

CERTIFIED APPLIED-AI EXPERT

Apply AI in your daily work.

The AI training for professionals who think ahead.

DATES

Current dates
on caaie.ch

LOCATION

HWZ, Reitergasse 9
8004 Zürich

FORMAT

3 days in person
16 modules · max. 28
seats

INVESTMENT

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. Three days, 16 modules, a curated group, practitioners as tutors.

WHAT YOU TAKE AWAY

- 01 2 to 3 concrete AI workflows for your daily work**
Ready to use, with prompts, templates and examples.
- 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 blueprint**
Built from a use case on a test account, as a template for use in 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**
Multiple-choice exam afterwards, certificate to follow.

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.

THREE 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

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

01

DAY 1

Understand

9:00 to 16:00

M01 Placing AI in your daily work

How AI changes knowledge work and what that means for your own role.

M02 What AI can do, what it cannot

Strengths, typical weaknesses and limits of today's models.

M03 Common mistakes and risks in using AI

Where unstructured use fails. Risks in professional use.

M04 Workflow, automation, agent

Distinguish three structures and when each fits.

M05 Analyze your own tasks

Break weekly tasks into types, mark AI potential.

M06 Personal AI map

A map with three to five prioritized fields of application.

→ Personal AI map with the most important fields of application.

02

DAY 2

Apply

9:00 to 16:00

M07 Prompting cleanly

State context, goal and output clearly. Systematic iteration.

M08 Quality and iteration

When an output is good enough and where to sharpen it.

M09 Build three core workflows

Working routines for research, meetings and input to output.

M10 Develop your own use cases

Translate two to three of your own tasks into concrete AI workflows.

M11 Automate workflows

When automation pays off and how to set it up without code.

M12 Build AI agents

Build a working AI agent from a use case.

→ Working workflows for one to two top applications.

03

DAY 3

Integrate

9:00 to 13:30

M13 Change and adoption

Typical hurdles when introducing AI in a team. How to handle them.

M14 Transfer and selection

Select the two most important workflows and plan their rollout.

M15 30-60-90 day plan

A written plan for the next three months.

M16 Lunch and panel: current AI developments

Shared lunch with a 30-minute closing panel, an outlook on current AI developments and Q&A.

→ Written 30-60-90 day plan for implementation in your own context.

TUTORS

Small, curated, with practitioners.

Six practitioners who actively use AI in their fields each lead a half-day block. Every session is owned by a tutor who stands behind the content.

**Kimia Kiser****Day 1 · Morning**

Co-Founder & Technology Consultant
Kimiana, formerly BCG and Schindler

Brings strategy, technology and delivery perspectives together. Leads the introduction to the program and how to place AI in a work context.

M01-M03

**Mareike Jens****Day 1 · Afternoon**

Founder & AI Coach, formerly BCG and IBM

Brings strategy and coaching experience into the practical application of AI. Leads the analysis of your own tasks and building the personal AI map.

M04-M06

**Michael Zeltner****Day 2 · Morning**

Founder & Product Engineer DAVINCI CODING, formerly Namics and Merkle

Brings engineering and prototyping experience into hands-on application. Leads the structured use of AI and building the first core workflows.

M07-M09

**Alex Bailey****Day 2 · Afternoon**

Founder & AI Consultant Bailey AI Consulting, formerly Google DeepMind

Brings data, machine learning and automation perspectives into developing your own use cases. Leads the practical block on automation and AI-supported workflows.

M10-M12

**Azim Amini****Day 3 · Morning**

AI Architect & Trainer aiera.ch, formerly UMB AG

Brings implementation and change-adoption perspective from Swiss SMEs and financial services. Leads embedding AI into daily work and developing the 30-60-90 day plan.

M13-M15

**Max Lungarella****Day 3 · Lunch panel**

Co-Founder & CTO Cyberwave, ddrobotec, formerly UZH

Brings deep-tech, robotics and physical-AI perspective. Closes by placing which AI developments will matter for work, systems and companies in the coming years.

M16



The final tutor list per module is confirmed before the program starts.

EXAM AND CERTIFICATE

FORMAT

Multiple choice
online

DURATION

60 minutes

TIMING

Within 72 hours
after the program ends

RETAKE

2nd attempt free
from 3rd attempt CHF 100

REGISTRATION

What you need to get started.

PRICE

CHF 2'200

per person

INCLUDED

Everything includedmaterials, exam,
certificate, snacks and
drinks

LOCATION AND DATES

**HWZ Zurich,
Reitergasse 9**current dates on
caaie.ch

PAYMENT

By invoice

payment term 14 days

FOR TEAMS AND COMPANIES

01

Multiple seatsThree or more employees from
the same organization, in the
open program.

02

In-house programA dedicated program for one
team, with tailored use cases
and workflows.

03

Strategy supportAdditional support for your
internal AI rollout after the
program.Inquiries directly to info@caaie.ch

FINAL QUESTIONS

Do I need technical prior knowledge?No. The focus is on application in daily work, not on
technology.**What language is the program in?**German or English, depending on the cohort. Language and
dates are on caaie.ch.**What if a cohort is full?**We run several cohorts per year. Current dates and available
seats are on caaie.ch.**Which tools are used?**Current, practice-relevant tools in a work context. Not a tool
list, but concrete workflows.**What happens after the program?**Access to the CAAIE alumni community and a referral code for
future cohorts.

REGISTRATION

Secure your seat

28 seats per cohort

CONTACT

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NEWSLETTER

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