Unlocking AI Potential for Business Success

How to make AI work for you, not against you.

AI is already reshaping productivity, communication, and decision-making. The real risk for organisations is not technical failure, but unstructured use, poor judgement, and missed opportunity. This programme equips professionals to use AI confidently, responsibly, and commercially. So it adds value to the business.

Why Run This Programme Now

AI capability is becoming a baseline business skill. Organisations that rely on informal learning will fall behind those that apply AI with structure and discipline. This programme gives your people a practical, safe, and commercially focused way to embed AI into daily work. The return is faster decisions, clearer output, and sustained productivity improvement.

The Business Challenge

Across many organisations:

- AI use is inconsistent and informal
- Staff experiment without structure or guardrails
- Time is wasted on low-value tasks
- Insight is available but poorly used
- Leaders lack visibility of practical business applications

The result is uneven productivity, unnecessary risk, and lost competitive advantage.

The Training Event

This practical one-day programme focuses on **application rather than theory**.

Participants learn to use AI tools safely and effectively to improve writing, research, analysis, content creation, and decision support.

The emphasis is on **better thinking, faster output, and sound judgment**.

What Participants Learn

Participants will be able to:

- Identify high-value AI use cases in their role
- Use AI to accelerate research and analysis without losing rigour
- Create business-ready content using AI video, avatars, images, and audio
- Translate and transcribe documents and meetings efficiently
- Apply structured prompting for control and consistency
- Evaluate AI outputs critically rather than accepting them blindly

Core Business Applications

AI is applied directly to:

- **Recruitment and HR** – role profiles, CV screening, onboarding content
- **Contracts and Negotiation** – summaries, options, negotiation preparation
- **Project Management and Planning** – plans, risk registers, scenario testing
- **Sales and Marketing** – proposals, campaigns, customer and market research
- **Reports and emails** – business communication

Plus, other topics that delegates request.

Format and Delivery

- One day, on-site or online delivery
- Highly interactive with live demonstrations
- Hands-on practice (laptop required)
- Tools, prompts, and templates provided
- Delivered by **Graham Roberts-Phelps**