



# AI for HR Mini Lab

Hire smarter, engage better, and elevate the employee experience with AI that works for your team.

LEVEL 2



25 participants



Virtual or F2F



4 hours



## Why do you need this?

AI is already changing what "good" looks like in HR. Organizations that move quickly are shortening time-to-hire, surfacing engagement risks, and giving employees access to policy answers without the need for emails.

Most HR teams know AI matters but the gap between those experimenting with AI and those that aren't is widening fast.

This program provides the practical confidence to start using AI for real HR tasks, with real tools, in a way that's safe and effective.

## Business Outcomes

- Shorten time-to-hire with faster, higher-quality recruitment collateral and screening.
- Strengthen people reporting by turning raw data into visual insights for leadership.
- Reduce repetitive HR work with AI-powered tools your team will actually use.
- Free up HR capacity for strategic, people-focused work that moves the business forward.

## By the end of this program you will

1. Apply AI confidently to core HR workflows like recruitment, engagement, and rewards.
2. Use structured prompting frameworks to get consistent, high-quality outputs from AI tools.
3. Build and deploy a simple agent trained on company-specific HR data and policies.
4. Have a prioritized roadmap for integrating AI across your HR function.

**100%** Participants reported increased confidence in using AI.

## How it works

- A half-day program covering essential AI workflows across the full HR function.
- Available virtual or face-to-face depending on your team, budget, and preferences.
- Two expert facilitators with deep knowledge of AI applications in HR.
- Hands-on activities designed specifically for HR professionals, using company-authorized tools.
- Every module pairs a live demo with a hands-on activity so participants practice, not just watch.
- Includes a takeaway playbook to repeat the processes and discussions back at your desk.
- Adapted to your company's AI maturity, tools, and compliance requirements.

## Smarter HR Workflows

After this half-day session, your HR team will use your internal AI tools more effectively, reducing repetitive admin and freeing time for higher-value people work.



"The program included tangible takeaways and really useful tools. It met people where they are and gave you useful opportunities to test out ideas!"

**Maria Weicker, Publicis**

## Programme Breakdown



### Intro to AI-Powered HR

How AI is reshaping the work of HR teams, with examples and case studies. Score where you and your team sit in AI maturity framework and identify your gaps.

### Module 1: AI for HR

Quick-fire tips and tricks to get massive value from AI in your day-to-day HR work, fast. Tailored to your internal AI toolset.

### Module 2: AI for Job Specs

Use a structured prompting framework to build a job description and craft targeted ads for a live brief.

### Module 3: AI for Recruitment

Explore how AI is changing candidate screening and discover tools that help you run more structured interviews.

### Module 4: Employee Engagement

Analyze employee satisfaction data with AI and turn the results into visual insights you can take straight to leadership.

### Module 5: AI Agents

Build a simple AI agent trained on your HR policy documents. Test it with real employee queries and see how it could support your team.

### Module 6: Your AI Action Plan

Capture your individual actions and map out a roadmap for taking AI forward across the HR function.

### Takeaways

*AI for HR Playbook* with reusable prompts, a working AI agent prototype, and a prioritized action plan to take back to your team.



# AI for L&D Mini Lab

Apply AI across the ADDIE cycle to design, deliver, and evaluate learning that drives measurable impact.

LEVEL 2



50 participants



Virtual or F2F



3.5 hours



## Why do you need this?

L&D teams are expected to deliver more, faster, on tighter budgets. AI is becoming essential to meeting that challenge.

This hands-on program takes your team through the full ADDIE cycle with AI, from spotting performance gaps to evaluating impact.

Everyone leaves with reusable prompts, a pilot-ready learning module, and an action plan to start using AI across their L&D workflow right away.

## Business outcomes

- Compress brief-to-delivery cycles for learning content, session plans, assessment materials.
- Deliver more programs and assets without increasing headcount or sacrificing quality.
- Accelerate evaluation and reporting with AI-powered analysis of learner data and feedback.
- Free up L&D capacity for higher-value work: needs analysis, stakeholder engagement, program innovation.

## By the end of this program you will:

1. Understand the capabilities and limitations of gen AI for learning design and delivery.
2. Identify where AI adds value across the ADDIE cycle, from analysis through to evaluation.
3. Use AI hands-on for common L&D tasks: objective writing, content authoring, and assessment design.
4. Select the right AI tools for each stage of the learning development process.

**100%**

of participants reported increased confidence in using AI

## How it Works

- A half-day program built around the workflows L&D teams actually use every day.
- Runs virtual or face-to-face, your call based on team setup and preferences.
- Led by two expert facilitators with practical tips, live demos, and real-time support.
- Hands- activity using company-authorized tools on L&D-relevant scenarios.
- You'll get a takeaway playbook so the learning doesn't stop when the session does.
- Customised to your organization's AI maturity, tools, and industry requirements.

## From Brief to Brilliant, Faster

Your L&D team will have the prompts, workflows, and confidence to analyze needs, design sessions, author content, and measure impact – with AI at every step.



"Expert facilitation and such an engaging, impactful learning experience. I gained so many insights on leveraging Generative AI to enhance our capabilities through the ADDIE process."

**Alvaro Garcia Barba, World Bank Group**

## Program Breakdown



### Intro to AI-Powered ADDIE

How AI is changing L&D and how we can integrate it through the entire development process. Set ground rules for safe experimentation.

### Module 1: Analyze & Design

Use AI to turn a brief and source material into a clear performance gap, learner persona, and prioritized learning objectives.

### Module 2: Develop & Implement

Rapidly author learning assets: slide skeletons, trainer notes, assessment items, and short multimedia scripts. Prepare a facilitator guide and supporting materials.

### Module 3: Evaluate

Create pre/post tests and a post-learning survey, define KPIs, and outline an AI-assisted analysis plan to measure impact.

### Module 4: Personal Action Plan

Choose 2-3 concrete L&D tasks and define exactly which AI tools you'll use, when, and how you'll judge success.

### Module 5: AI Tool Selection

Compare and evaluate the leading AI platforms for L&D work. Match the right tool to each stage of your development process.

### Wrap-up

Recap the topics covered. Final time for Q&A. Share the final survey which unlocks the Playbook takeaway.

### Takeaways

*AI for L&D Playbook with reusable prompts, a pilot-ready learning module, and action steps to take back to your team.*



# AI for Marketing Mini Lab

Use AI to research, create and optimize campaigns faster - without compromising brand or quality.

LEVEL 2



50 participants



Virtual or F2F



3.5 hours



## Why do you need this?

Marketing teams are producing more content across more channels than ever, with growing pressure to prove ROI. AI can accelerate every stage of the workflow – but only when your team knows how to use it with purpose and precision.

This hands-on program runs your marketers through the full campaign lifecycle with AI, from research to performance analysis. Everyone leaves with a playbook and a clear plan for what to do differently on Monday morning.

## Business outcomes

- Accelerate content production without sacrificing quality or brand consistency.
- Surface deeper audience and competitor insights in a fraction of the time.
- Improve campaign performance through AI-assisted analysis and optimization.
- Free up marketing capacity for higher-value strategic and creative work.

## By the end of this program you will:

1. Know what gen AI can and can't do reliably across the marketing workflow.
2. Apply AI hands-on to core marketing tasks: research, content creation, campaign planning, and reporting.
3. Build reusable prompts and workflows for your most common marketing activities.
4. Leave with a prioritized implementation plan tailored to your team's context.

**3.9 hours** average time saved **per person, per week**

## How it Works

- A half-day program built around the workflows marketing teams use every day.
- Runs virtual or face-to-face, based on your preferences.
- Led by two expert facilitators with practical tips, live demos, and real-time support.
- Every activity uses company-authorized tools on marketing-relevant scenarios.
- You'll get a takeaway playbook so the learning doesn't stop when the session does.
- Customised to your organization's AI maturity, tools, and brand requirements.

## Better Campaigns, Built Faster

Walk away with the prompts, workflows, and confidence to plan, produce, and report on campaigns at a pace your team didn't think possible.



"Really interactive and fascinating. Made it feel much less overwhelming as a subject. Good use of examples and practical applications."

**Martha Burley, Pan Macmillan**

## Program Breakdown



### Setting the Scene

How AI is reshaping marketing, what's real versus hype, and where the biggest opportunities sit for your team. Quick pulse check on your starting point.

### Module 1: Research & Insights

Use AI to conduct audience research, analyze competitors, and surface trends. Build prompts that turn raw data into actionable marketing intelligence.

### Module 2: Content Creation

Generate copy, social posts, email sequences, and ad variants at speed. Learn how to maintain brand voice and quality at scale with reusable prompt templates.

### Module 3: Campaign Planning & Optimization

Use AI to draft campaign briefs, build channel strategies, and identify optimization opportunities from performance data.

### Module 4: Measurement & Reporting

Turn raw analytics into clear narratives. Use AI to summarize campaign performance, spot trends, and build reports your stakeholders actually want to read.

### Module 5: Personal Action Plan

Choose 2-3 concrete marketing tasks and define exactly which AI tools you'll use, when, and how you'll judge success.

### Wrap-up

Recap the topics covered. Final time for Q&A. Share the final survey which unlocks the Playbook takeaway.

### Takeaways

*AI for Marketing Playbook with workflows, prompt templates, and an implementation roadmap to take back to your team.*



# AI for Sales Mini Lab

Prospect smarter, prepare faster, and close with confidence using AI in every stage of the sales process.

LEVEL 2



50 participants



Virtual or F2F



3.5 hours



## Why do you need this?

Sales teams are under constant pressure to hit targets, but too much time is lost to admin, research, and prep that AI can now handle.

The best sellers are already using it to sharpen their outreach and free up time for the work that actually closes deals.

This hands-on program runs your team through the full sales process with AI, from prospecting and proposals to pipeline analysis and follow-up. Everyone leaves with a playbook and a plan to sell smarter starting this week.

## Business outcomes

- Reduce time spent on research, outreach drafting, and admin tasks.
- Improve proposal quality and personalisation without slowing down.
- Surface sharper pipeline insights and forecast with greater accuracy.
- Free up selling time by automating low-value preparatory work.

## By the end of this program you will:

1. Know what gen AI can and can't do reliably in a sales context.
2. Apply AI to core sales workflows: prospecting, outreach, proposals, and pipeline analysis.
3. Build reusable prompts for your most time-consuming sales preparation tasks.
4. Leave with a prioritized implementation plan tailored to your team and selling motion.

**94%**

of participants reported increased productivity in using AI

## How it works

- A half-day program built around the workflows sales teams use every day.
- Runs virtual or face-to-face, based on your preferences.
- Led by two expert facilitators with practical tips, live demos, and real-time support.
- Every activity uses company-authorized tools on sales-relevant scenarios.
- You'll get a takeaway playbook so the learning doesn't stop when the session does.
- Customised to your organization's AI maturity, tools, and CRM environment.

## More Selling, Less Admin

Your sales team will know exactly where AI saves them time, and where their expertise and relationships still matter most.



"Really interesting and made AI feel a lot more manageable. I've come away with so many ideas about how to implement this in my role"

**Poppy Morris, Pan Macmillan**

## Program Breakdown



### Setting the Scene

Where AI is genuinely useful for sales, and where it isn't. A grounded look at what top-performing teams are doing differently. Quick pulse check on your starting point.

### Module 1: Prospecting & Research

Use AI to build richer prospect profiles, identify buying signals, and prepare for calls in minutes instead of hours.

### Module 2: Outreach & Proposals

Generate personalised outreach sequences, tailor proposals to specific prospects, and handle objections with AI-drafted responses you can refine and send.

### Module 3: Pipeline & Forecasting

Use AI to analyze your pipeline data, spot deal risks early, and build clearer forecasts from the information you already have.

### Module 4: Meeting Prep & Follow-up

Automate meeting briefs, generate agendas, and draft follow-up emails that land. Learn how to turn call notes into structured action plans instantly.

### Module 5: Personal Action Plan

Choose 2-3 concrete sales tasks and define exactly which AI tools you'll use, when, and how you'll judge success.

### Wrap-up

Recap the topics covered. Final time for Q&A. Share the final survey which unlocks the Playbook takeaway.

### Takeaways

*AI for Sales Playbook with workflows, prompt templates, and an implementation roadmap to take back to your team.*



# AI for Finance Mini Lab

Use AI to report faster, analyze smarter, and focus on the work that moves the business.

LEVEL 2



50 participants



Virtual or F2F



3.5 hours



## Why do you need this?

The pressure on finance teams isn't slowing down: tighter close cycles, more requests for insight, and growing expectations from leadership, all with the same (or fewer) resources. AI can help, but only if your people know how to use it well.

This program gives your finance team practical experience applying AI to real finance tasks, from drafting commentary and analyzing data to exploring how agents can safely handle repetitive workflows. Everyone leaves with a playbook and a plan for what to do differently from now on.

## Business outcomes

- Compress reporting and commentary cycles without cutting corners.
- Surface sharper insights from data, faster, with less manual effort.
- Map and prioritize the highest-value AI use cases for your finance function.
- Shift capacity from repetitive admin towards business partnering and strategic analysis.

## By the end of this program you will:

1. Know what gen AI can and can't do reliably in a finance context.
2. Apply AI hands-on to core finance workflows: reporting, analysis, summarization, and narrative drafting.
3. Evaluate where agents and automation can safely accelerate finance processes.
4. Leave with a prioritized implementation plan tailored to your team's context.

**3.6 hours** average time saved **per person, per week**

## How it Works

- A half-day, hands-on program built around the workflows finance teams use every day.
- Runs virtual or face-to-face, based on your preferences.
- Led by two expert facilitators with practical tips, live demos, and real-time support.
- Every activity uses company-authorized tools on finance-relevant scenarios.
- You'll get a takeaway playbook so the learning doesn't stop when the session does.
- Customised to your organization's AI maturity, tools, and compliance requirements.

## Do the Thinking, Not the Typing

Walk away with the prompts, workflows, and confidence to compress reporting cycles, sharpen analysis, and free up headroom for the work that moves the business.



"Inspirational and a great way to demystify it all. Good to have hands-on experience trialling everything."

**Kate Green, Pan Macmillan**

## Program Breakdown



### Setting the Scene

What's real and what's hype? A grounded look at where AI is useful for finance, and where it isn't. Quick pulse check on your team's starting point.

### Module 1: Hack Your Productivity

A prompting masterclass applied to finance work. Practice turning raw inputs into structured updates, summarizing threads into actions, and running simple data analysis.

### Module 2: Using Agents for Finance

Go beyond prompts. See a pre-built finance agent in action, discuss what makes agents safe and auditable, and map where they could fit into your team's processes.

### Module 3: Use Case Hackathon

Your team identifies the quickest wins, then maps one key process end-to-end, defining success criteria and building an implementation plan.

### Module 4: Data Analysis Deep Dive

Work with AI to analyze datasets, pull out key trends, and draft the narrative commentary that turns numbers into decisions.

### Module 5: Personal Action Plan

Choose 2-3 concrete finance tasks and define exactly which AI tools you'll use, when, and how you'll judge success.

### Wrap-up

Recap the topics covered with time for Q&A. Share the final survey which unlocks the Playbook takeaway.

### Takeaways

*AI for Finance Playbook with workflows, prompts, and an implementation roadmap to take back to your team.*