

Hey, how are you? This is Shawn from Automate to Win.

Welcome to Module 2: Automation Set It & Forget It.

What we're going to do is we're going to go over some terms and just so we're on the same page about what you and I are going to be talking about. So, that way, if I say widget, you know what means.

And we just want to be on the same page with terms. We want to make sure that the definitions of what we're talking about. So, even if you're coming into this with predefined definitions of some of the things that you're hearing, just go ahead and use those definitions that you're going to learn in Lesson 1. So that way we're on the same page.

Then translate that afterwards to whatever you need to in your own ecosystem. But just make sure you're using the same definitions that I give you during these lessons.

Lesson 2, we're going to go over workflow automation. What does that mean? How do we get involved with saving process time and increasing your operational efficiency?

From there, we'll go into how you sell this to the C-Suite. We'll introduce what it is. We'll show you how to automate some processes and then we'll show you how to get the C-Suite to get some buy-in for those automated processes.

Once you get the buy-in, you're going to have to implement. So here's the meat of this course, so to speak, Lesson 4. And spend some time learning about some tools you're going to go through. And we're going to go over specific situations and some real world examples of how businesses use AI automation to increase their profitability or increase their efficiency or lower their operational costs, things like that.

Then we'll go into the most critical part of what your job is, eventually, which would be measuring the AI and the ROI for the systems. How do you do that? What are you looking for? How to build graphs for that and present that out?



And then we'll look at the future trends in AI and automation. And I'll look at what we think is going to happen in the future, what's coming down the pike, and how you can make yourself ready for it.

So buckle in and let's go. Thanks.