program ends

RETAKE
3 attempts free
from the 4th attempt
CHF 100

Once you pass the exam and complete a short final questionnaire, you receive the certificate.

ON SITE

ARRIVAL
From 08:45
at the HWZ entrance, Reitergasse 9. Each day starts at 09:00.

CASE STUDY
Fictitious example company
On Day 2 you work with a data package. You do not need your own data.

MATERIALS
To take home
Slides for each day, a cheat sheet and the Day 3 dossier.

REGISTRATION

What you need to get started.

PRICE
CHF 2'200
per person, incl. materials, exam and certificate

DATES
Current dates on caaie.ch
Registration closes the Monday evening before the course

LOCATION
HWZ, Reitergasse 9
8004 Zurich, a 5-minute walk from Zurich main station

PAYMENT
Before the course starts
by invoice or card

FOR TEAMS AND COMPANIES

01
Open cohort
3 or more people from the same organization, with exam and certificate for each person.

02
In-house training
From 10 people, built around the tool your company has approved.

03
Learning journey
Several modules over weeks or months, with time to apply them at work in between.

Inquiries directly to info@caaie.ch

FINAL QUESTIONS

Do I need a technical background?
No. The focus is on application in daily work, not on technology.

Which tools are used?
You work in a widely used AI assistant connected to your mail and files. In M06 you see what else is out there.

What language is the program in?
German or English, depending on the cohort. Language and dates are on caaie.ch.

What happens after the program?
Access to the CAAIE alumni community and a referral code for future cohorts.

PARTICIPANT VOICES

"Several AI solutions are now up and running and save me time every day."

Larissa Züllig
Co-Founder and CEO · FinConnect
★★★★★ TRUSTPILOT

"Instead of tool demos, you get things you'll actually use on Monday morning ..."

Jean-Louis Maissen
Director Business Unit East Switzerland · CBRE GWS
★★★★★ TRUSTPILOT

"... this is the training I would recommend for anyone ready to move past experimenting with AI and start applying it properly."

Mar Guerrero Busquets
Executive and Team Coach
★★★★★ TRUSTPILOT

REGISTRATION
Secure your seat
Registration closes the Monday evening before the start

CONTACT
caaie.ch
info@caaie.ch

NEWSLETTER
Stay informed
caaie.ch/newsletter