

COURSE WORKBOOK



AI For Leaders – Strategy,
Productivity and Governance

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AI for Leaders – Strategy, Productivity & Governance Participant Workbook

Introduction

This workbook is designed to help you capture key insights, reflect on learning, and develop actionable steps for implementing AI in your business. Use it throughout the course to document your thoughts and create a structured plan for AI adoption.

Day 1: Enhancing Business Productivity with AI

Session 1: AI for Productivity – Identifying Opportunities

Reflection Questions:

- What are the three main productivity challenges in your business?
- How much time do you currently spend on repetitive, manual tasks?

Action Point:

- Identify one task that could be automated with AI this week.

Session 2: Exploring AI Tools for Productivity

Reflection Questions:

- Which AI tools covered today could enhance your business operations?
- How comfortable are you with integrating AI-powered automation?

Action Point:

- Select one AI tool to explore further and outline how you will evaluate its effectiveness.

Session 3: AI in Business Functions

Reflection Questions:

- Which business department could benefit the most from AI integration?
- How can AI enhance decision-making and customer interactions in your business?

Action Point:

- Identify one AI-driven improvement you will introduce in a specific department.

Session 4: Creating an AI Productivity Plan

Reflection Questions:

- What potential barriers (e.g., cost, skills, organisational buy-in) might slow down AI adoption?
- How will you measure the success of AI implementation in improving productivity?

Action Point:

- Draft a one-sentence goal for integrating AI into your business processes.

Day 2: AI-Driven Business & Marketing Planning

Session 1: Getting Started with ChatGPT

Reflection Questions:

- How could ChatGPT support your business and marketing tasks?
- What custom instructions could improve AI responses for your specific needs?

Action Point:

- Set up custom instructions in ChatGPT to tailor responses effectively.

Session 2: AI for Business Research & Strategy

Reflection Questions:

- What AI tools can assist with market research and competitor analysis?
- How can AI help identify and predict industry trends?

Action Point:

- Use an AI tool to research industry trends and summarise key insights.

Session 3: Writing Business & Marketing Plans with AI

Reflection Questions:

- How can AI streamline the process of writing business plans?
- What sections of your business or marketing plan could AI help generate?

Action Point:

- Draft one key section of your business or marketing plan using AI.

Session 4: Action Planning & AI Integration

Reflection Questions:

- What AI-generated insights are most relevant to your business strategy?
- What potential challenges might arise when integrating AI into planning?

Action Point:

- Outline three immediate steps for applying AI to business and marketing planning.

Day 3: AI Policy, Security & Governance

Session 1: AI Risks, Ethics & Responsible Use

Reflection Questions:

- What ethical concerns do you have about AI in your business?
- How can you ensure AI aligns with your company's values and ethical standards?

Action Point:

- Define one ethical principle to guide AI adoption in your organisation.

Session 2: AI Security & Compliance

Reflection Questions:

- What AI security risks are most relevant to your business operations?
- How does your company currently manage data privacy and compliance?

Action Point:

- Identify one security measure you will implement to safeguard AI systems.

Session 3: Developing an AI Policy

Reflection Questions:

- Why is an AI policy necessary for your organisation?
- What key areas should be covered in your AI policy framework?

Action Point:

- Draft one core policy statement outlining AI usage guidelines in your business.

Session 4: AI Governance & Risk Management

Reflection Questions:

- Who should be responsible for overseeing AI governance in your organisation?
- How will you monitor AI's impact and mitigate risks effectively?

Action Point:

- Define one governance practice to ensure the responsible use of AI in your company.

Final Reflection & Next Steps

Key Questions:

- What three concrete actions will you take over the next month to implement AI?
- What resources or support do you need to ensure successful AI adoption?

Use this space to note down final thoughts, key insights, and next steps for integrating AI into your business.

