AI Transformation Service Packages & Outcomes

by Melanie Macdonald

Introductory AI Strategy Session

What: A 20-minute phone or Zoom call to explore how AI can benefit your business.

Outcome: Quickly gain insights into AI opportunities relevant to your industry and determine if AI is a viable solution for your organisation.

Investment: No Cost

Private CEO or Chair Briefing

What: A 60-minute confidential session designed for CEOs, Chairs, and board-level leaders. This briefing cuts through the hype to provide a clear, tailored understanding of how AI is impacting your sector, where the risks and opportunities lie, and how to make informed, strategic decisions.

Outcome: Walk away with a focused understanding of AI's implications for your organisation, clarity on where to start, and a foundation for board or executive-level discussions around AI adoption.

Investment: $2,000

THE AI TRAINING GROUP

Executive AI Briefing & Brainstorming

What

A 2-hour interactive session with your leadership team to explore AI possibilities tailored to your business.

Outcome

Identify high-impact areas where AI can drive efficiency, productivity, and growth, helping you envision the future of AI in your organisation.

Investment

$3,000

AI Readiness Assessment & Roadmap Development

Comprehensive Evaluation

Assessment of your organisation's current capabilities, infrastructure, and culture

Detailed Analysis

Identification of strengths and areas for improvement

Strategic Roadmap

Development of an AI adoption plan aligned with business goals

What: A comprehensive evaluation of your organisation's current capabilities, infrastructure, and culture to determine readiness for AI integration.

Outcome: Receive a detailed report outlining strengths, areas for improvement, and a strategic roadmap for AI adoption aligned with your business goals.

Investment: $12,000

AI Workshops

Half-Day AI Tools Workshop

What: A 4-hour workshop designed to introduce frontline staff and operational managers to practical AI tools and workflow opportunities tailored to your business context.

Outcome: Equip your team with hands-on experience using AI to solve real problems. This workshop builds internal capability, boosts confidence, and lays the groundwork for longer-term transformation.

Investment: $5,000

Full-Day AI Workflow Design & Training Workshop

What: A full-day, on-site or virtual workshop tailored to your team's needs. Choose from two tracks:

- Track 1: Foundations & Design Skills - Focus on prompting techniques, automation thinking, and workflow design fundamentals.
- Track 2: Tool-Specific Implementation - Get hands-on with specific AI tools like MindPal, Make, Zapier, or custom internal platforms.

Outcome: Leave with real, ready-to-use AI workflows built around your operations. Your team will gain the skills, tools, and confidence to scale automation internally, regardless of their starting point.

Investment: $8,000

This structured approach ensures AI is not just introduced but fully embedded into your business, delivering real, measurable impact.

Introductory AI Strategy Session

Duration: 20 Minutes
Investment: Free
Ideal For: Business owners, executives, or department leads who want to explore how AI could benefit their organisation

by Melanie Macdonald

Purpose and Coverage

This no-cost session is designed to give you fast clarity on whether and where AI makes sense in your business - without jargon, pressure, or a sales pitch.

Whether you're curious, cautious, or just getting started, this is a simple way to:

- Get expert insight tailored to your sector and role
- Identify quick wins or untapped opportunities
- Decide what next step (if any) makes sense for you

What We'll Cover

A short diagnostic of your current workflows, challenges, or ambitions

An overview of AI's most relevant applications for your business type

A discussion of risk, feasibility, and timing based on your context

Suggested next steps: what to explore, automate, or delegate to AI

Expected Outcomes

By the end of the call, you will:

- Have a clearer view of how AI can (or can't) help your business right now
- Know whether you're ready for the next step - or what would make you ready
- Receive personalised guidance on the most valuable areas to focus next

This session is the front door to smarter AI decisions - quick, honest, and genuinely useful.

Private CEO AI Briefing

Duration: 60 Minutes

Investment: $1,500

Ideal For: CEOs, Managing Directors, and senior executives seeking clarity, confidence, and competitive edge in AI strategy

by Melanie Macdonald

Purpose

This confidential, high-level session is designed for leaders who need to cut through the noise and get straight to what matters.

AI is changing the rules of business - and those who lead from the front will shape the future.

This briefing equips you with:

- Strategic insight into where AI is going and why it matters now
- The language and confidence to lead internal conversations about AI
- A practical sense of how to evaluate AI opportunities and risks in your organisation

You'll leave with clarity - not a tech deep-dive, but a boardroom-ready view of what to watch, what to act on, and what to ignore.

Session Overview

Briefing Setup (5 mins)

- Understand your industry context and strategic priorities
- Identify any specific questions or focus areas

AI Landscape for Leaders (20 mins)

- What's driving AI advancement - and what it means for leadership
- High-level trends in intelligent automation, decision support, and workforce impact
- Examples of how other CEOs are approaching AI

AI Risks, ROI & Leadership Decisions (20 mins)

- Frameworks for assessing AI feasibility, value, and risk
- Key areas of concern: data security, strategic alignment, disruption
- When to act - and when not to

Immediate Next Steps (15 mins)

- Prioritised insights tailored to your business
- Options for rollout, communication, or deeper capability development
- Q&A and follow-up plan

Outcomes

By the end of this session, you will:

Strategic Understanding

Understand the real implications of AI for your business model and leadership role

Decision-Making Capability

Be equipped to ask sharper questions and make smarter AI-aligned decisions

Action Clarity

Have clarity on where to begin - or refine - your AI strategy

Competitive Advantage

Gain a strategic edge in internal leadership, competitive positioning, and innovation planning

This session is for CEOs who don't need to be the AI expert - just the one with the insight and confidence to lead.

Private Chair AI Briefing

Duration: 60 Minutes
Investment: $1,500
Ideal For: Board Chairs and Non-Executive Directors seeking to provide effective oversight and governance on AI strategy

by Melanie Macdonald

Purpose

As AI becomes a board-level issue, Chairs must lead with questions - not just answers. This confidential briefing is designed to help you navigate your governance role with clarity, confidence, and strategic foresight.

Rather than diving into tools or technology, we focus on what matters most at the board level:

- How AI impacts risk, compliance, and corporate responsibility
- What good oversight looks like in an AI-driven business environment
- Where to focus board conversations - and how to support management without overstepping

This session equips you to lead productive, informed boardroom discussions on AI.

Session Overview

1. Governance Context (5 mins)

1

- Align on your industry context and board responsibilities
- Identify any current or upcoming decisions where AI plays a role

2. AI Landscape for Directors (20 mins)

2

- Emerging AI trends through the lens of governance and fiduciary duty
- Real-world examples of AI-related risk and reputation impacts
- The Chair's role in ensuring strategic alignment and ethical oversight

3. Evaluating Organisational Readiness (20 mins)

3

- Key questions to ask executives about AI adoption
- Risk frameworks and decision models for boards
- How to support innovation while maintaining accountability

4. Next Steps for the Board (15 mins)

4

- Tailored discussion points to raise with your board and CEO
- Recommendations for further education, risk management, or strategy sessions
- Q&A and follow-up action plan

Outcomes

By the end of this session, you will:

- Understand the governance implications of AI in your sector
- Know what questions to ask, what red flags to watch for, and how to guide board conversations
- Be prepared to oversee AI strategy with confidence and clarity
- Help your board provide the right balance of challenge and support in a fast-changing landscape

This briefing empowers Chairs to lead from the front - ensuring your board keeps pace with AI while safeguarding your organisation's long-term value.

Executive AI Briefing & Brainstorming Session

Duration: 2 Hours

Investment: $3,000

Ideal For: Executive leadership teams, department heads, and strategic decision-makers

by Melanie Macdonald

Purpose

In a world where AI is reshaping industries at an unprecedented pace, standing still is no longer an option. This session is designed to give your leadership team the clarity, confidence, and direction needed to take control of your AI future - before the market dictates it for you.

While others are still experimenting, this briefing positions your business to lead. We go beyond the hype to help you:

- Understand what's happening beneath the surface of AI trends.
- Uncover where AI can deliver real business value (and where it can't).
- Get your team aligned and ready to act.

This is not a generic lecture - it's a sharp, strategic working session grounded in real business outcomes and tailored insight. If you're serious about making AI work for your organisation, this is the smartest first move. It equips your leadership team with the clarity and confidence to move from AI curiosity to AI capability.

Session Agenda

1 Introduction & Session Goals (10 mins)

- Welcome and overview of the session purpose
- Contextualising AI's role in modern business
- What we'll cover and the intended outcomes

2 The AI Landscape – What's Possible? (30 mins)

- How AI has evolved: from automation to intelligent agents
- Cross-industry impact stories and real-world use cases
- Core technologies and what they mean for your sector

3 AI in Your Business – Brainstorming Opportunities (45 mins)

- Mapping current challenges, bottlenecks, and inefficiencies
- Identifying where AI could add value or create leverage
- Tailored ideation aligned to your industry, structure, and strategy
- Prioritisation of ideas by impact and feasibility

4 Overcoming Barriers to AI Adoption (20 mins)

- Common concerns: cost, complexity, and change management
- Embedding AI into existing workflows
- The role of leadership, culture, and capability-building

5 Laying the Groundwork (15 mins)

- Key takeaways and next steps
- Brief overview of our AI Rollout Plan
- Immediate actions and quick wins
- Q&A and close

Outcomes

By the end of this session, your team will have:

Shared Understanding

A shared understanding of where AI is headed and how it's already reshaping industries

Clear Examples

Clear examples of how other organisations are saving time, reducing costs, and gaining competitive edge using AI tools and agents

Prioritised Opportunities

A prioritised list of AI opportunities that are specific, actionable, and feasible within your current structure

Risk Management

Insight into how to manage risks, address change resistance, and foster a culture of experimentation

Implementation Roadmap

A roadmap to begin implementation - starting with fast wins and building toward larger transformation

This session will leave your team aligned, informed, and equipped to make confident, strategic decisions about AI adoption - grounded in your business priorities, not just trends.

Key Takeaways

Understanding AI's Potential

A shared understanding of what AI can (and can't) do

Opportunity Identification

A list of high-impact, relevant AI opportunities

Clear Path Forward

A clear starting point and path forward for implementation

AI Readiness Assessment & Roadmap Development

This comprehensive assessment is for businesses ready to move beyond pilot projects and invest in AI as a core enabler of efficiency, innovation, and growth.

by Melanie Macdonald

Purpose & Structure

Rather than jumping into tools, we start with a detailed understanding of your business environment - its capabilities, blockers, and potential. The result: a roadmap grounded in strategic priorities, operational reality, and measurable ROI.

Service Details

Duration	Tailored over multiple sessions
Investment	$12,000
Ideal For	Leadership teams committed to strategic AI adoption across departments and functions

Organisational Discovery

- Deep dive into your current systems, workflows, and internal data flows
- Interviews with key stakeholders to assess AI awareness, appetite, and friction points
- Evaluation of digital maturity, change readiness, and strategic alignment

Opportunity Mapping

- Identification of high-leverage use cases across departments
- Prioritisation based on business value, ease of implementation, and risk
- Tailored analysis of automation, augmentation, and intelligence opportunities

Roadmap Delivery

- A detailed, step-by-step implementation roadmap tailored to your capacity and goals
- Role-based recommendations and sequencing for rollout
- Governance, change management, and capability-building considerations

Engagement Outcomes

By the end of this engagement, your organisation will:

Holistic Understanding

Have a holistic, objective understanding of its AI readiness across culture, tech, process, and leadership

Strategic Roadmap

Receive a strategic roadmap with prioritised, high-value AI initiatives

Launch Preparation

Be prepared to launch AI projects with clarity, confidence, and internal alignment

Solid Foundation

Have a solid foundation for capability-building and long-term transformation

Why Choose This Assessment

This assessment delivers the clarity, coordination, and confidence required to lead AI adoption at scale - without wasting time, energy, or budget.

Unlike piecemeal approaches that focus solely on technology implementation, our comprehensive methodology ensures your AI initiatives are strategically aligned with business objectives and operationally feasible within your organisation's unique context.

Strategic Alignment

Ensure AI initiatives directly support your core business objectives and deliver measurable value

Risk Mitigation

Identify and address potential implementation challenges before they impact your projects

Resource Optimisation

Focus your investment on high-impact opportunities with clear ROI potential

Half-Day AI Tools & Workflow Workshop

Duration: 4 Hours
Investment: $5,000
Ideal For: Frontline staff and operational managers ready to explore AI tools and build practical confidence

M **by Melanie Macdonald**

Purpose & Workshop Structure

This hands-on workshop introduces your team to practical AI tools, real business use cases, and workflow opportunities that they can begin applying immediately. It's designed to reduce overwhelm, build confidence, and spark momentum for change - especially in teams that are curious but cautious.

Whether your goal is time-saving, process improvement, or simply demystifying AI, this workshop makes it real and relevant.

Introduction & Orientation

- Overview of AI in the workplace
- Understanding intelligent workflows vs. isolated tools
- Session goals and what to expect

Exploring Practical AI Tools

- Hands-on walkthroughs with tools like ChatGPT, Claude, Microsoft Copilot, and others
- Use cases tailored to your business or role type (e.g. admin, customer service, field ops)

Workflow Discovery & Design

- Identify repetitive, manual, or time-consuming tasks
- Learn how to map simple AI-supported workflows
- Design one or more use-case-specific examples as a team

Discussion & Debrief

- What we learned and how it applies
- What tools or ideas to test further
- Q&A and next steps

Outcomes

By the end of this workshop, your team will:

- Understand how AI tools can be used in their day-to-day work
- Feel more confident and less overwhelmed by emerging technology
- Have started designing real workflows tailored to your operations
- Be ready to trial and scale basic automation in their department

This session is ideal as a starting point for operational teams - laying the groundwork for larger transformation without needing technical expertise.

Full-Day AI Workflow Design & Training Workshop

Duration: 8 Hours
Investment: $8,000
Ideal For: Cross-functional teams, department leads, or innovation units ready to implement AI workflows that create real operational impact

This full-day session is designed to move your team from AI exploration to implementation. Participants will build real, usable workflows using AI tools, learn automation and prompting best practices, and leave with the skills to scale AI internally.

This is not a theory-based session - it's practical, project-based, and customised to your context.

by Melanie Macdonald

Workshop Tracks

Track 1: Foundations & Design Skills

Best for teams who need to:

- Build internal capability from the ground up
- Understand AI prompting, automation thinking, and workflow design
- Apply techniques across tools like ChatGPT, Google Workspace, Notion, and Excel

Workshop Structure:

1. AI Workflow Orientation (1 hr)
    - What is an AI-powered workflow?
    - Understanding prompting, automation logic, and use case types
2. Prompting & Design Fundamentals (2 hrs)
    - Effective prompting with tools like ChatGPT
    - Workflow mapping and scoping methods
    - Common automation patterns and mistakes to avoid
3. Tool Walkthroughs (2 hrs)
    - Introduction to tools such as Google Workspace, Notion AI, Excel AI, etc.
    - Creating reusable prompts and workflows in low-code/no-code environments
4. Build Challenge & Debrief (3 hrs)
    - Team challenge: apply skills to a realistic business process
    - Peer review, refinement, and discussion of what's next

Track 2: Tool-Specific Implementation

Best for teams who already use or plan to adopt tools like:

- MindPal, Make, Zapier, Airtable, or your own internal platforms
- Workshop includes guided build sessions and prototyping tailored to real use cases

Workshop Structure:

1. Context & Use Case Planning (1 hr)
    - Identify 1- 2 real processes or problems to solve
    - Review current tool stack and integration options
2. Live Tool Setup (3 hrs)
    - Guided build sessions using MindPal, Make, Zapier, etc.
    - Work with your own data, triggers, and outputs
3. Workflow Testing & Iteration (2 hrs)
    - Troubleshooting issues
    - Assigning roles, steps, and ownership
    - Design documentation for rollout
4. Refinement & Scale Planning (2 hrs)
    - Review finished workflows and value delivered
    - Plan for team onboarding, governance, and next steps
    - Test workflows, identify blockers, assign ownership
    - Define next steps for rollout or continued development

Workshop Outcomes

By the end of this session, your team will:

Build Real Workflows

Have built and tested at least one real, AI-powered workflow relevant to your operations

Master Core AI Skills

Understand core AI skills like prompting, integration logic, and process automation

Scale Internally

Be ready to scale workflows internally or continue iterative improvement

Align With Business Goals

Gain clarity on where AI fits into your broader business goals and systems

This workshop is ideal for teams who are ready to stop learning about AI and start building with it.

Board AI Briefing (Full Board Session)

Duration: 90 Minutes

Investment: $2,500

Ideal For: Entire boards of directors seeking a shared foundation in AI strategy, oversight, and organisational impact

by Melanie Macdonald

Purpose

This session provides a unified, high-level understanding of AI tailored to your board's governance and oversight responsibilities. It bridges the gap between technical innovation and boardroom priorities, ensuring all directors are equipped to engage meaningfully in strategic conversations.

We focus on:

- What board members need to know about the AI landscape and regulatory trends
- Where AI intersects with risk, compliance, ethics, and reputation
- How to align oversight with the organisation's AI maturity and ambitions

This session empowers your board to lead with confidence and cohesion in an AI-driven era.

Session Agenda

1

1. Framing the Discussion (10 mins)

- Overview of AI's relevance to governance and fiduciary duty
- Context-setting based on your industry and organisation

2

2. AI Landscape for Directors (30 mins)

- Key trends: automation, agents, decision support, and workforce impact
- Board-level risks: security, bias, misinformation, and compliance
- Case studies from sectors facing rapid AI transformation

3

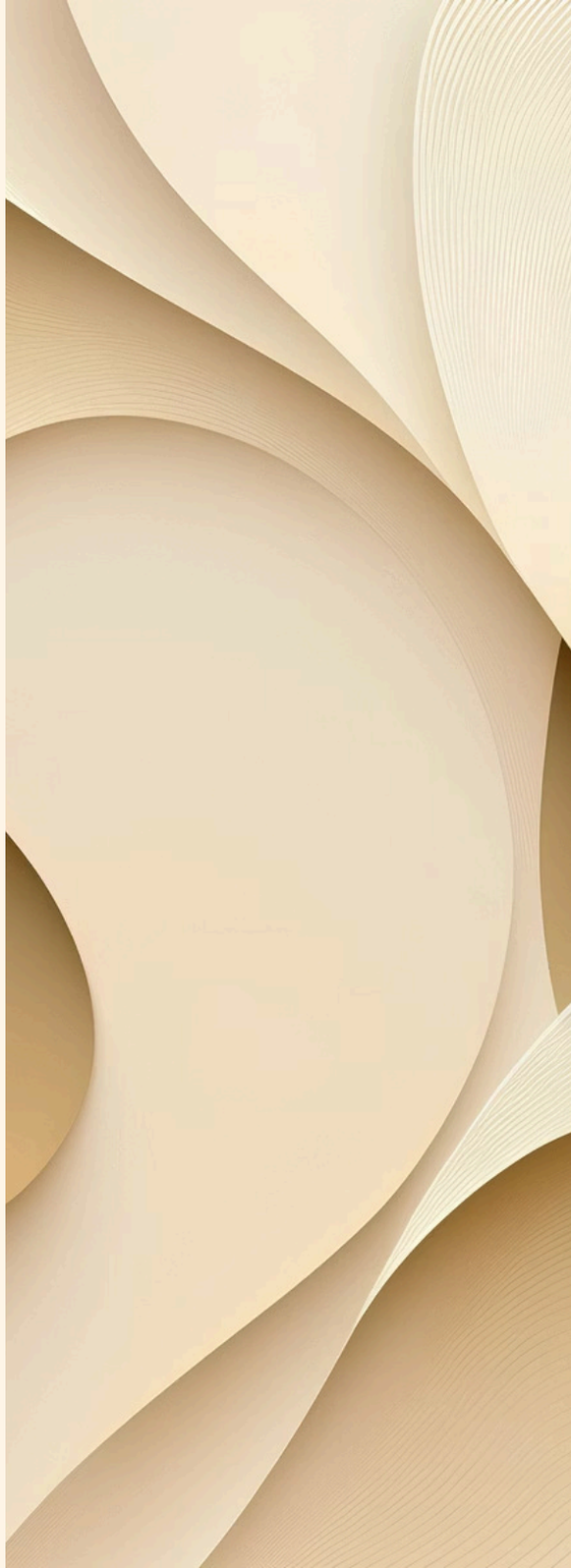
3. Strategic Oversight of AI (30 mins)

- How to assess readiness and risk from a board perspective
- Oversight vs. overreach: knowing your role
- What good reporting and assurance look like

4

4. Boardroom Conversations & Next Steps (20 mins)

- Questions to ask management
- How to foster constructive, informed board discussions
- Options for deeper strategy, education, or risk audits



Outcomes

Shared Understanding

Share a common language and understanding of AI's strategic and risk implications

Informed Oversight

Know how to provide informed oversight without overstepping operational roles

Asking the Right Questions

Be equipped to ask the right questions of management and external advisors

Governance Integration

Understand how to embed AI into broader governance, risk, and compliance frameworks

This session turns AI from a buzzword into a boardroom conversation - giving directors the clarity and structure to govern with confidence.