

LEADERSHIP + AI

HARNESSING THE POWER OF GENERATIVE AI

The rise of generative AI marks a seismic shift in business operations, igniting widespread excitement and redefining corporate strategies. This advanced technology, armed with the ability to generate text, visuals, and code, is quickly emerging as a transformative force in almost all sectors. Companies are capitalising on generative AI for more efficient content creation, bespoke customer experiences, and innovative product designs, significantly cutting down on manual labour while boosting productivity.

Yet, this progress is not without its challenges. Integrating generative AI into practical, value-driven applications, safeguarding information, and navigating ethical concerns are pivotal issues that businesses must address.

The influence of generative AI is unmistakable and necessitates strategic understanding and implementation across all organisational levels.

Join us for an immersive one-day workshop that will transform your understanding and practical skills in generative artificial intelligence (AI).

Designed specifically for leaders, this workshop equips you with the knowledge and tools to apply generative AI within your organisation. Stay ahead of disruption and unlock the transformative power of AI in just one day.



This session was excellent, particularly stepping through how to actually use AI in a creative design process to enhance human processes.

The program

Participants will learn about:

- The fundamental concepts of generative AI and understand its relevance in today's organisational landscape.
- Insights into generative AI models, including the security and ethical considerations of the technology.
- Real-world applications across different industries and business functions such as marketing, customer service, finance, and human resources.
- The mindset required to identify opportunities and harness the broad potential of generative AI.
- Through hands on exercises, master practical techniques for this dynamic and fast-evolving technology.

Launceston

Wednesday 10 April 2024

Cost \$875

9am - 5pm

Hotel Verge, 50 Tamar St

Launceston TAS 7250

[BOOK NOW](#)

Hobart

Thursday 11 April 2024

Cost \$875

9am - 5pm

Salamanca Inn, 10 Gladstone St

Battery Point TAS 7004

[BOOK NOW](#)

The outcomes

Delivered by Simon Tyrrell, this workshop provides interactive exercises that will give you practical insights to:

- Apply generative AI capabilities to real-world scenarios.
- Leverage the readily available tools to provide positive impact to your organisation.
- Connect with like-minded professionals shaping the future of their organisations.
- Don't miss this unique opportunity to expand your knowledge and gain practical skills in the world of generative AI.



B L E W my mind. Simon is a great speaker, good tools, and a conversation process for design thinking that is very transferable and will be useful.

Who is the program for?

Leaders and Decision-Makers:

This workshop has been specifically designed for anyone in a leadership role who seeks to understand the impact of generative AI on organisation strategy and operations.

Organisational Professionals:

Those who are interested in applying generative AI within their organisations will benefit greatly. This could include professionals from various departments such as marketing, customer service, finance, and human resources.

Individuals Seeking Practical Skills:

Participants looking to gain practical skills and insights into generative AI will find this workshop valuable. It's not just theoretical; it includes hands-on exercises to ensure practical understanding.

Facilitated by Simon Tyrrell

Based in Tasmania, Simon is a technology expert with over 18 years of experience.



He has worked with some of the biggest brands and transformed the way people approach innovation by providing advice on their digital technology strategies.

Simon has held various leadership positions, including Chief Product Officer, where he led a team that created one of the world's first business-focused chatbot products. In subsequent roles, Simon has led Strategy and Innovation for a fast-growing, publicly listed global software company.

Simon is currently working with organisations to understand and apply Generative AI across a wide variety of use cases.

His expertise in the field of technology and innovation as well as his ability to communicate complex technology in simple and approachable ways, makes him an ideal facilitator for this workshop.

Get in touch

For more information about any of our programs, please contact Ros Young, our Program Coordinator:

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