



AI Foundations

Give your team practical hacks and tips for using the AI to work better, think faster, and deliver more.

LEVEL 1



200 participants



Virtual



2 hours



Why do you need this?

Most agency teams already have access to AI tools, but usage is inconsistent, and confidence is low.

Without a shared approach, adoption stays patchy and dependent on a handful of early adopters.

In just two hours, this program builds a common foundation across your teams - shared language, frameworks and practical skills - so AI becomes embedded in how everyone works, not just a select few.

Business Outcomes

- A shared AI capability baseline across your teams.
- Apply AI immediately to everyday tasks like research, content drafting, and data analysis.
- Establish consistent, structured prompting practices.
- A clear personal plan for what they'll do next.

By the end of this program you will

1. Understand how generative AI works – cutting through the myths and jargon to build confidence.
2. Navigate the opportunities and risks of using AI in your work, limitations and the role of humans.
3. Write effective prompts using the CREATE framework, giving powerful, structured instructions.
4. See how you can apply AI to real productivity tasks – research, content creation, data analysis, etc.

100% of participants 60% improved productivity at work.

How it works

- A 2 hour program that gets you up to speed with essential AI knowledge and skills.
- Suitable for large audiences, delivered virtually on Zoom or Teams.
- Two expert facilitators to guide you through with demonstrations, tips, and tricks.
- Hand-on activities designed specifically for foundation level learners, always adapted to your company authorized tools and tech.
- Includes a takeaway playbook and simple frameworks to repeat the processes and continue the learning.
- Adapted to your company's AI maturity and specific industry / client requirements.

Your AI Starting Point

Two hours to build confidence and capability with AI across your team, No jargon or complex theory, just practical skills and a shared foundation to build on.



"Inspirational and a great way to demystify it all. Good to have hands-on experience trialling everything and then applying the info to daily work"

Kate Green, Pan Macmillan

Programme Breakdown



Welcome & Introduction

Introduce session objectives and flow. Mentimeter poll: "Where are you at with AI today?"

The State of AI

Debunk myths and jargon. Explain in simple terms how generative AI works. Mentimeter quiz to test knowledge.

Opportunities & Risks

Showcase real-world use cases and productivity wins. Discuss risks, limitations, human oversight. Poll: "Where could AI help in your work?"

Prompt & Context Engineering

Introduce and explain each step of the CREATE prompting framework. Live demo: turn poor prompts into strong ones.

Individual: Prompt Challenge

Participants apply CREATE to a scenario (e.g., "Plan a team away day"). Share outputs in chat. Facilitator highlights creative examples.

Productivity Hacking: Live Demos

Demonstrate and (where internal tools allow) experiment with AI applied to research, content creation, data analysis, task automation.

Reflections & Takeaways

Facilitator highlights what's been covered. Mentimeter poll: "What's one thing you'll try tomorrow?"

Wrap-Up

Summarize key learnings, connect to the next stage of the program journey.