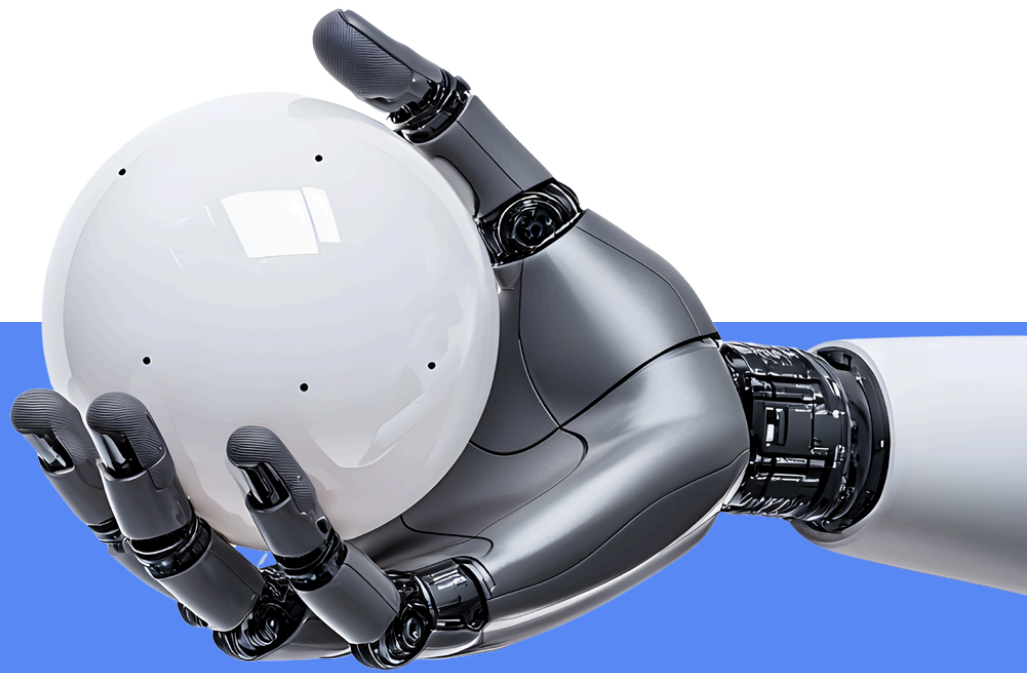



AI Essentials Workshop for Teams

**Safe,
Smart, and
Productive Use**



AI PATHWAY

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Give your employees the skills to use **AI confidently, ethically, and effectively in their daily work.**

Designed for non-technical staff, this corporate AI training provides a structured introduction to AI tools, prompt crafting, and workplace best practices - so your **team gains practical skills they can apply immediately.**

Who This Training is For?

- **Small-to-medium businesses** looking to **boost productivity** without adding headcount
- **Professional firms** (marketing, legal, accounting, consulting, etc.) wanting faster, higher-quality client output
- **HR & L&D managers** who need AI training that's relevant, safe, and tailored to their teams



58%

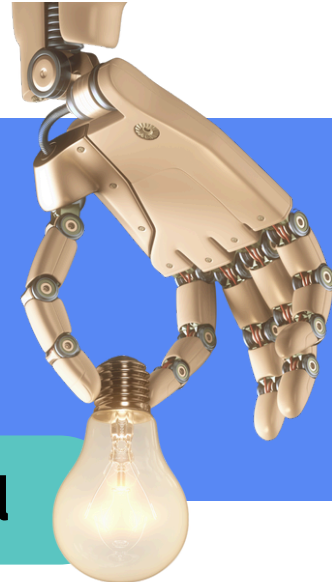
of employees **intentionally use AI** at work regularly, but **only 17% use it daily**. A large portion (27%) never intentionally use AI at all.

75%

of knowledge workers use AI at work today and **46% of them started in the past six months**. Users say AI helps them **save time (90%), focus on priority work (85%),** and be **more creative (84%)**

20%

reduction in administrative tasks reported by teams using Copilot via Microsoft 365—sales teams could **shift focus to higher-value work.**

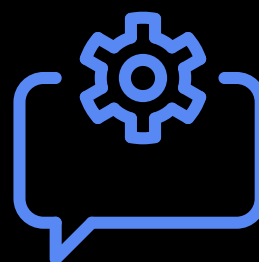


Whats Included



PDF Quick-Start Guide

Step-by-step
workbooks for applying
AI in daily tasks

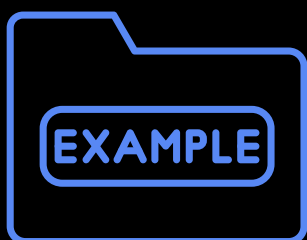


Prompt book of ready-to-use prompts

Tailored to your industry for
instant results

Industry-specific examples

Live demos relevant to your
business challenges



Digital Certificate

Proof of completion for all
participants



Book Your Training

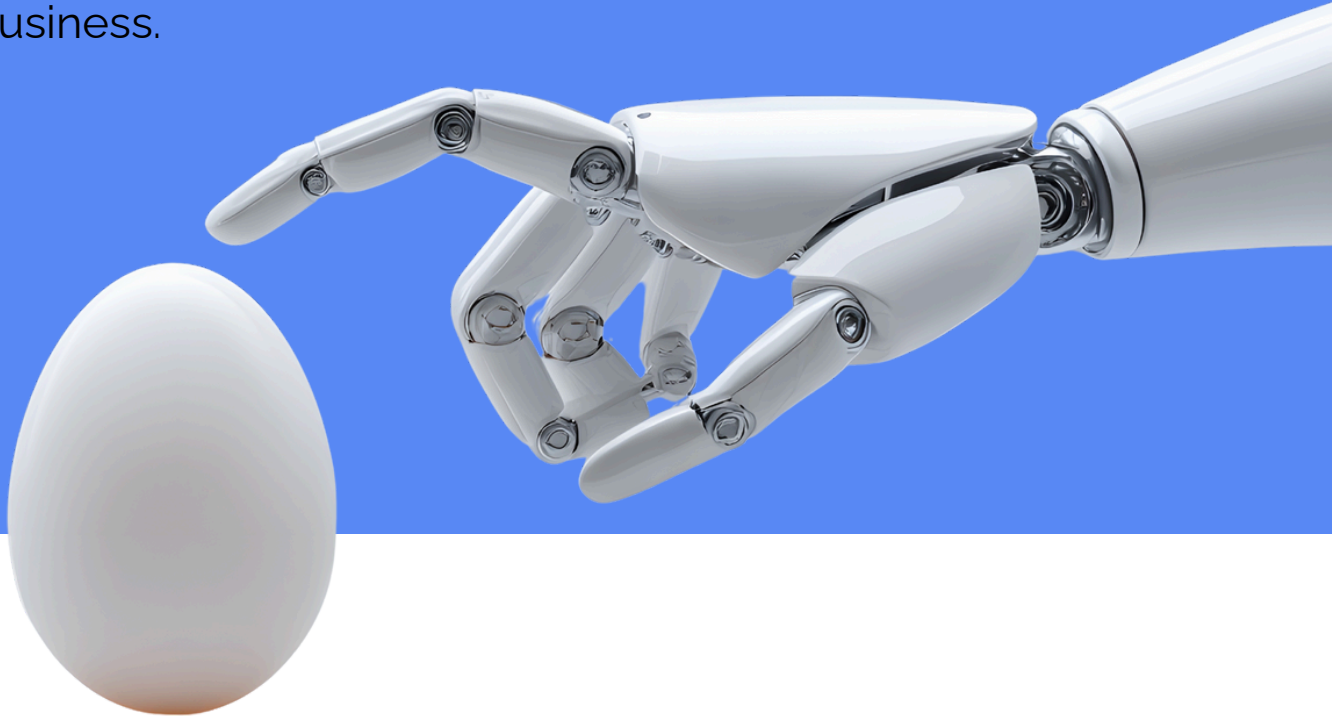
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AI Training: Outline

Section 1: The AI Landscape

- What AI and GenAI really mean (no jargon)
- Key milestones in AI history (why now is the tipping point)
- Corporate relevance: how businesses are already leveraging AI for productivity & growth

✓ **Outcome:** Leaders gain clarity and confidence on the what and why of AI in business.



Section 2: Core Tools in Action

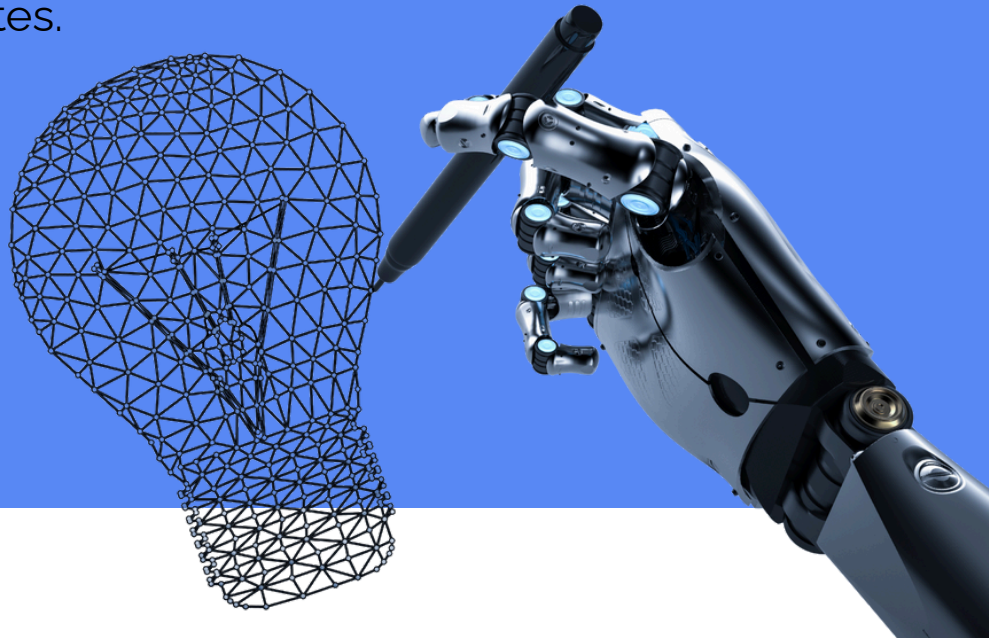
- Introduction to LLMs (ChatGPT, Claude, Gemini)
- Side-by-side comparison: strengths & weaknesses
- Deep dive into one tool (privacy, personalization, research features)
- Live demos: business use cases (emails, reports, analysis, customer queries)

✓ **Outcome:** Teams see AI in action and identify immediate applications for daily workflows.

Section 3: The Power of Prompting

- Why prompting matters (good vs. bad demo)
- Frameworks for effective prompting (P.A.T.H. - W.A.Y)
- Hands-on exercises: prompts for real business scenarios

✓ **Outcome:** Staff learn how to talk to AI effectively and leave with reusable prompt templates.



Section 4: Specialized AI Tools for Business Functions

- Creative & design tools (MidJourney, Ideogram, etc.)
- Video & voice tools (HeyGen, Suno, ElevenLabs etc.)
- Industry-specific use cases (marketing, HR, operations etc.)

✓ **Outcome:** Teams discover the variety of other AI tools for their role and build an action plan for adoption.

Section 5: Responsible AI Use

- Limitations & blind spots of AI
- Bias, misinformation, and risk management
- Corporate AI policy & governance best practices

✓ **Outcome:** Teams understand both the power and risks of AI and learn to apply it responsibly within company policies.

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How the Workshop Works

Give your team a **practical, engaging learning experience** designed to fit into a single session. We **combine clear explanations with live demonstrations** and **hands-on activities** so participants walk away **confident** in using AI tools immediately.

Every workshop is **customised to your industry**, ensuring examples and exercises are directly relevant to your team's daily work.



Duration:

3-4 hours – online via Zoom/Teams or in-person at your offices



Format:

Interactive presentation, live demos, and hands-on exercises



Group size:

Up to 20 participants for maximum engagement

Pricing

Up to 20 participants
Virtual/Online

\$850

Up to 20 participants
In-Person

\$1000

Over 20 Participants
Request

**Custom
quote
available**

In-Person Training (Cape Town)

- Held at your office
- Maximum engagement and networking
- **Includes:** Digital resources, Cheat sheets and step-by-step workbooks provided

Online Training (Live & Interactive)

- Global accessibility via Zoom/Teams
- Same expert instruction as in-person
- **Includes:** Digital resources, Cheat sheets and step-by-step workbooks provided

Travel Training (Other Cities)

- Available on Request
- Travel and accommodation costs are additional
- Minimum group size: 3-6 delegates
- **Includes:** Digital resources, Cheat sheets and step-by-step workbooks provided

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Meet your trainer



Kerry Clark

Kerry Clark is a **CPD-accredited AI trainer** and business growth strategist with 18+ years of experience in ecommerce, marketing, and operations. She specialises in making **AI practical and accessible** for **non-technical teams** - helping them **save time, reduce costs**, and work smarter.

She **blends real-world business insight** with **step-by-step guidance**, helping learners gain confidence and apply AI tools effectively - whether to streamline workflows, grow revenue, or unlock new career opportunities.

Her mission is simple: **remove the overwhelm, replace it with clarity**, and create a safe learning space where “real people” can harness AI to **work smarter, not harder**.



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What to expect

Clear, jargon-free explanations

Every concept is explained in plain language so your team understands AI without getting lost in technical terms.

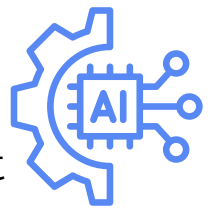


Real-world workplace examples

See how AI can be applied directly to your team's daily tasks, using scenarios from your industry.

Hands-on tool practice

Live demos and guided exercises with tools like ChatGPT, Claude, and Gemini so your team gains practical skills, not just theory.

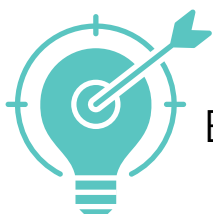


Prompting techniques that work

Learn how to craft prompts that deliver accurate, useful results — and avoid the common mistakes that waste time.

Ethics, safety, and compliance

Understand the limitations of AI, how to protect sensitive data, and how to stay within your industry's compliance rules.



An actionable next-step plan

Each participant leaves with ready-to-use prompts and a clear plan to integrate AI into their work immediately.

FAQs



Q: Does our team need AI experience?

A: No. This workshop is designed for beginners with no technical background. We start with the basics and build practical skills step-by-step so every team member can follow along and leave confident.

Q: Can you tailor the training to our industry?

A: Yes. Before the session, we gather details about your business and roles so examples and exercises are directly relevant to your team's daily work.

Q: What results will our team see after the workshop?

A: Your staff will leave with a clear understanding of AI, a set of ready-to-use prompts, and the skills to apply AI tools immediately — saving time, improving efficiency, and producing better work.

Q: How soon can we schedule a session?

A: Most workshops can be booked within 2–3 weeks. If you have an urgent need, we'll do our best to find an earlier date.

Q: Can you deliver the training to our remote or hybrid teams?

A: Yes. We run engaging, interactive sessions via Zoom or Teams for remote and hybrid workforces, ensuring participation from all attendees.

Q: Is the training recorded?

A: Yes. Online sessions can be recorded on request at an additional cost so your staff can revisit the material or catch up if they miss the live workshop.

Q: What if some of our team already uses AI?

A: We adjust the session to match skill levels. Even experienced users benefit from advanced prompting techniques, specialised tools, and best practices for safe, efficient use.

Q: Can you train more than one department?

A: Yes. We can deliver one session for multiple departments or run separate, department-specific workshops tailored to their roles.

Q: Do you provide follow-up support for our team?

A: Yes. You'll receive a PDF quick-start guide, all prompts from the session, and the option for a 15-minute follow-up Q&A call to support your team after they begin applying AI.

Q: Can we book advanced training for our team later?

A: Yes. Once your team has mastered the essentials, we offer advanced, role-specific AI training for marketing, sales, ecommerce, operations, and more — all customised to your business objectives.


Contact Us

AI adoption is moving fast — give your team the skills to keep up.

Ready to upskill your team in AI?

Book your workshop today and have your team confidently using AI within two weeks

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Kerry Clark