



AI for Leaders – Strategy, Productivity and Governance

📍 Office 315-6, Bouverie House, 154-160 Fleet Street, London, EC4A 2DQ

☎ 0330 094 7344

✉ iwona.wansbrough-jones@pdguk.co.uk

🌐 www.mypd.co.uk

Dear Delegate,

I am delighted to welcome you to your MyPD training course.

At MyPD, we are passionate about supporting your professional growth. Our courses are carefully designed to be engaging, practical, and relevant, ensuring that you leave equipped with valuable knowledge and skills that you can immediately apply in your role.

Throughout the course, you will have the opportunity to share experiences, collaborate with others, and explore new ideas in a supportive and stimulating environment. Our trainers are dedicated to creating an interactive and enjoyable learning experience, and we encourage you to make the most of your time with us by asking questions, participating fully, and embracing new perspectives.

Whether you are here to build upon existing strengths, tackle new challenges, or simply refresh your skills, we are here to support you every step of the way.

Thank you for choosing MyPD for your professional development.

I wish you every success on your learning journey.

Kind regards,
Reuben Carr
Training Manager



AI for Leaders – Strategy, Productivity and Governance

Duration: Full Day

Overview

In today's fast-paced market, staying ahead means harnessing the power of artificial intelligence to boost productivity, streamline operations, and drive innovation. This exclusive training, designed specifically for senior leaders, provides you with practical AI tools and strategies to gain a competitive edge. Join us to discover how AI can revolutionise your business, from enhancing efficiency to shaping strategic decisions, all while ensuring ethical and responsible implementation.

This training program represents a significant step forward in connecting businesses with cutting-edge AI technology, underpinned by rigorous research and teaching best practices. Participants will leave with not only a deeper understanding of AI's potential impact on their businesses but also practical tools and strategies to implement AI solutions responsibly and effectively.

Learning Outcomes

- Understand the latest developments in AI
- Review and Evaluate the best tools (free and paid) including ChatGPT, GPT's, DALL-E3, ElevenLabs, Scraper, Fathom and many more.
- Analyse usage for applicable projects to 10X productivity
- Develop an area of your business to see immediate growth
- Understand the essentials of business and marketing planning and how AI supports strategy development
- Evaluate and analyse AI tools
- Develop a business growth plan using AI
- Understand the importance of setting AI policy within your organisation
- Analyse and Discuss implications for security and data governance
- Utilise tools and templates to create a policy to future proof your business against risk

CONTACT US

 0330 094 7344
 iwona.wansbrough-jones@pdguk.co.uk
 www.mypd.co.uk



AI for Leaders – Strategy, Productivity and Governance

Zoom Meeting

Daily course time: 9:30 AM – 4:30 PM BST

[Click here to join the meeting](#)

Meeting ID: 833 5898 5179

There is no password required

[Download Zoom](#) | [Join on the web](#)



CONTACT US

☎ 0330 094 7344
✉ iwona.wansbrough-jones@pdguk.co.uk
🌐 www.mypd.co.uk

Agenda

Day 1	Enhancing Business Productivity with AI Discover AI tools that deliver more time and free up resources to enhance your business and gain a competitive advantage. This session aims to boost productivity, enabling business leaders and their teams to focus on growth without the overhead of additional human resources. This hands-on session promises a deep dive into practical AI applications, guiding you from initial exploration to actual implementation by the end of the day. This workshop focuses on the practical use of AI to improve business productivity, saving time and money in business development and offering an action-oriented learning experience.
Day 2	AI-Driven Business & Marketing Planning and Strategy Tackle the often-neglected area of strategic business and marketing planning with AI's help. Learn how to develop and execute growth action plans efficiently, an essential step for business leaders facing budget constraints and access to external consultancy services. This course is all about using AI to craft and refine your business and marketing strategies, offering an action-packed day of learning, application, and networking.
Day 3	AI Policy, Security, and Governance The swift growth and widespread use of AI means that businesses need to consider how AI is being used within their organisations and provide some policy and regulation to ensure any risk can be mitigated. Policies with rules and guidelines to ensure that the power of AI is harnessed within organisations ethically, responsibly and to the benefit of all. Address the urgent need for policy and regulation in the use of AI within organisations. This final day focuses on developing guidelines to ensure AI is used ethically and responsibly, mitigating risks while harnessing its benefits for all stakeholders.

Trainer Profile: Emma Ellse



Emma Ellse is a distinguished consultant and trainer with over 25 years of experience, specialising in how artificial intelligence (AI) is adopted for strategic marketing and business growth. As a recognised expert in AI-driven marketing solutions, she has developed and delivered tailored training programmes that empower leaders to harness AI for enhanced productivity and decision-making. Emma's extensive background includes mentoring executives and business owners on leveraging AI technologies to streamline operations and create competitive advantages, making her a valuable resource for organisations looking to navigate the complexities of the digital landscape.

As a Consulting Lecturer at Lincoln International Business School and a Strategic Advisor for SMEs, Emma combines her practical experience with academic insight, guiding leaders in the effective application of AI in their strategic initiatives. Her commitment to fostering innovation is further exemplified through her role in the 'Help to Grow: Management Course' where she mentors business leaders in understanding AI's implications for growth and governance. With her comprehensive approach and dedication to continuous professional development, Emma is passionate about equipping leaders with the skills needed to thrive in an AI-enhanced business environment.

Your Needs, Your Training. Tailored Solutions for Every Client.

At PDG, we understand that every organisation has unique needs, that's why we offer tailored in-house training solutions to help your team develop the skills and expertise they need to thrive. Our in-house courses are designed to align with your organisation's specific goals, ensuring that your employees gain the knowledge they need in a way that is both relevant and impactful.

Our Process

Consultation

We begin with a comprehensive consultation to understand your audience, review existing challenges, and identify specific problem areas and desired learning outcomes.

Development

Our team develops a tailored training solution, leveraging subject matter expertise to create a proposal that aligns with your organisational objectives.

Proposal

We provide a detailed proposal that outlines the scope, costs, and terms, ensuring transparency and clarity for your decision-making process.

Pre-Delivery Meeting

We conduct a pre-delivery meeting with the trainer or subject matter expert allowing for necessary adjustments to ensure the training meets your expectations.

Delivery

The training is delivered by our qualified facilitators, focusing on engagement and interaction to enhance participant learning and retention.

Evaluation

We carry out a thorough evaluation to assess the effectiveness of the programme and gather feedback, ensuring alignment with your training goals and identifying opportunities for future enhancements.



BOOK A MEETING

to discuss bespoke courses
for your team

Woody Maxey-Graham

Training Partners Manager
woody@pdguk.co.uk | 0204 538 8769

THANK YOU FOR CHOOSING
MYPD FOR YOUR
PROFESSIONAL DEVELOPMENT
WE HOPE TO SEE YOU AGAIN SOON



IN PARTNERSHIP WITH



CONTACT US

☎ 0330 094 7344

✉ iwona.wansbrough-jones@pdguk.co.uk

🌐 www.mypd.co.uk