

AI Power User

The Zero-to-Hero AI Syllabus

Eight hands-on sessions to take you from AI beginner to AI power user. Each one lasts 2-3 hours, and you practise on your own real work.

£59 per session

8 places only

2-3 hours, live

WEEK 1



Funky Foundations

- How AI actually works, in plain English: large language models, chatbots and why AI sometimes makes things up
- A hands-on tour of ChatGPT, Claude, Microsoft Copilot and Google Gemini, and what each does best
- The pros and cons of Chinese AI models like DeepSeek and Qwen
- Free vs paid plans: what you actually get for your money
- Choosing the right tool for your business, and where humans still fit in

You walk out knowing which AI tools are right for you and your business, and how to start using them with confidence.

WEEK 2



Prompt Mastery

- A simple prompt formula you can use every time: role, task, context and format
- Adding the right background: pasting in examples, uploading files and sharing links
- Ninja tricks: asking AI to question you first, giving it a persona, and asking for three options instead of one
- Switching on thinking modes and Deep Research for harder questions
- Iterating: how to push back and get a second draft that's actually better

You walk out with strong prompting skills that get you better answers, first time.

WEEK 3



Build A Super-Smart AI Workspace

- Set up a project space in ChatGPT Projects, Claude Projects or Copilot Notebooks
- Build your own custom assistant with a Custom GPT or a Gemini Gem
- Write custom instructions so AI knows your tone, your offer and your customers
- Turn on memory so AI remembers your preferences between chats, and learn how to check and delete what it keeps
- Load your key documents once, so you stop explaining your business every time

You walk out with your first intelligent AI workspace, set up for your business.



Simon Lamey

Your AI Coach

Simon leads AI strategy at a major AI consultancy. He has worked in AI since the launch of ChatGPT, coaching individuals and businesses and building AI systems. Step by step, brick by brick, with less hype. A strategy consultant to hundreds of major brands since 2005.

WEEKS 4 & 5



AI For Every Work Situation, Parts 1 & 2

The group picks five from: research, analysis, proposals, emails, blogs, presentations, social writing, planning, ideas, documents and data. For example:

- Research:** run a Deep Research report on a competitor or market in minutes
- Analysis:** upload a spreadsheet and ask AI to find the trends and draw the charts
- Proposals and emails:** draft in your own voice using Canvas or Copilot in Word and Outlook
- Presentations:** turn a rough outline into a slide deck with Copilot in PowerPoint or Gemini in Slides
- Documents:** summarise long reports and PDFs with NotebookLM, and even turn them into a podcast
- Every task done on your real work, with a check on facts, figures and tone before anything goes out

You walk out with five everyday tasks done faster and better with AI, and a method to repeat each one.

WEEK 6



Workflow Wonder

- Spot the jobs you do again and again that AI can speed up
- Map a task into clear steps AI can follow, with a human check at the right moment
- Save your best prompts as reusable templates and assistants
- A first look at no-code automation tools like Zapier and Make, linking AI to your email, forms and calendar

You walk out having built your first workflow, ready to save hours of time for you and your team.

WEEK 7



Build An Agentic Army

- What an AI agent is, and how it differs from a chatbot
- Watch agents at work: ChatGPT agent booking, browsing and filling in forms for you
- Build your own agent, step by step, in the platform you already use: ChatGPT, Claude, Gemini or Copilot
- Give your agent a clear brief, the right tools and the right files
- Set safe limits: what it can do alone, and when it must ask you first

You walk out knowing how to build your first agent.

WEEK 8



AI Wisdom

- What's safe to share with AI and what isn't, including client data and UK GDPR basics
- The privacy settings to change today: turning off model training and using temporary chats
- Fact-checking in practice: spotting made-up facts and checking sources in under a minute
- Bias, copyright and being open with clients about your AI use
- Write a one-page AI policy for your business, with Simon's template
- Your personal plan for what to learn next

You walk out knowing how to use AI safely in your business without risking data leaks.

£59 per person, per session · 8 places only · 2-3 hours · Tunbridge Wells · Sevenoaks · Tonbridge · London

Starting in the next few weeks. Date and venue to be confirmed. The waitlist is a quick form that asks about format, location and timing to suit you.

[Join the waitlist](#) ➔

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