

## AI for business breakthroughs

45-minute webinar

### Unlock the Power of AI in Just 45 Minutes

This high-impact taster session gives attendees a hands-on glimpse into how AI can transform their workday. In under an hour, participants will see live demos, try practical prompts, and discover how tools like ChatGPT can save time, sharpen decision-making, and supercharge productivity.

From writing emails and reports to preparing meetings and generating ideas, this session shows AI in action. Attendees leave with real value—new skills, fresh insights, and a clear sense of what the full course offers. It's fast, focused, and immediately useful. Perfect for busy professionals ready to work smarter.

### What's in it for you?

- A practical feel for what AI can do in their daily work
- A taste of the full-day course experience
- Valuable tools and prompt techniques they can apply straight away

### Agenda

(10.00 – 10.45)

#### 1 Welcome & Icebreaker: “Automate the Agony”

- Quickfire: What's one repetitive or frustrating task you'd gladly automate?
- Purpose: Hook interest and surface relatable pain points
- Link: “What if AI could take that off your plate?”

#### 2 AI in Action: Real Tasks, Real Time

- Live Demo: Show ChatGPT or CoPilot writing a professional (and difficult) email from messy notes
- Power Move: Summarise a meeting transcript or complex doc in seconds
- How to ask AI to suggest ideas for a proposal, business plan, marketing idea or visual for a slide

#### 3 Interactive Exercise: Prompt Like a Pro

- Participants try short prompts in pairs (e.g., “Rewrite this email”, “step by step”, “Summarise this meeting”)
- Introduce three core prompt types:
  - Role-based (“Act as a sales coach...”)
  - Instructional (“List five steps to...”)
  - Comparative (“Compare option A vs B...”)

#### 4 Rapid Review: 5 Real Business Applications

- Flash tour through how AI supports:
  1. Creating PowerPoint presentations and slides
  2. Meeting prep and decision-making
  3. Report editing and formatting, producing audio from text
  4. Spreadsheet summarisation and insight
  5. Idea generation and innovation support

#### 5 Try It Now: Choose Your Task

- Participants pick one of the five tasks above and try it live using an AI tool.
- The facilitator supports, offers mini-coaching, and shares valuable tips.

#### 6 Wrap Up and What's Next

- Share 3 “quick start” takeaways
- Highlight the full-day course benefits, including hands-on practice, toolkits, and coaching.
- Offer a teaser: “We go deeper into 10 prompt types, roleplays, and AI strategy...”