

MARKETIMPACT TRAINING

Practical AI fluency for senior teams.

A six-session executive programme for organisations moving from AI curiosity to confident, controlled use in real work.

Designed for board review

Six live sessions. Structured, guided, and adapted to context.

Real board-facing work. Board papers, strategy memos, risk reviews, RFPs, and customer communications.

Judgement and control. Delegation, verification, confidentiality, and accountability.

WHY APPROVE IT

Most AI training stops before the difficult part.

Teams need more than a tool tour. They need to delegate work clearly, judge outputs, protect sensitive information, and decide which workflows should change. MarketImpact Training is scoped around the team, the approval context, and the real work that needs to improve.

OUTCOMES

01

A shared language for executive AI decisions

Clearer discussion of capability, risk, quality, and value.

02

Repeatable workflows, not isolated experiments

Practice on board papers, strategy memos, risk reviews, and commercial work.

03

Better review habits before work reaches leadership

Verification, audit, confidentiality, and accountable use.

PROGRAMME STRUCTURE

- 01 **Executive AI fluency**
What current AI can and cannot do, where it creates leverage, and where judgement remains non-negotiable.
- 03 **Multi-agent thinking**
Simulate disagreement and stress-test thinking before a decision hardens.
- 05 **Workflows and agents**
Turn one-off experiments into workflows, including desktop and agentic tools across files and applications.

- 02 **Structured delegation**
Frame tasks, set constraints, and define what good looks like before asking for output.
- 04 **Verification and audit**
Catch fabrication, drift, and quiet errors before AI-assisted work reaches decision-makers.
- 06 **Adoption and accountability**
Map where to use AI now, what to leave alone, and how accountability works with AI in the loop.

OFFER POSTURE

Scoped carefully before delivery.

MarketImpact Training is a senior-led training and advisory offer from MarketImpact Digital Solutions Ltd. Every cohort begins with the audience, approval context, and practical use cases.

NEXT STEP

Request a sample agenda

Tell us who the programme is for, what leadership needs to approve, and which AI adoption challenge you are trying to solve.

Sector specialist route

For humanitarian, NGO, and development-sector teams, see our sector-specialist programme at aidgpt.org.

marketimpact.org/training