

# AI

# Primer



## Get across Generative AI in 1 hour!



### Explore

Gain a clear understanding of AI's value without the technical jargon, enabling smarter business decisions.



### Recognise

Experience AI in a way that finally makes sense, giving you the confidence to explore practical business opportunities.



### Activate

Turn your AI insights into practical tools that drive real business results, tailored to your business goals.

## About this program

Discover the potential of AI in just one hour with the AI Primer. Designed to eliminate confusion, this session provides clear, actionable insights that empower business owners to make informed decisions and optimise operations without feeling overwhelmed.. You'll recognise AI's true value through hands-on examples that show how it can support smarter decisions and practical improvements. Finally, you'll activate your knowledge by creating a simple AI-powered tool and an actionable plan you can use right away. No fluff, just real-world results.

**[Register for your Session](#)**



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Explore

# Explore AI without complexity



*Why does AI feel so complicated?*

*Most businesses struggle with AI because they try to force it into old ways of working—seeing it as just automation rather than a practical skill that can unlock value, efficiency, and better communication.*

*We cut through the overwhelm.*

*We simplify the core ideas, introduce clear thinking patterns, and show how AI can go beyond automation—helping you innovate, make smarter decisions, and serve your customers better.*

*Instead of chasing tools or hype, we focus on real-world, tailored examples—specific to your business. You'll walk away with practical wins, a fresh mindset, and a clear path forward.*

Recognise

# The Aha! Moment with AI



*AI finally makes sense!*

*You're past the hype now. You know AI isn't just about speeding things up—it's about thinking differently.*

*It becomes a real edge in your business. Not a buzzword, but a way to spot opportunities faster, simplify what's messy, and make sharper calls with less second-guessing.*

*You stop getting tangled in the tech. Instead, you focus on what matters—clarity, momentum, and doing the work that actually moves things forward.*

*With some hands-on practice and a few simple mental models, you'll start using AI where it really helps—on everyday tasks that save time, make sense, and just click.*



Activate

# Turn ideas into AI actions



*How do you start using AI today?*

*Getting your head around AI is one thing. Putting it to work is where the real shift happens.*

*This is where we roll up our sleeves and make it real.*

*Whether it's smoothing out clunky processes or improving how you connect with customers, you'll learn how to use AI as a practical support tool—not a replacement, but a smart sidekick that works with the way your business runs.*

*You'll walk away with something real: a tailored use case, a clear plan, and the confidence to keep going.*

*No jargon. No overwhelm. Just practical wins that actually stick.*

# Agenda

## ***What we'll cover:***

### ***Why AI Matters to your Business***

*Explore how AI can reshape the way you work, helping you unlock efficiencies and solve business challenges.*

### ***Tailoring AI to your needs***

*Identify the key areas in your business where AI can create real value, with practical strategies to get started.*

### ***Real World Applications in Action***

*See AI in action through hands-on examples that bring clarity to its potential and help you achieve your goals.*

### ***Practical Implementation Strategies***

*Discover actionable steps to integrate AI seamlessly into your existing workflows and business processes.*

### ***Setting up for Success***

*Get your account up and running with expert guidance, ensuring you're set up to achieve immediate impact.*

***Cost - \$175+GST AUD***

**[Register for your Session](#)**