



IT DOESN'T HURT TO ASK...

An MIT xPro Guide to Discussing Professional Development with Your Employer

HOW TO USE THIS GUIDE

1. Take a look at the **Driving Innovation with Generative AI** [course page](#). Note which topics and learning outcomes align with your company and team goals.
2. Review the “Why Learn Generative AI Now” section on page two of this guide and “Common Objections” on page three to help you develop an email for your manager or initiate a conversation with them.
3. Customize the yellow areas highlighted in the email template on page four of this guide and send the email to your manager.
4. Need any other information about the course that might help your case? Email us at xpro@mit.edu!





WHY LEARN GENERATIVE AI NOW

Bring these facts and figures into the conversation!

- **75% of professionals expect generative AI to cause “significant or disruptive change in the nature of their industry’s competition in the next three years.” (Source)**
- **65% of businesses regularly use generative AI. (Source)**
- **In a survey of IT leaders, 86% said they “expect generative AI to play a prominent role at their organizations in the near future.” (Source)**
- **64% of executives reported feeling “a high sense of urgency to adopt generative AI,” but over half of those respondents admitted that their organization is lacking “the most critical skills.” (Source)**
- **Using generative AI for customer care could “increase productivity at a value ranging from 30 to 45% of current function costs.” (Source)**
- **Lack of training is preventing businesses from adopting generative AI, and 50% of marketers consider it the most significant roadblock. (Source)**
- **45% of organizations “are in piloting mode with generative AI.” (Source)**
- **Generative AI “can improve a worker’s performance by as much as 40% compared with workers who don’t use it.” (Source)**



COMMON OBJECTIONS

Your employer will have questions. Let's help you answer them.

OBJECTION

RESPONSE

"It costs too much."

It might cost more to neglect workforce training. Companies that prioritize employee development make a median revenue of \$169,100 per employee, while companies that don't make less than half of that: \$82,800. [\(Source\)](#)

"It will take you too much time and distract you from your work."

The course is designed for professionals, with an estimated time commitment of 4-7 hours per week for only 6 weeks. Learning a new skill does take time, but the format is flexible, allowing learners the ability to watch lectures, read case studies, and practice new technologies on their own schedule.

Plus, the time a company invests in training will save them in the long run. A study by the National Center on the Educational Quality of the Workforce (EQW) supports this, finding that a 10% increase in educational development produced an 8.6% gain in productivity. [\(Source\)](#)

"How is this different from those other online courses?"

MIT xPRO courses are created and taught by MIT faculty and are optimized for learners who are full-time working professionals.

The Generative AI course leverages industry case studies, hands-on work with generative AI tools, and the latest thinking from 12 faculty members from MIT's Computer Science and Artificial Intelligence Lab (CSAIL) to equip learners with the knowledge and skills necessary to navigate the complex world of generative AI.

EMAIL TEMPLATE

Copy and paste the following text into an email to your manager or HR professional.

Hi [Manager's Name],

I would like to submit a request for professional development through the Massachusetts Institute of Technology's online course, **Driving Innovation with Generative AI**. This six-week online course offers training that I believe is directly relevant and beneficial to what we're trying to accomplish within [Our Company Name].

The course leverages industry case studies, hands-on work with generative AI tools, and the latest thinking from 12 faculty members from MIT's Computer Science and Artificial Intelligence Lab (CSAIL) to equip learners with the knowledge and skills necessary to navigate the intricate world of generative AI.

Here's a brief summary of what I will take away from the course:

- Develop a comprehensive understanding of the fundamentals and distinctions of Generative AI and machine learning, such as neural networks and the role of data.
- Understand generative AI in coding, design, and chemistry; master algorithms for molecular property prediction and code generation; and comprehend the fundamental architectures for molecular design, code creation, and 3D structural design.
- Acquire the skills to analyze and utilize image generative models, including comprehending their key components, inputs, and outputs, and critically assess the significance of latent variables and noise in their operational effectiveness.
- Explore the collaborative efforts and connection between Generative AI and humans, focusing on creative expression and human emotion.
- Evaluate the evolution, limitations, and future possibilities of Large Language Models (LLMs), tracing their developmental history, understanding current constraints, and exploring potential advancements and applications in various fields.
- Recognize the essentials of pro-human generative AI to enhance human decision-making and societal interactions, focusing on addressing biases, best practices in health and societal applications, and aligning AI with developer and user goals through measurement, feedback-driven reinforcement learning, and deployment strategies.

The course costs \$3,100 and starts on [Start Date]. It is designed for full-time working professionals, so the schedule will not interfere with my current position. MIT xPRO accepts major credit/debit cards or PayPal upon checkout. To request an invoice or wire transfer, please contact support@xpro.mit.edu.

For more information on the course, visit: <https://xpro.mit.edu/courses/course-v1:xPRO+GenAI/>

Thank you for considering my training request,

[Your Name]