



# SAMPLE WORKSHOP TOPICS - 2023/2024

*Custom versions are available as zoom "lunch and learn series"*

## Cutting through AI hype: **A no-nonsense AI approach for your business**

### Keynote Description:

In a world where Artificial Intelligence (AI) is becoming an increasingly important topic for businesses, it can be hard to separate fact from fiction. Many companies are bombarded with buzzwords and hype, making it difficult to know how to approach AI in a practical and effective way.

That's where this workshop comes in. With a no-nonsense approach, we'll cut through the noise and provide you with the knowledge and tools needed to understand and leverage AI for your business.

From identifying AI use cases to developing an AI strategy and implementation plan, we'll help you navigate the complexities of AI and set your organization up for success

### Key Takeaways and Learning Objectives: (Customized for each event and audience)

1. **Understand the Fundamentals of AI:** Gain a clear understanding of what AI is, how it works, and its potential applications in the business context. Learn to differentiate between AI realities and exaggerated claims, debunking the hype surrounding AI.
2. **Develop an AI Vision:** Learn how to develop an AI Vision, Roadmap and strategy that aligns with your organization's goals and objectives. Understand the key components of an effective AI strategy that works for you, including business process and data requirements, infrastructure needs, talent acquisition, and integration with existing processes, policies and compliance requirements.
3. **Identify Relevant AI Use Cases and Quick Wins:** Explore ideas to identify practical use cases where AI can deliver value and address specific business challenges. Learn how to assess feasibility, potential benefits, and risks associated with AI implementation.

4. **Plan for Successful AI Implementation:** Gain insights into the best practices for successful AI implementation. Learn how to create an implementation roadmap, establish performance metrics and ROI measurement, and mitigate potential risks associated with AI adoption. Understand the importance of change management and stakeholder engagement in driving successful AI initiatives.
5. **Identify Next Steps and Create an Action Plan:** Once you have gained an understanding of AI fundamentals, identified relevant use cases and initial quick wins, and discussed what is required for successful implementation, this step focuses on translating your learnings into actionable next steps.

**By the end of this workshop, you will have the knowledge and tools to understand the fundamentals of AI, plan for successful AI implementation, identify initial AI quick wins, develop an AI strategy, and leverage AI to drive growth and success in your business.**

### Target Audiences:

This workshop is designed for business professionals, including business unit leaders, operations professionals, managers, decision-makers, and strategists, who are seeking a practical and no-nonsense approach to understanding and leveraging AI for their organizations' success and are eager to walk away with an actionable plan to implement AI strategies effectively.

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## **Innovation Wants to Be Free: Build a Culture of Innovation and Empower Your Employees to Drive Real Change**

### Workshop Description:

Organizations are filled with tremendous knowledge and potential for innovation, but often bureaucracy, politics, and a lack of employee engagement can stifle progress.

This workshop provides proven strategies for unlocking the innovative potential within your organization. An innovation program that aligns with your organization's values and goals, and fosters a supportive culture of creativity and experimentation can make all the difference in driving growth and success.

Learn from the best practices of award-winning companies such as those featured in Fortune's Best Places to Work and Most Innovative Companies lists, and gain a clear roadmap for establishing your own successful innovation program.

## Key Takeaways and Learning Objectives: (Customized for each event and audience)

1. **Understanding the Innovation Landscape:** Gain a comprehensive understanding of the challenges and opportunities surrounding innovation within organizations. Explore the factors that hinder innovation, such as bureaucracy, politics, and lack of employee engagement, and discover strategies to overcome these barriers.
2. **Learning from Best Practices:** Explore the best practices of award-winning companies featured in Fortune's Best Places to Work and Most Innovative Companies lists. Study their approaches to fostering innovation, employee engagement, and creating a culture of creativity and experimentation. Extract valuable insights and lessons learned that can be applied to your own organization's innovation journey.
3. **Creating a Supportive Culture:** Discover techniques for creating a supportive culture that encourages innovation and empowers employees to generate and implement new ideas. Learn how to foster and operationalize an environment that embraces risk-taking, collaboration, and continuous learning, enabling individuals and teams to thrive and contribute to the organization's success.
4. **Establishing an Innovation Roadmap:** Gain a clear roadmap for establishing your own successful innovation program. Explore the key steps involved in designing, implementing, and managing an innovation initiative, including setting goals, establishing metrics for success, and integrating innovation into everyday workflows. Incorporate the successful strategies employed by industry leaders to establish a supportive culture that encourages innovative thinking, empowers employees to generate new ideas, and promotes experimentation. Identify quick wins that can get you started.
5. **Governance, Change Management, Funding, ROI, and Metrics for Success:** Gain insights into the governance of innovation initiatives, including the establishment of clear roles, responsibilities, and decision-making processes. Understand how to effectively manage change within the organization and create buy-in for the innovation program. Learn about funding mechanisms for innovation, measuring ROI, and establishing key metrics to evaluate the success of the program. Develop an understanding of how to communicate the value and impact of innovation to key stakeholders within your organization.
6. **Next Steps:** Discover actionable steps to implement the lessons learned from the workshop within your organization. Develop a roadmap for integrating innovation

practices, governance structures, change management strategies, and metrics for success into your organizational processes. Identify the necessary resources, timeline, and key stakeholders to drive the successful implementation of your innovation program.

By the end of this workshop, participants will gain a good understanding of how to unlock their organization's innovative potential, implement successful innovation programs, avoid common pitfalls, secure funding and measure ROI, establish meaningful metrics for success, navigate governance and change management challenges, and effectively communicate the value and impact of innovation to key stakeholders, empowering them to drive growth, foster a culture of creativity and experimentation, and achieve sustainable success.

## Target Audiences:

This program is designed for business leaders, HR professionals, innovation managers, R&D leaders, communications teams, operations professionals, strategy and planning teams, and change agents who are tired of hearing the same old AI buzzwords without any practical applications? Are you tired of hearing about AI as if it's some magical cure-all that will solve all your problems? You're not alone.

The truth is, AI can be an incredibly powerful tool, but only if you know how to use it effectively. You'll learn how AI really works, what its potential is, and provide you with practical applications for non-technical professionals.

By the end of the workshop, you'll have a solid understanding of AI and hands-on experience that will help you implement it in your life, career and organization. By immersing yourself in this practical experience, you will not only gain pragmatic knowledge but also have the confidence to amaze your coworkers with your newfound AI skills. Get ready to unleash your creativity and unlock the full potential of AI tools in a fun and engaging learning environment.

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## Demystifying AI: *Practical Applications for Non-Technical Professionals*

### Workshop Description:

Are you tired of hearing the same old AI buzzwords without any practical applications? Are you tired of hearing about AI as if it's some magical cure-all that will solve all your problems? You're not alone.

The truth is, AI can be an incredibly powerful tool, but only if you know how to use it effectively. You'll learn how AI really works, what its potential is, and provide you with practical applications for non-technical professionals.

By the end of the workshop, you'll have a solid understanding of AI and hands on experience that will help you implement it in your life, career and organization.

### Key Takeaways and Learning Objectives: (Customized for each event and audience)

1. **Understand the history and evolution of AI:** Gain insights into the origins of AI, its key milestones, and the current state of AI technologies. Explore the advancements in AI and its potential future directions, allowing you to grasp the broader context and trends shaping the field.
2. **Explore the practical applications and use cases of AI:** Discover real-world examples of how AI is being used across various industries and functions. Learn about the current tools and technologies available, and explore the potential benefits and limitations of implementing AI in different business contexts.
3. **Understand the practical, ethical and legal implications of AI:** Gain an awareness of the ethical considerations surrounding AI, such as privacy, fairness, and transparency. Learn about the legal and regulatory frameworks that govern AI usage and how to ensure

responsible AI practices within your organization.

4. **Let's Play with AI:** This interactive segment allows you to dive into leading AI tools and technologies, giving you the opportunity to explore their functionalities and capabilities firsthand. You will learn practical tips, tricks, and techniques to leverage these tools effectively, enabling you to enhance your productivity and efficiency in real-world scenarios.

By the conclusion of this workshop, participants will leave feeling inspired by real-world AI success stories, their curiosity fueled by exploration of the latest AI advancements, and empowered with the confidence to navigate the world of AI. They will have gained practical knowledge and hands-on experience with a diverse range of AI tools and technologies, enabling them to cut through the hype and complexities of the topic. Equipped with this understanding, participants will feel comfortable engaging in AI discussions, distinguishing between various AI concepts, and making informed decisions about AI adoption within their organizations.

### Target Audiences:

This workshop is ideal for professionals from various industries and roles, including business leaders, managers, strategists, and decision-makers, who are eager to explore the world of AI, understand its practical applications and potential impact in their personal and professional lives, and those who want to AI-proof their career by acquiring new skills and knowledge in this rapidly evolving field.

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## AI RISK MANAGEMENT: *Strategies for Minimizing Risk and Maximizing Value*

### Workshop Description:

AI has the potential to revolutionize the way we work and live. However, with great power comes great responsibility.

In addition to significant potential, AI carries significant risks like copyright infringement, biased decision-making, lack of transparency, data confidentiality concerns, job displacement, security vulnerabilities. These risks need to be addressed now. In this workshop, we will explore these risks and discuss strategies for mitigating them.

By understanding the risks and developing a plan for managing them, you can maximize the value that AI can bring to our organizations

## Key Takeaways and Learning Objectives: (Customized for each event and audience)

1. **Understanding AI's Impact on Your Organization:** Learn to identify industry-specific risks associated with AI adoption. This includes understanding potential challenges and threats that arise when implementing AI solutions in their particular business domain. Make informed decisions on how to approach AI adoption while considering its effects on various aspects of your organization. Explore specific use cases and potential applications of AI relevant to your industry and business functions.
2. **Identifying and Assessing Unique Risks:** Learn to identify industry-specific risks associated with AI adoption. This includes understanding potential challenges and threats that arise when implementing AI solutions in their particular business domain. Make informed decisions on how to approach AI adoption while considering its effects on various aspects of your organization. Explore specific use cases and potential applications of AI relevant to your industry and business functions.
3. **Tailored Mitigation Strategies:** Develop customized strategies to mitigate AI risks based on your organization's specific needs and goals. These strategies will be tailored to address the identified risks and align with the organization's overall objectives. Practical measures to safeguard data privacy, maintain transparency, and address bias concerns will be implemented, aligning with their business context. This involves putting in place concrete steps to protect sensitive data, ensure transparency in AI decision-making, and prevent biases in AI algorithms.
4. **Emphasizing Ethical and Legal Compliance:** Understand the ethical implications of AI adoption within their organization's values and principles. This includes considering the ethical implications of AI applications on individuals, society, and the environment. Learn industry-specific legal and regulatory frameworks, ensuring responsible and compliant AI practices. Understanding the legal requirements and regulations related to AI will enable you to operate within the boundaries of the law and ensure ethical AI deployment.
5. **Leveraging AI for Organizational Growth:** Identify areas where AI can drive tangible benefits and growth for the organization. This involves recognizing specific processes or functions where AI can be integrated to enhance efficiency, productivity, and overall performance. A culture of innovation will be cultivated, empowering employees to embrace AI and leverage it to boost productivity and efficiency. By fostering an innovative mindset and encouraging AI adoption, organizations can unlock the full potential of AI technologies to drive growth and positive change.

By the conclusion of this workshop, participants will learn to identify industry-specific risks associated with AI adoption, evaluate their potential impact, and develop customized strategies to mitigate them. Practical measures for data privacy, transparency, and bias concerns will be implemented, aligning with your business context. Participants will understand the ethical implications of AI adoption, navigate relevant legal frameworks, and identify areas where AI can drive growth. The workshop will foster a culture of innovation, empowering employees to embrace AI and leverage it effectively to achieve strategic goals, ensuring responsible AI practices and leveraging its potential for positive change.

### Target Audiences:

This workshop is ideal for professionals from various industries and roles, including business leaders, managers, strategists, and decision-makers, who are eager to explore the world of AI, understand its practical applications and potential impact in their personal and professional lives, and those who want to AI-proof their career by acquiring new skills and knowledge in this rapidly evolving field.