

L'AI per vendere meglio

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Un percorso concentrato e pratico, pensato per trasferire competenze subito applicabili nel lavoro quotidiano.

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Lezioni in diretta con il docente, per seguire il corso da ovunque e interagire in modo attivo durante ogni incontro.

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Al termine del corso ottieni un badge digitale condivisibile, utile per valorizzare le competenze acquisite anche su LinkedIn.

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A chi è rivolto

- commerciali
- account manager
- sales manager
- freelance
- chiunque voglia migliorare le proprie performance di vendita

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```

Cosa imparerai

- generare liste di potenziali clienti in modo più rapido

- creare messaggi commerciali personalizzati
- scrivere email e follow-up più efficaci
- preparare call e gestire meglio le obiezioni
- velocizzare la stesura di proposte commerciali e riassunti di meeting

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Programma del corso

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Modulo 1 – Prospecting più veloce

- generare liste di potenziali clienti
- creare messaggi personalizzati
- analizzare profili LinkedIn
- identificare bisogni e punti deboli

Output pratico: prompt pronti + workflow per generare liste e messaggi.

Modulo 2 – Email e follow-up più efficaci

- email che convertono
- follow-up automatici
- adattamento del tono al cliente

Output pratico: template email commerciali + sequenze follow-up.

Modulo 3 – Preparazione delle call

- script personalizzati
- simulazioni di obiezioni
- risposte efficaci

Output pratico: script di vendita personalizzati.

Modulo 4 – Gestione delle obiezioni

- risposte su misura
- analisi di pattern ricorrenti
- miglioramento della comunicazione

Output pratico: workflow AI per obiezioni + libreria risposte.

Modulo 5 – Chiusura più rapida

- proposte commerciali generate con AI
- riassunti automatici di call e meeting
- offerte personalizzate

Output pratico: modelli di proposta + prompt per riassunti.

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Cosa porti a casa

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script di vendita personalizzati

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workflow AI per follow-up e obiezioni

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prompt pronti per prospecting, call e chiusura

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Il Metodo People

70% pratica, 30% teoria



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- live con docente
- registrazioni per 30 giorni
- badge LinkedIn + attestato
- costo accessibile
- applicazione immediata

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Informazioni organizzazione corso

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Lezioni:

1. Sabato 11 luglio 2026

2. Sabato 18 luglio 2026

3. Sabato 25 luglio 2026

Le lezioni si terranno da remoto di sabato mattina dalle 09:00 alle 13:00

[/fusion_tab][fusion_tab title="Orario incontri"]

9:00–13:00

[/fusion_tab][fusion_tab title="Modalità"]Incontri tenuti in conference call

[/fusion_tab][fusion_tab title="Condizioni partenza"]

Avvio garantito con minimo 2 iscritti

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FAQ

Domande frequenti

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Excel + AI e Business Intelligence

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```

Un percorso concentrato e pratico, pensato per trasferire competenze subito applicabili nel lavoro quotidiano.

```

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```

Lezioni in diretta con il docente, per seguire il corso da ovunque e interagire in modo attivo durante ogni incontro.

```

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```

Al termine del corso ottieni un badge digitale condivisibile, utile per valorizzare le competenze acquisite anche su LinkedIn.

```

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al
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```

A chi è rivolto

- professionisti
- impiegati
- amministrativi
- analisti
- chiunque lavori quotidianamente con dati, report, tabelle e fogli Excel e voglia diventare più veloce, preciso ed efficace

```

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```

Cosa imparerai

- generare formule in modo più rapido
- pulire e organizzare i dati in pochi secondi
- ottenere insight automatici dai dataset
- costruire dashboard professionali
- creare report e analisi replicabili per il lavoro quotidiano

```

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visibility" sticky_display="normal,sticky"]

Programma del corso

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```

Modulo 1 – Excel potenziato con AI

- formule generate automaticamente
- pulizia dati in pochi secondi
- automazioni intelligenti

Modulo 2 – Analisi dati più veloce

- sintesi automatica dei dataset
- insight generati dall'AI
- analisi anche senza essere esperti

Modulo 3 – Dashboard professionali

- creazione di grafici avanzati
- dashboard BI in pochi minuti
- presentazione dati chiara e convincente

Modulo 4 – Business Intelligence per decisioni migliori

- KPI e metriche
- modelli di analisi
- report automatizzati

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Cosa porti a casa

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dashboard BI pronte

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prompt per Excel

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modelli di analisi replicabili

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template per report e grafici

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Il Metodo People

70% pratica, 30% teoria



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```

- live con docente
- registrazioni per 30 giorni
- badge LinkedIn + attestato
- costo accessibile
- applicazione immediata

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Informazioni organizzazione corso

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Lezioni:

1. Sabato 11 luglio 2026

2. Sabato 18 luglio 2026
3. Sabato 25 luglio 2026
4. Sabato 1 agosto 2026

Le lezioni si terranno da remoto di sabato mattina dalle 10:00 alle 13:00

[/fusion_tab][fusion_tab title="Orario incontri"]

10:00–13:00

[/fusion_tab][fusion_tab title="Modalità"]Incontri tenuti in conference call

[/fusion_tab][fusion_tab title="Condizioni partenza"]

Avvio garantito con minimo 2 iscritti

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FAQ

Domande frequenti

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```

AI per il Business: tecniche pratiche per lavorare meglio e più velocemente

```
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Un percorso concentrato e pratico, pensato per trasferire competenze subito applicabili nel lavoro quotidiano.

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Lezioni in diretta con il docente, per seguire il corso da ovunque e interagire in modo attivo durante ogni incontro.

```

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Al termine del corso ottieni un badge digitale condivisibile, utile per valorizzare le competenze acquisite anche su

LinkedIn.

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content_wrap="wrap"    center_content="no"    column_tag="div"  
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visibility,large-visibility"    sticky_display="normal,sticky"  
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background_repeat="no-repeat"    background_blend_mode="none"  
sticky="off"    sticky_devices="small-visibility,medium-  
visibility,large-visibility"    filter_type="regular"  
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filter_contrast="100"    filter_invert="0"    filter_sepia="0"  
filter_opacity="100"    filter_blur="0"    filter_hue_hover="0"  
filter_saturation_hover="100"    filter_brightness_hover="100"  
filter_contrast_hover="100"    filter_invert_hover="0"  
filter_sepia_hover="0"    filter_opacity_hover="100"  
filter_blur_hover="0"    transform_type="regular"  
transform_scale_x="1"    transform_scale_y="1"  
transform_translate_x="0"    transform_translate_y="0"  
transform_rotate="0"    transform_skew_x="0"    transform_skew_y="0"  
transform_scale_x_hover="1"    transform_scale_y_hover="1"  
transform_translate_x_hover="0"  
transform_translate_y_hover="5"    transform_rotate_hover="0"  
transform_skew_x_hover="0"    transform_skew_y_hover="0"  
animation_direction="left"    animation_speed="0.3"  
margin_bottom="0px"    padding_top="40px"  
background_color="var(-awb-color2)"    padding_right="60px"  
padding_bottom="40px"    padding_left="60px"    margin_top="20px"
```

```
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border_radius_bottom_right="10px"
border_radius_bottom_left="10px" last="true"
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order_small="0" hover_type="none" border_style="solid"
box_shadow="no" box_shadow_blur="0" box_shadow_spread="0"
z_index_subgroup="regular" background_type="single"
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gradient_type="linear" radial_direction="center center"
linear_angle="180" lazy_load="none" background_position="left
top" background_repeat="no-repeat"
background_blend_mode="none" sticky="off"
sticky_devices="small-visibility,medium-visibility,large-
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filter_saturation="100" filter_brightness="100"
filter_contrast="100" filter_invert="0" filter_sepia="0"
filter_opacity="100" filter_blur="0" filter_hue_hover="0"
filter_saturation_hover="100" filter_brightness_hover="100"
filter_contrast_hover="100" filter_invert_hover="0"
filter_sepia_hover="0" filter_opacity_hover="100"
filter_blur_hover="0" transform_type="regular"
transform_scale_x="1" transform_scale_y="1"
transform_translate_x="0" transform_translate_y="0"
transform_rotate="0" transform_skew_x="0" transform_skew_y="0"
transform_scale_x_hover="1" transform_scale_y_hover="1"
transform_translate_x_hover="0"
transform_translate_y_hover="0" transform_rotate_hover="0"
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margin_bottom="0px" type_medium="1_3" last="false"
```

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rotation_effect="bounceIn"    display_time="1200"
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highlight_top_margin="0" title_link="off" link_target="_self"
content_align="left"    size="4"    text_shadow="no"
text_shadow_blur="0"    gradient_font="no"
gradient_start_position="0"    gradient_end_position="100"
gradient_type="linear"    radial_direction="center center"
linear_angle="180"    style_type="default"
animation_direction="left"    animation_speed="0.3"
hide_on_mobile="small-visibility,medium-visibility,large-
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fusion_font_variant_title_font="var(--awb-typography1)"
text_color="var(--awb-color8)"    margin_bottom="5px"
margin_top="0px" letter_spacing="0" line_height="36px"]
```

Promozione fino al 23/4/2026

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visibility,large-visibility"    sticky_display="normal,sticky"
button_gradient_top_color="var(--awb-color1)"
button_gradient_bottom_color="var(--awb-color1)"
button_gradient_top_color_hover="var(--awb-color1)"
button_gradient_bottom_color_hover="var(--awb-color1)"
accent_color="var(--awb-color5)"    accent_hover_color="var(--awb-
color6)"    border_radius_top_left="100px"
border_radius_top_right="100px"
border_radius_bottom_right="100px"
border_radius_bottom_left="100px"    size="medium"
fusion_font_variant_button_font="var(--awb-typography5)"
fusion_font_family_button_font="var(--awb-typography5-
font-size)"
font_size="var(--awb-typography5-font-size)"
line_height="var(--awb-typography5-line-height)"
```

```

letter_spacing="var(--awb-typography5-letter-spacing)"
text_transform="var(--awb-typography5-text-transform)"
border_color="var(--awb-color5)" border_hover_color="var(--awb-color6)"]Risparmio
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align_content="flex-start" valign_content="center"
content_wrap="wrap" center_content="no" column_tag="div"
target="_self" hide_on_mobile="small-visibility,medium-visibility,large-visibility" sticky_display="normal,sticky"
order_medium="0" order_small="0" hover_type="none"
border_style="solid" box_shadow="no" box_shadow_blur="0"
box_shadow_spread="0" z_index_subgroup="regular"
background_type="single" gradient_start_position="0"
gradient_end_position="100" gradient_type="linear"
radial_direction="center center" linear_angle="180"
lazy_load="none" background_position="left top"
background_repeat="no-repeat" background_blend_mode="none"
sticky="off" sticky_devices="small-visibility,medium-visibility,large-visibility" filter_type="regular"
filter_hue="0" filter_saturation="100" filter_brightness="100"
filter_contrast="100" filter_invert="0" filter_sepia="0"
filter_opacity="100" filter_blur="0" filter_hue_hover="0"
filter_saturation_hover="100" filter_brightness_hover="100"
filter_contrast_hover="100" filter_invert_hover="0"
filter_sepia_hover="0" filter_opacity_hover="100"
filter_blur_hover="0" transform_type="regular"
transform_scale_x="1" transform_scale_y="1"
transform_translate_x="0" transform_translate_y="0"
transform_rotate="0" transform_skew_x="0" transform_skew_y="0"
transform_scale_x_hover="1" transform_scale_y_hover="1"
transform_translate_x_hover="0"
transform_translate_y_hover="0" transform_rotate_hover="0"
transform_skew_x_hover="0" transform_skew_y_hover="0"
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margin_bottom="0px" type_medium="1_3" last="false"

```

```

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visibility,medium-visibility,large-visibility"
columns="2"][fusion_pricing_column    title="Standard"
standout="no"    footer_content="false"
feature_rows="false"][fusion_pricing_price    currency="€"
price="565,57"    time="+
IVA"][/fusion_pricing_price][fusion_pricing_row]Accesso
regolare    690,00    (iva
compresa)[/fusion_pricing_row][fusion_pricing_row]Prezzo
regolare dal 24/04/2026, fino ad esaurimento
posti[/fusion_pricing_row][fusion_pricing_footer]

```

[Prenota il tuo posto](#)

```

[/fusion_pricing_footer][[/fusion_pricing_column][fusion_pricin
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feature_rows="false"][fusion_pricing_price    currency="€"
price="514,16"    time="+
IVA"][/fusion_pricing_price][fusion_pricing_row]Sconto 10% =
627,27    (iva
compresa)[/fusion_pricing_row][fusion_pricing_row]Prezzo
valido fino al 23/04/2026, fino ad esaurimento
posti[/fusion_pricing_row][fusion_pricing_footer]

```

[Prenota il tuo posto](#)

```

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```

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top"
background_repeat="no-repeat"
background_blend_mode="none"    sticky="off"
sticky_devices="small-visibility,medium-visibility,large-
visibility"    filter_type="regular"    filter_hue="0"
filter_saturation="100"    filter_brightness="100"
filter_contrast="100"    filter_invert="0"    filter_sepia="0"
filter_opacity="100"    filter_blur="0"    filter_hue_hover="0"
filter_saturation_hover="100"    filter_brightness_hover="100"
filter_contrast_hover="100"    filter_invert_hover="0"
filter_sepia_hover="0"    filter_opacity_hover="100"
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transform_scale_x="1"    transform_scale_y="1"
transform_translate_x="0"    transform_translate_y="0"
transform_rotate="0"    transform_skew_x="0"    transform_skew_y="0"
transform_scale_x_hover="1"    transform_scale_y_hover="1"
transform_translate_x_hover="0"
transform_translate_y_hover="0"    transform_rotate_hover="0"
transform_skew_x_hover="0"    transform_skew_y_hover="0"
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animation_speed="0.3"    hide_on_mobile="small-visibility,medium-
visibility,large-visibility"    sticky_display="normal,sticky"
link="https://people-group.odoo.com/event/ia-per-il-business-1
/register"    alignment="center"
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fusion_font_family_button_font="var(--awb-typography3-
font_size="var(--awb-typography3-font-size)"
line_height="var(--awb-typography3-line-height)"
letter_spacing="var(--awb-typography3-letter-spacing)"
text_transform="var(--awb-typography3-text-transform)"
```

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button_gradient_bottom_color="var(-awb-color1)"
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button_gradient_bottom_color_hover="var(-awb-color1)"
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border_bottom="2px"  border_left="2px"
border_radius_top_left="100px"  border_radius_top_right="100px"
border_radius_bottom_right="100px"
border_radius_bottom_left="100px"  border_color="var(-awb-color3)"
border_hover_color="var(-awb-color6)"
padding_top="20px"  padding_bottom="20px"]Iscriviti
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flex_wrap="wrap"
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gradient_start_position="0"  gradient_end_position="100"
gradient_type="linear"  radial_direction="center center"
linear_angle="180"  background_position="center center"
background_repeat="no-repeat"  fade="no"
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parallax_speed="0.3"  background_blend_mode="none"
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background_slider_random_order="no"
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background_slider_pause_on_hover="no"
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background_slider_animation="fade"
background_slider_direction="up"
```

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sticky="off" sticky_devices="small-visibility,medium-visibility,large-visibility" sticky_transition_offset="0"
scroll_offset="0" animation_direction="left"
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filter_saturation="100" filter_brightness="100"
filter_contrast="100" filter_invert="0" filter_sepia="0"
filter_opacity="100" filter_blur="0" filter_hue_hover="0"
filter_saturation_hover="100" filter_brightness_hover="100"
filter_contrast_hover="100" filter_invert_hover="0"
filter_sepia_hover="0" filter_opacity_hover="100"
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center_content="no" column_tag="div" target="_self"
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order_small="0" hover_type="none" border_style="solid"
box_shadow="no" box_shadow_blur="0" box_shadow_spread="0"
background_type="single" gradient_start_position="0"
gradient_end_position="100" gradient_type="linear"
radial_direction="center center" linear_angle="180"
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background_slider_random_order="no"
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background_slider_pause_on_hover="no"
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```

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background_slider_direction="up"
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filter_contrast="100"      filter_invert="0"      filter_sepia="0"
filter_opacity="100"      filter_blur="0"      filter_hue_hover="0"
filter_saturation_hover="100"      filter_brightness_hover="100"
filter_contrast_hover="100"      filter_invert_hover="0"
filter_sepia_hover="0"      filter_opacity_hover="100"
filter_blur_hover="0"      transform_type="regular"
transform_hover_element="self"      transform_scale_x="1"
transform_scale_y="1"      transform_translate_x="0"
transform_translate_y="0"      transform_rotate="0"
transform_skew_x="0"      transform_skew_y="0"
transform_scale_x_hover="1"      transform_scale_y_hover="1"
transform_translate_x_hover="0"
transform_translate_y_hover="0"      transform_rotate_hover="0"
transform_skew_x_hover="0"      transform_skew_y_hover="0"
transition_duration="300"      transition_easing="ease"
scroll_motion_devices="small-visibility,medium-
visibility,large-visibility"      animation_direction="left"
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border_position="all"      first="true"      min_height=""
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hide_on_mobile="small-visibility,medium-visibility,large-
visibility"      sticky_display="normal,sticky"]

```

Perché scegliere questo corso

```

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```

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hide_on_mobile="small-visibility,medium-visibility,large-visibility" sticky_display="normal,sticky" order_medium="0"
order_small="0" hover_type="none" border_style="solid"
box_shadow="no" box_shadow_blur="0" box_shadow_spread="0"
background_type="single" gradient_start_position="0"
gradient_end_position="100" gradient_type="linear"
radial_direction="center center" linear_angle="180"
lazy_load="avada" background_position="left top"
background_repeat="no-repeat" background_blend_mode="none"
background_slider_skip_lazy_loading="no"
background_slider_random_order="no"
background_slider_loop="yes"
background_slider_pause_on_hover="no"
background_slider_slideshow_speed="5000"
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background_slider_direction="up"
background_slider_animation_speed="800" sticky="off"
sticky_devices="small-visibility,medium-visibility,large-visibility" absolute="off" filter_type="regular"
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filter_contrast="100" filter_invert="0" filter_sepia="0"
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filter_contrast_hover="100" filter_invert_hover="0"
filter_sepia_hover="0" filter_opacity_hover="100"
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```
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```

Aumento produttività

Impara a svolgere più velocemente attività ricorrenti, ottimizzando tempi e risorse nel lavoro quotidiano.

```
[/fusion_li_item][fusion_li_item]
```

Miglior gestione di email, documenti, dati e microprocessi

Scopri come utilizzare l'AI per organizzare meglio le informazioni, semplificare i flussi operativi e supportare le attività di ogni giorno.

```
[/fusion_li_item][fusion_li_item]
```

Competenze spendibili su CV e LinkedIn

Acquisisci competenze attuali e concrete, utili per rafforzare il tuo profilo professionale e valorizzarti nel mercato del lavoro.

```
[/fusion_li_item][/fusion_checklist][/fusion_builder_column][/fusion_builder_row][/fusion_builder_container][fusion_builder_container    type="flex"    hundred_percent="no"    hundred_percent_height="no"    hundred_percent_height_scroll="no"    align_content="stretch"    flex_align_items="flex-start"    flex_justify_content="flex-start"    flex_wrap="wrap"    hundred_percent_height_center_content="yes"
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linear_angle="180" background_position="center center"
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background_slider_random_order="no"
background_slider_loop="yes"
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background_slider_slideshow_speed="5000"
background_slider_animation="fade"
background_slider_direction="up"
background_slider_animation_speed="800"
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sticky="off" sticky_devices="small-visibility,medium-visibility,large-visibility" sticky_transition_offset="0"
scroll_offset="0" animation_direction="left"
animation_speed="0.3" animation_delay="0" filter_hue="0"
filter_saturation="100" filter_brightness="100"
filter_contrast="100" filter_invert="0" filter_sepia="0"
filter_opacity="100" filter_blur="0" filter_hue_hover="0"
filter_saturation_hover="100" filter_brightness_hover="100"
filter_contrast_hover="100" filter_invert_hover="0"
filter_sepia_hover="0" filter_opacity_hover="100"
filter_blur_hover="0"]
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order_small="0" hover_type="none" border_style="solid"
box_shadow="no" box_shadow_blur="0" box_shadow_spread="0"
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gradient_end_position="100" gradient_type="linear"
radial_direction="center center" linear_angle="180"
lazy_load="avada" background_position="left top"
background_repeat="no-repeat" background_blend_mode="none"
background_slider_skip_lazy_loading="no"
background_slider_random_order="no"
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```

A chi è rivolto

- impiegati amministrativi
- professionisti e freelance
- manager e coordinatori
- HR, marketing, customer care
- chi lavora con documenti, email, dati e comunicazioni

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filter_contrast="100"      filter_invert="0"      filter_sepia="0"
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```

Cosa imparerai

- prompt engineering

- automazione di microprocessi
- analisi documentale e dati
- produzione contenuti professionali
- gestione responsabile dell'AI

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```

Cosa include

```

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Registrazioni 30 giorni

fusion_li_itemfusion_li_item

Dispense PDF

fusion_li_itemfusion_li_item

Workflow

fusion_li_itemfusion_li_item

Esempi di prompt

fusion_li_itemfusion_li_item

Esercitazioni pratiche

fusion_li_itemfusion_li_item

Supporto docente

fusion_li_itemfusion_li_item

Attestato / Open Badge

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```

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Informazioni organizzazione corso

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Lezioni:

1. Sabato 11 luglio 2026
2. Sabato 18 luglio 2026
3. Sabato 25 luglio 2026
4. Sabato 1 agosto 2026

Le lezioni si terranno da remoto di sabato mattina dalle 09:00
alle 13:00

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9:00 – 13:00

[/fusion_tab] [fusion_tab title="Modalità"] Incontri tenuti in
conference call

[/fusion_tab] [fusion_tab title="Condizioni partenza"]

Avvio garantito con minimo 2 iscritti

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FAQ

Domande frequenti

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