



STEP 1: Moving Beyond the 20%

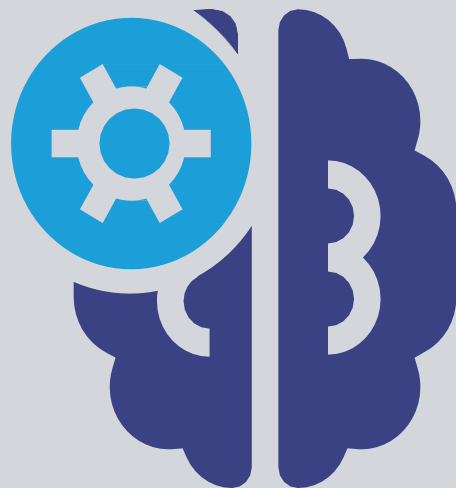
Analytics and Decision-Making for Functional Leadership Teams

Go beyond dashboards. Transform how your team thinks and leads.

These sessions help your entire team unlock smarter decisions, scalable insight, and a shared data-first mindset. When GenAI moves from novelty to necessity, AUGMENT shows your team how to take point—not just follow.

In the AI era, don't just analyze—Augment how your function works

STEP 1 AUGMENT is series of 3-hour, hands-on session for up to 10 leaders. Co-led by TIP and a senior functional lead, it starts with analytics but opens the door to decision-making transformation. Your team will use GenAI to interrogate data, solve real problems, and shift how they think about leadership.



This isn't a course in tools—it's a mindset shift grounded in action.

Go Beyond Efficiency with AUGMENT

Most teams stop at speed. Augment goes further—unlocking sharper decisions, not just faster ones. TIP's Augment track builds confident, data-savvy teams who use analytics, automation, and GenAI to drive real outcomes. From insights to prediction, Augment equips people to think critically, act responsibly, and scale GenAI with structure and strategy.

A Structured Curriculum: From Analytics to ML

The first Augment program is a three-part learning journey. Built around real tasks like churn analysis, each module combines hands-on practice, familiar tools, and GenAI-powered insight.

Data Analytics with GenAI: Understanding Churn

- Tools: Excel, Copilot, ChatGPT
- Explore, clean, and interpret customer data
- Frame hypotheses, generate insights

Advanced Analytics with GenAI: Extending the Toolkit

- Tools: Power BI, Power Query, Automation, GenAI
- Join datasets, create dashboards, run cohort analyses
- Automate workflows, enhance with GenAI

Machine Learning for Non-technicians: Predictive Analytics

- Tools: Python (optional), GenAI, SHAP, ML models
- Use clustering and classification to predict churn
- Apply explainability tools like SHAP

Why Augment is Different

- Democratizes advanced analytics—no data science degree needed
- Helps teams build scalable, insight-rich workflows
- Builds GenAI confidence that goes beyond experimentation
- Bridges the gap from pilot to integration

Why Now

GenAI is no longer a question of if—but how to scale it wisely. Without the right foundation, scale stalls. Augment ensures that responsible AI becomes a driver of durable advantage.

In the AI era, don't just lead—empower your team and transform
your function with TIP

