CORPORATE TRAINING

AI for Leaders Workshop

A one-day workshop for executive teams: where AI creates value in the company, where to invest, and what to say no to.

DURATION	FORMAT	GROUP	INVESTMENT
6 hours, one day	Online or in person	Up to 25 people	From + VAT

01 · SUMMARY

From [redacted] + VAT, for the whole group.

For	Executives and C-level
Format	Live, online or in person
Duration	6 hours, one day
Group	Up to 25 people
Language	English or Portuguese
Facilitators	Miguel Coelho, Sónia Gomes
Recording	Optional, for participants only
Investment	From [redacted] + VAT online, [redacted] + VAT in person

02 · OBJECTIVES

By the end, the executive team agrees on its AI priorities.

01 Understand what AI can do for the business today

02 Find where AI creates value in the company's own processes

03 Decide when to build, buy or wait

04 Know the main risks and the rules that apply

05 Agree on a short list of priorities

06 Leave with owners and next steps for each priority

Short inputs followed by discussion and exercises on the company's own situation.

03 · ADAPTED TO YOUR COMPANY

Everything can be adapted

- Topics and structure
- Examples from your sector and processes
- Online or in person
- Number of hours
- Schedule: one day or shorter sessions
- English or Portuguese

A longer or more practical version is quoted to match.

IN THE ROOM

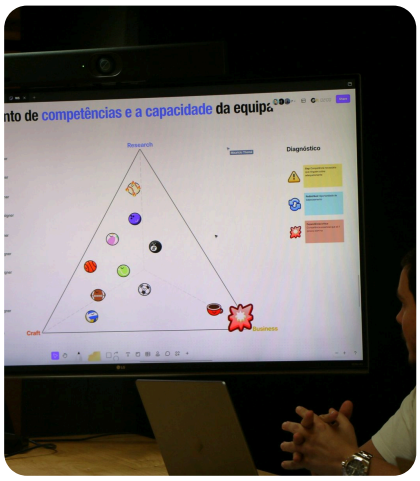
Recent in-person workshops with TheStarter.













04 · STRUCTURE

Five parts, one day.

Leadership | Executives and C-level | 6h

M1 **Where AI stands for business today**

What works now, what is coming, and what is noise. A clear view of the market, separating real capability from hype.

M2 **Where AI creates value in your company**

Mapping the company's processes to find real opportunities. The team sizes each opportunity and separates quick wins from long bets.

M3 **Build, buy or wait**

A simple way to decide, including cost and data readiness. Includes how to compare vendors and judge whether the company's data is ready.

M4 **Risk, rules and governance**

Data, security, the AI Act and minimum rules for the company. The team drafts the first version of its own AI rules.

M5 **Priorities and next steps**

Choosing priorities, naming owners and planning the next 90 days. The day ends with a short list of priorities, each with an owner.

05 · FACILITATORS

Led by a CEO and a product leader.



Miguel Coelho

CEO & Learning Designer, TheStarter

Runs TheStarter as an AI-first company built on Claude: software, design, code, automations, agents and operations, through to marketing and customer support. A small-scale version of what executive teams now plan for across the whole organisation.

- Certified trainer (CCP, IEFP)
- Designed TheStarter's 11-course AI curriculum, from introductory to leadership level



Sónia Gomes

Product Leader and founder of Close to the Sun

Over 20 years in product design and design leadership. Former Head of UX at Prozis and UX Manager at OutSystems, where she led design operations for a team of 70+. Helps teams that build with AI decide what is worth building.

- Invited lecturer at FEUP and Porto Business School
- Certified teacher (CCP)

06 · INVESTMENT

One price for the group, agreed upfront.

ONLINE, UP TO 25 PEOPLE

[redacted]

+ VAT.
In person in Lisboa or Porto: [redacted].

Send an email for pricing

- Prep call with the sponsor to align the day
- 6 hours of live facilitation, online or in person
- Exercises on the company's own processes
- Materials, with lifetime access for participants
- Recording, if the company wants it, for participants only
- Certificate of completion from TheStarter

VAT: 23% for companies in Portugal. Companies in other EU countries with a valid VAT number are invoiced without Portuguese VAT (reverse charge). Outside Lisboa and Porto, travel is charged at cost.

NEXT STEP

AI Leadership Advanced: 20 hours to turn the priorities into a plan, with mentoring.

07 · CONDITIONS

Booking

Dates set together and confirmed by email. Invoice for the first 50% on confirmation.

Payment

50% on confirmation, 50% up to 10 working days before the start, by bank transfer.

Rescheduling

Free up to 15 working days before the start, subject to the facilitators' availability.

Participants

Same price for the group size stated. Changes to the list of names are free.

These terms can be changed if discussed and agreed in advance.

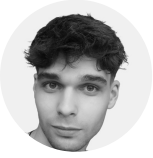
08 · ABOUT THESTARTER

2,700+
students trained

300+
companies served

DGERT
certified training provider (Portugal)

An online school for UX, Product and AI, based in Portugal since 2021. Professionals from companies such as Volkswagen Group Digital Solutions, Bosch, Deloitte, Accenture, OutSystems, Mercedes-Benz.io, Critical TechWorks, TAP, NOS, TeamViewer, Infineon and Globo have trained with us. All our facilitators are practitioners.



YOUR CONTACT

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