



Shape the future
with confidence

Online Summer Bootcamp

EY Academy of Business
Caucasus and Central Asia

Master essential business skills

Through variety of trainings – **Hard, Soft, and Digital** – you will gain the most in-demand skills needed in today's business environment.

From strategic thinking and leadership to data tools and digital marketing, these live sessions equip you with the practical knowledge to grow and succeed professionally.

Contact us

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Save the date

15 July - 14 August 2025

- 11:00 am - 1:00 pm (Session 1)
- 2 hour break
- 3:00 pm - 5:00 pm (Session 2)

Timezone: GMT+5

Scan to
register or
[click here](#)



Live sessions schedule

Hard skills

- 15 Jul Strategy and strategic drift
- 17 Jul Strategic risk management in turbulent business environment
- 22 Jul Investment appraisal essentials: assessing attractiveness and risks of investment projects

Soft skills

- 23 Jul Managing strategic change: people and processes
- 24 Jul Cross-cultural communication: ways to improve the global dialogue and internal effectiveness in teams
- 31 Jul Personal (inclusive) leadership: champion inclusion – lead with equity

Digital skills

- 21 Jul AI Complete Guide for Business
- 28 Jul Digital marketing workshop: from strategy to results with AI
- 4 Aug Power BI: fundamentals and visualizations
- 7 Aug Power BI: advanced data connections
- 15 Aug AI Complete Guide for Business

Time:

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Online trainings are conducted on Zoom.

**Earn EY Academy of Business
certificate after each session!**

Trainers

The trainings are conducted by the team of business trainers from EY Academy of Business. Trainers possess rich practical experience and international qualifications such as ACCA, ACCA DipIFR(Rus), CFA®, CIA®, CIMA®, DipIPSAS, IPMA®, MBA, MBTI®, PMP®, and others.

To request the trainer's CV and ask questions about the training, email: academy@kz.ey.com

Scan to register or [click here](#)

See training programs on the next page



Strategy & Strategic Drift in a Modern Business Environment

15 Jul

Program

Session 1 (2 hours): Strategic Foundations & Analysis

- Strategy That Works
- Frameworks for Modern Strategy
- Strategic Environment Analysis

Session 2 (2 hours): Strategic Choice, Drift & Change

- Strategy Implementation
- Strategic Choice & Strategic Drift
- Innovation, Intrapreneurship & Change Management

Who should attend

- Senior and middle managers responsible for strategy
- Business owners and entrepreneurs
- Department heads involved in strategic planning
- Consultants and professionals in strategy and organizational development
- Managers navigating rapidly changing markets

Objectives

- Understand core principles of strategy in turbulent environments
- Apply modern strategic frameworks (JSW, PESTEL, SWOT)
- Translate strategy into clear goals and responsibilities
- Identify and prevent strategic drift
- Introduce intrapreneurship and change management as drivers of successful strategy

What you will gain

- Solid grasp of strategic planning and analysis models
- Confidence in applying tools like PESTEL, SWOT, and JSW
- Ability to recognize and counteract strategic drift
- Insights into aligning innovation and change with strategic goals

Strategic Risk Management: Linking Risks to Strategic Goals

17 Jul

Program

Session 1 (2 hours): From Strategic Goals to Enterprise Risk View

- Strategic Goals as the Foundation of Risk Management
- Portfolio Perspective on Strategic Risks
- COSO ERM 2017: Practical Application to Strategy

Session 2 (2 hours): Risk Prioritization, Mitigation & Strategic Resilience

- Risk Evaluation and Prioritization
- Developing Risk Mitigation Strategies
- Scenario Planning for Strategic Resilience

Who should attend

- Executives and senior managers responsible for strategy or risk
- Strategy officers, transformation leaders, and risk professionals
- Leaders seeking to future-proof their strategic priorities in uncertain times

Objectives

- Link strategic risks directly to business objectives
- Apply a portfolio view to strategic risks
- Use the COSO ERM framework in a strategic context
- Evaluate and prioritize risks that impact long-term goals
- Strengthen organizational resilience through scenario planning

What you will gain

- Tools and structure for linking risk to strategy
- Portfolio-based risk analysis to improve decision-making
- Frameworks for evaluating and mitigating critical strategic risks
- Insights on improving organizational resilience through planning

Investment Appraisal Essentials: Assessing Attractiveness and Risks of Investment Projects

22 Jul

Program

Session 1 (2 hours): Core Principles of Investment Evaluation

- Identifying Relevant Cash Flows
- Discount Rate and Time Value of Money

Session 2 (2 hours): Key Metrics and Excel Practice

- Discounted Cash Flow Techniques
- Excel-Based Calculations
- Wrap-Up and Key Takeaways

Who should attend

- Finance professionals and analysts
- Entrepreneurs and decision-makers reviewing investment proposals
- Specialists involved in CAPEX planning or budgeting

Objectives

- Learn to evaluate the financial viability and risks of investment projects
- Master key DCF techniques and Excel tools for investment appraisal
- Understand how to identify relevant cash flows and apply the correct discount rate
- Use core metrics (NPV, IRR, PI) to support investment decisions

What you will gain

- Clear framework for evaluating investment proposals
- Practical Excel skills using NPV, IRR, XNPV, and XIRR
- Ability to build and interpret simple investment models
- Avoidance of common errors in project evaluation

Managing Strategic Change: People and Processes

23 Jul

Program

Session 1 (2 hours): Foundations of Change Management

- Understanding Change vs Project Management
- Change Leadership & Vision
- Diagnosing the Impact of Change

Session 2 (2 hours): Leading People and Embedding Change

- Communication Strategies for Change
- Overcoming Resistance & Creating Buy-In
- Sustaining and Anchoring Change

Who should attend

- Mid- to senior-level managers leading change initiatives
- HR and L&D professionals supporting transformation
- Project managers navigating organizational shifts
- Team leads driving process or culture changes
- Anyone involved in implementing strategic change

Objectives

- Master the methodology of structured change implementation
- Understand the role of managers and employees in successful transformation
- Learn to assess change readiness, resistance, and key impact areas
- Practice tools for communication, team engagement, and anchoring change and explore best practices in change management
- Build a roadmap to apply change management to your own project

What you will gain

- Confidence in applying Lewin and Kotter models
- Practical experience with stakeholder analysis and resistance mapping
- Tools to design a communication and engagement plan
- Insights into sustaining change through culture and reinforcement actions
- A checklist to guide your real-life change initiative

Cross-cultural Communication: Ways to Improve the Global Dialogue and Internal Effectiveness in Teams

24 Jul

Program

Session 1 (2 hours): What is intercultural communication and how does it apply to what I do?

- Effective intercultural communication and definition of the icebreakers
- Eight dimensions of the intercultural communication: the Erin Meyer method

Session 2 (2 hours): How does company climate affect what I do: creating a micro climate in companies?

- Types of business styles in different cultures (hierarchy, time management, resolution of conflicts and the context)

Who should attend

- All level managers from beginners to the top managers in order to improve communication between each other through new cultural perspectives

Objectives

- How to discover advantages and work on disadvantages from your own culture
- Analyse interpersonal conflicts not through your own prism and point of view, but through the prism of cultural differences between countries

What you will gain

- Knowledge on how to draw a culture map with eight dimensions that differ countries from each other
- You will also learn to create your own culture code for your company or a start up, or simply understand how to manage teams or work with the team members through cultural profiles of the staff members

Personal (Inclusive) Leadership: Champion Inclusion - Lead with Equity

31 Jul

Program

Session 1 (2 hours)

- What is Inclusive Leadership and How to start Championing Inclusion?
- Delegation as part of Successful (stress free) Personal Leadership

Session 2 (2 hours)

- How to lead with equity and increase the diversity in a team?
- The elements of the leader's authority: structural, moral, competence based, interpersonal
- Leadership and Changes: application of the new styles and techniques

Who should attend

- Mid and top managers who have been working with teams, but are struggling to integrate inclusivity and are looking for simple steps to start

Objectives

- Better understand how to both attract the right people and choose right projects for them to work at
- Understand how to make people in your team feel comfortable working with each other
- Understand how to rely more on all categories on workers without differentiation

What you will gain

- You will be better equipped with tips on how to be more inclusive not only at work
- You will gain a more inclusive mindset

AI Complete Guide for Business

21 Jul, 15 Aug

Program

- Introduction & AI Landscape Overview
- AI Models & Prompt Engineering
- Principles of effective prompting and prompt crafting
- Generative content: text, image, and audio

Integrating AI into business processes

- Transformer architectures and key parameters
- Building a simple ChatGPT-based chatbot via API
- Training LLMs: data prep, fine-tuning, evaluation
- Mitigating biases & hallucinations
- Open models

Objectives

- Understand the AI landscape: model types, architectures, and core use cases
- Apply prompt-engineering best practices
- Develop a basic ChatGPT-powered chatbot
- Identify and mitigate risks like bias and hallucinations

What you will gain

- Strategic framework for selecting and applying AI technologies
- Skills in prompt engineering and API-driven chatbot development
- Actionable roadmap for piloting and scaling AI in your

Who should attend

- Business leaders, project managers, and department heads
- Technical and non-technical stakeholders planning AI initiatives
- Startup founders and innovation teams exploring AI use cases

Digital Marketing Workshop: From Strategy to Results with AI

28 Jul

Program

Customer Analysis with AI

- Customer Journey Mapping fundamentals
- Hands-on: Use ChatGPT/AI tools to plot a mini-CJM
- Market & Competitor Benchmarking

Building an AI-Enhanced Campaign

- AI-Driven Research & SEO Improvement, on-page SEO enhancements
- Keyword and competitive research using AI
- AI-assisted audience segmentation, targeting configurations

Objectives

- Craft a complete end-to-end digital marketing workflow
- Analyze and map a mini customer journey using AI-powered prompts and tools
- Benchmark your market and competitors with AI-driven insights
- Use AI for SEO research and on-page optimization
- Configure and launch targeted campaigns using AI-assisted audience segmentation

What you will gain

- Practical AI workflows for CJM, benchmarking, and SEO
- Ready-to-use templates and prompts for content and keyword research
- Step-by-step guidance on setting up and optimizing targeted campaigns

Who should attend

- Marketing managers and specialists
- Brand and digital marketing teams
- Small business owners seeking AI-powered

Power BI: fundamentals and visualizations

4 Aug

Program

Data Connections & Transformation with Power Query

- Connecting to Excel and databases
- Data cleaning: merge, pivot/unpivot
- Intro to M language

Building Interactive Visuals

- Charts, tables, maps, and slicers
- Hands-on: build basic measures (SUM, CALCULATE)

Objectives

- Navigate Power BI Desktop and connect to data sources
- Clean and transform data with Power Query
- Write foundational DAX formulas
- Design and assemble interactive visual

What you will gain

- Mastery of Power Query for data prep
- Ability to write basic DAX formulas
- Skills to design and deploy polished interactive dashboards

Who should attend

- Business analysts and finance professionals
- Data newcomers looking to upskill in BI tools
- Project managers needing interactive reporting skills

Power BI: advanced data connections

7 Aug

Program

- Introduction to Complex Source Connections
- Real-time finance data (Yahoo Finance API)
- Creating relationships and star schemas

Performance Optimization

- DAX syntax: measures vs. calculated columns
- Using KPI visuals and custom visuals
- Incremental data refresh setup

Objectives

- Establish complex and real-time data connections
- Model your dataset using relationships and schemas
- Choose appropriately between DAX measures and calculated columns
- Implement incremental data refresh and optimize query performance
- Govern and maintain datasets in the Power BI Service

What you will gain

- Templates for API, database, and manual data ingestion
- Configured incremental and parallel refresh strategies
- Best practices for dataset governance and performance tuning

Who should attend

- BI developers and data engineers
- IT and DevOps specialists supporting BI workflows
- Power users managing large-scale reports and datasets