

AI WHISPERER FOR BUSINESS

A Practical Day to Put AI to Work

Date: Monday, November 9, 2026 **Time:** 8:30 AM - 4:00 PM

Location: 245 Hanlon Creek Boulevard, Guelph ON

WORKSHOP
PRESENTED BY:



Join a one-day, hands-on workshop designed to help business leaders and teams explore how today's leading AI tools can support real work across operations, marketing, sales, HR, recruiting, and custom workflows. Through live demonstrations and practical examples, you will see ChatGPT, Claude, Gemini, Grok, and Copilot in action. No technical background or existing AI accounts are required.

What You'll Put Into Practice

The workshop connects AI to everyday business needs, helping you understand where different tools and approaches may be useful.

Operations

AI for KPIs, dashboards, SOPs, and smarter Excel workflows.

Marketing

AI for market research, customer personas, and personalized content.

Sales

AI for competitive intelligence, RFPs, and sales role-play.

HR & Recruiting

AI for job descriptions, screening, and talent sourcing—with people at the center.

Agentic AI & Custom Solutions

Custom GPTs and workflows for repeatable, multi-step business tasks.

What's included?

Your registration includes a full day of live instruction, practical materials, discussion, and implementation planning.

- Live demonstrations across leading AI tools
- Practical prompts, templates, and takeaways
- Lunch and refreshments throughout the day
- A capstone session to identify realistic next steps
- No existing AI accounts or technical background required

Your hosts:



Susan Motkaluk of **SDM, INC.** will host the workshop and help connect the discussion to the priorities of participating business leaders.



Severin Sorensen, the **AI Whisperer**, will lead the live instruction and demonstrations across the day's business use cases.

SAVE YOUR SPOT NOW

EARLY BIRD TICKET ACCESS

\$1,299 PER SEAT

LIMITED SEATS AVAILABLE

AFTER OCTOBER 9TH, RATE INCREASES TO
\$1,450 PER SEAT



**SCAN NOW
SAVE \$151**



IN COLLABORATION WITH:



SMDINC.CA

ONE-DAY AI SKILLS WORKSHOP / 2026

AI WHISPERER FOR BUSINESS



Workshop with Severin Sorensen

8:30 - 9:00 AM

Welcome and Opening Session

Explore AI's transformative impact on business and help shape the workshop through a live poll. You will begin with a shared understanding of the opportunities ahead and a day tailored to the room's priorities.

9:00 - 10:15 AM

Live AI Shootout

See ChatGPT, Claude, Gemini, Grok, and Copilot tackle comparable business tasks in real time. You will learn where each platform excels and make more confident decisions about which tools best fit your needs.

10:15 - 10:30 AM

Break

Pause to recharge, connect with other participants, and compare early takeaways. This short reset helps you return focused and ready to apply the next set of ideas.

10:30 - 11:15 AM

Marketing

Use AI to accelerate research, develop richer customer personas, and create relevant content at scale. You will gain practical ways to produce stronger marketing work with greater speed and consistency.

11:15 AM - 12:00 PM

Sales

Apply AI to competitive intelligence, RFP automation, and role-play coaching. You will discover how to prepare faster, respond more persuasively, and help sales teams practice for high-value conversations.

12:00 - 1:00 PM

Lunch

Enjoy time to recharge and continue the conversation with fellow participants. The lunch break creates space to build relationships, exchange ideas, and reflect on the morning's most useful lessons.

1:00 - 1:30 PM

HR & Recruiting

Explore AI-assisted job descriptions, candidate screening, and talent sourcing. You will learn how to reduce repetitive work while making recruiting processes clearer, faster, and more focused on the right candidates.

1:30 - 2:15 PM

Operations

Turn operational data and processes into useful KPIs, dashboards, SOPs, and agentive Excel workflows. You will see how AI can reduce manual effort and make day-to-day decisions more visible and actionable.

2:15 - 3:00 PM

Break

Take time to refresh, network, and consolidate the afternoon's learning. This pause gives you room to identify the ideas most relevant to your organization before moving into solution building.

3:00 - 3:45 PM

Agentive AI & Custom Solutions

Learn how to build custom GPTs and connected workflows that can handle multi-step business tasks. You will move beyond one-off prompts and begin designing repeatable AI solutions for your organization.

3:45 - 4:00 PM

Q&A and Implementation Planning

Bring the day's ideas together through focused questions and practical implementation planning. You will leave with clearer priorities, concrete next steps, and a stronger path from experimentation to business value.



HOST
Susan Mutkaluk
SDM, INC.



COHOST
Severin Sorensen
AI Whisperer

IN COLLABORATION WITH:



AI WHISPERER FOR BUSINESS

Workshop with Severin Sorensen



SDM, INC.

Severin Sorensen

Severin Sorensen is a pioneering thought leader at the intersection of artificial intelligence, workforce transformation, and executive leadership.

As an 11-time #1 bestselling author of “Building Tomorrow,” “The Great Reimagining,” and the acclaimed “AI Whisperer” series, he is

renowned for making AI accessible to non-technical business users - focusing on practical, ethical, and business-centric applications of AI.



Currently CEO of ePraxis, Severin empowers CEOs and organizations with AI-driven solutions, executive coaching, and strategic talent acquisition. With over 8,000 hours of paid coaching, he helps leaders master AI transformations through workshops, keynotes, and advisory services.

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SDM, INC.

Susan Motkaluk

Susan Motkaluk is a recognized thought leader in executive leadership and peer advisory. As a #1 Amazon bestselling author of "Seasons of Soul," endorsed by Dr. Marshall Goldsmith, she's known for helping leaders reconnect their work, families, and communities through values-driven leadership.



Currently a TEC Canada Master Chair and Founding Partner at SDM Inc., Susan brings 25 years of executive leadership experience, including roles as CAO of Swift Current, Deputy CAO of Wood Buffalo, and CEO of Southbridge Development Corporation. A certified executive coach and board chair, she leads two peer groups of CEOs every month.