

# No-Code AI Automation: Build Your Digital Workforce

Discover how artificial intelligence (AI) is transforming today's businesses and how you can leverage it to grow your company into an AI-first leader.

September 2nd – October  
2nd 2025

Virtual  
7:30pm–9:30pm

“The program benefits leaders regardless of whether they have data science or AI experience. They'll learn practical ways to successfully implement transformation models within the context of their specific organizations and industries.”

**Alex Kiptoo**  
Tutor,  
Aytron Studios,  
Kenya.

## WHO SHOULD ATTEND

This program is designed for action-oriented professionals who are ready to move from theory to practice. Ideal attendees include:

- Managers & Team Leads looking to boost their team's productivity.
- Entrepreneurs & Founders wearing multiple hats and needing leverage.
- Marketers, Consultants, & Freelancers who want to deliver results faster and scale their services.

Any knowledge worker burdened by repetitive tasks in emails, reporting, data entry, or content creation.

## THIS LIVE ONLINE PROGRAM WILL HELP YOU TO

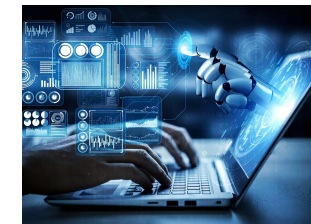
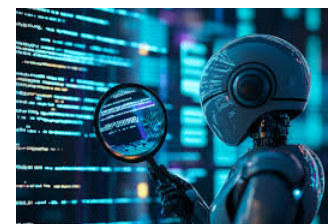
- Predict how AI will impact your specific role and industry.
- Automate repetitive tasks across writing, data, and content creation.
- Build custom, no-code AI workflows that connect your apps and data.
- Implement AI responsibly by understanding its risks, biases, and ethical use.
- Lead the integration of AI tools within your team or business with confidence.

## WHAT YOU WILL LEARN

This is a hands-on bootcamp, not a theoretical overview. You will learn the practical skills to:

- Master Prompt Engineering to reliably get the outputs you need from AI like ChatGPT and Claude.
- Generate and automate content, from documents and presentations to images and voiceovers.
- Build AI automations using no-code platforms like Zapier to connect tools and create a "digital workforce."
- Develop a strategic framework for identifying automation opportunities and measuring their impact on your productivity and business goals.

Ultimate Outcome: You will leave not just with knowledge, but with a portfolio of working automations and a concrete plan to save 10+ hours per week.



# Week 1: Foundation & The Art of the Prompt

**Goal: Demystify AI and master the fundamental skill of communicating with LLMs.**

DAY	Topic	Key Concepts	Hands-On Lab & Practical
1	Kickoff: From Sci-Fi to Sidekick	<ul style="list-style-type: none"><li>- AI, ML, LLM: What they are (and aren't).</li><li>- The Big Players: Intro to ChatGPT, Claude, Copilot.</li><li>- The #1 Rule: Garbage In, Garbage Out (GIGO).</li></ul>	Tool Setup: Create/configure accounts. First Prompt: Use a simple prompt to draft a professional email.
2	Prompt Engineering 101: Your New Superpower	<ul style="list-style-type: none"><li>- The PCTF Framework: Persona, Context, Task, Format.</li><li>- Specificity is King.</li></ul>	Lab: Rewrite vague prompts into powerful ones. Project: Generate a social media campaign outline for a product.
3	Prompt Engineering 201: Advanced Control	<ul style="list-style-type: none"><li>- Chain-of-Thought prompting.</li><li>- "Few-Shot" learning with examples.</li><li>- Controlling tone, style, and creativity.</li></ul>	Lab: Build a prompt that acts as an expert business consultant to solve a case study.
4	AI for Knowledge Management	<ul style="list-style-type: none"><li>- Using AI for research &amp; synthesis.</li><li>- Beating "AI Blocker": Overcoming the blank page.</li><li>- Fact-checking and verifying outputs.</li></ul>	Lab: Research a complex topic and have the AI write a summarized briefing memo with key takeaways and sources.
5	Weekly Project: Automate a Weekly Report	<ul style="list-style-type: none"><li>- Synthesizing a week of learning.</li><li>- Building a reusable automation asset.</li></ul>	Project: Students use their notes/data from the week to build a prompt that auto-generates their personal weekly productivity report.

# Week 2: Creative & Content Automation

**Goal: Automate repetitive creative tasks to free up mental bandwidth for strategy.**

DAY	Topic	Key Concepts	Hands-On Lab & Practical
6	The AI-Powered Writer	<ul style="list-style-type: none"><li>- Tailoring voice for audience &amp; platform.</li><li>- Generating outlines, drafts, and editing copy.</li></ul>	Lab: Turn one product description into a blog post, 3 tweets, and a LinkedIn article, each with a different tone.
7	Generating Visuals with AI	<ul style="list-style-type: none"><li>- Text-to-Image fundamentals (DALL-E, Midjourney).</li><li>- Crafting prompts for style, composition, and aspect ratio.</li></ul>	Lab: Create a logo, a product shot, and a banner ad for a fictional company.
8	Automating Presentations & Docs	<ul style="list-style-type: none"><li>- Beyond slides: AI for thought organization.</li><li>- Tools: Gamma.ai, Tome.app, Notion AI.</li></ul>	Lab: Input a blog post URL and have AI generate a first-draft presentation deck with speaker notes.
9	Intro to Audio & Video AI	<ul style="list-style-type: none"><li>- Text-to-Speech &amp; Voice Cloning (ElevenLabs).</li><li>- Video summarization and clip generation.</li></ul>	Lab: Generate a professional voiceover for a 30-second script. Use a tool to summarize a long YouTube video into bullet points.
10	Weekly Project: Launch a Micro-Campaign	<ul style="list-style-type: none"><li>- End-to-end content creation.</li><li>- Applying multiple modalities.</li></ul>	Project: Students are given a startup idea. They must generate a name, logo, value prop, and a 5-tweet launch sequence

**Please note:** This sample schedule is intended to be representative of the program structure and content. Timing and session topics are illustrative and subject to change.

## Week 3: No-Code AI Automation

**Goal: Connect apps and data to build powerful, custom workflows without code.**

DAY	Topic	Key Concepts	Hands-On Lab & Practical
11	No-Code Basics: Zapier/Make.com	<ul style="list-style-type: none"><li>- Core concepts: Triggers, Actions, Searches.</li><li>- The interface walkthrough.</li></ul>	Lab: Build a "Zap" that saves email attachments to Google Drive automatically
12	AI + Automation = Magic	<ul style="list-style-type: none"><li>- Using native AI actions in automation tools.</li><li>- Sending data to ChatGPT and using the output.</li></ul>	Lab: Build a Zap that takes a new lead from a form, gets a personalized outreach email drafted by AI, and emails it to you.
13	Automating Data Entry & Analysis	<ul style="list-style-type: none"><li>- AI for document parsing and data extraction.</li><li>- Automating spreadsheet analysis and reporting.</li></ul>	Lab: Build a system where forwarding a receipt email auto-extracts the total, date, and vendor into a Google Sheet.
14	Building Custom AI Chatbots	<ul style="list-style-type: none"><li>- Training AI on your own data (PDFs, websites, docs).</li><li>- Tools: CustomGPT, Botpress, ChatGPT's built-in features.</li></ul>	Lab: Create a simple chatbot that answers questions based on a company's "About Us" and "FAQ" pages
15	Weekly Project Build a Lead Gen Machine	<ul style="list-style-type: none"><li>- Building a multi-step, business-critical workflow.</li></ul>	Project: Design a Zap that captures a lead, enriches their data with AI, adds them to a CRM, and notifies a sales channel on Slack.

## Week 4: Strategy, Ethics & Implementation

**Goal: Solidify learning, address risks, and build a plan for long-term success.**

DAY	Topic	Key Concepts	Hands-On Lab & Practical
16	The Responsible Practitioner: Bias & Hallucinations	<ul style="list-style-type: none"><li>- Why AI lies ("hallucinates").</li><li>- Identifying and mitigating bias in outputs.</li><li>- Data privacy and security best practices.</li></ul>	Lab: "Red Team" an AI: Try to get it to produce a biased or incorrect statement on a sensitive topic.
17	AI & Your Career: Augmentation Strategy	<ul style="list-style-type: none"><li>- The "Augmentation" vs. "Replacement" mindset.</li><li>- Auditing your own workflow for automation opportunities.</li></ul>	Workshop: Students complete a personal "Automation Audit" worksheet to find 3 tasks to automate in their real job.
18	The Future-Proof Toolkit	<ul style="list-style-type: none"><li>- A rapid tour of emerging tools (e.g., Perplexity, Hume, Sierra).</li><li>- How to stay updated without getting overwhelmed.</li></ul>	Lab: Use an advanced research AI to get a cited report on the future of AI in the student's specific industry.
19	Final Project Workshop	<ul style="list-style-type: none"><li>- Dedicated work time.</li><li>- Instructor and TA office hours.</li><li>- Peer feedback sessions.</li></ul>	Lab: Students work on their final project with direct support from the teaching team.
20	Graduation: Project Demos & Next Steps	<ul style="list-style-type: none"><li>- Celebration of work.</li><li>- Building a continuous learning habit.</li></ul>	Finale: Students present their Final Project in a rapid-fire, 3-minute demo format. A powerful and inspiring session.



This program is part of the Digital Transformation Certificate.

To earn this certificate, participants must complete three qualifying topic-focused programs in 4 weeks

[www.aytronstudios.co.ke](http://www.aytronstudios.co.ke)

## TIER 1: THE STARTER KIT KSH 4,999

Perfect for the self-motivated learner who wants to move at their own pace.

- ✓ On-Demand Video Recordings (6 months access)
- ✓ Downloadable Resources (Prompt Library, Cheat Sheets, Templates)
- ✓ Access to Course Slides & Materials
- ✗ Live Sessions
- ✗ Community Access
- ✗ Personal Feedback

ENROLL NOW

## TIER 3: THE VIP EXPERIENCE KSH 34,999

Maximize your impact with high-touch, personalized guidance and a lasting resource.

- ✓ Everything in The Bootcamp
- ✓ One 45-Minute 1-on-1 Strategy Session with Alex
- ✓ Personalized Feedback & Review of Your Final Project
- ✓ Official "Certified AI Automation Specialist" Digital Badge
- ✓ Lifetime Access to Course Updates

ENROLL NOW

## TIER 2: THE BOOTCAMP (RECOMMENDED) KSH 14,999

Select this if: You want the full live experience, peer support, and accountability to ensure you finish.

- ✓ Everything in The Starter Kit
- ✓ Live, Interactive Online Sessions (Ask questions in real-time)
- ✓ Private Community Access (Slack/WhatsApp for networking & support)
- ✓ Weekly Live Q&A Sessions with Alex
- ✗ 1-on-1 Personal Coaching

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## TEAM PACKAGE (3 SEATS) KSH 90,000 (YOU SAVE KSH 15,000)

Not an individual? Team Package (3 Seats)

- ✓ Everything in The Bootcamp
- ✓ One 45-Minute 1-on-1 Strategy Session with Alex
- ✓ Personalized Feedback & Review of Your Final Project
- ✓ Official "Certified AI Automation Specialist" Digital Badge
- ✓ Lifetime Access to Course Updates

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# Learn from a Practitioner Who Gets Results

## Your Guide: Alex Kiptoo Lead AI Strategist ( Founder Aytron Studios, Software Developer, Graphic designer & Teacher.)

Alex Kiptoo isn't just a teacher—he's a battle-tested practitioner. As the founder of Aytron Studios, he set out to solve a pressing challenge: too many African professionals and businesses waste valuable time on repetitive tasks instead of driving growth.

Through Aytron Studios, Alex delivers results by blending creativity with technology. From branding and web development to digital strategy, his work is designed to do more than look good—it drives measurable impact. The studio's unique selling point lies in its ability to transform visibility challenges into opportunities, helping businesses stand out, attract clients, and scale.

Beyond design, Alex is pioneering the integration of AI into business workflows. By automating repetitive tasks, he helps entrepreneurs and organizations save time, reduce costs, and focus on strategy, innovation, and growth.

A passionate educator and results-driven entrepreneur, Alex is on a mission to empower African businesses to work smarter, move faster, and compete globally. "I don't teach theory. I teach the exact, practical automations I use myself and for my clients to save dozens of hours every single month. This bootcamp is the playbook I wish I had years ago."  
— Alex Kiptoo

## ADMISSIONS

In accordance with Aytron policy, Aytron Studios does not discriminate against any person on the basis of race, color, sex or sexual orientation, gender identity, religion, age, national or ethnic origin, political beliefs, veteran status, or disability in admission to, access to, treatment in, or employment in its programs and activities. The following person has been designated to handle inquiries regarding the nondiscrimination policies:

Alex Kiptoo  
Nairobi, Kenya  
Program content, dates, schedule, fees, technology platforms, and faculty are subject to change.  
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## WHY HIS EXPERTISE MATTERS FOR YOU:

**Proven in the Real World:** He has designed and implemented AI automation solutions for clients across [e.g., retail, agriculture, finance], delivering quantifiable results like [e.g., 15+ hours saved weekly per team].

**A Master Translator:** He excels at cutting through complex tech jargon and giving you the simple, actionable steps you need to succeed.

**Deeply Invested in Your Success:** His mission is to empower you to become the strategic, high-value thinker in your organization by automating the grind.

His approach is built for the African market, focused on practicality, and designed for immediate impact. He will not just show you what AI can do—he will show you how to make it work for you, starting today.

## FOR MORE INFORMATION

[www.aytronstudios.co.ke](http://www.aytronstudios.co.ke)

## FOR A PERSONALIZED CONSULTATION

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