PRISM

Aquaculture Horizons
April 28 - 30, 2025 | Setúbal, Portugal

Making AI Work Where It Matters Most

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The Approach

Joep Scheele helps businesses make AI practical, effective, and actionable. Focusing on the human-side of AI-adoption, Joep bridges the gap between AI's potential and real-world business impact. His hands-on approach empowers leaders and teams to master the tools and strategies that drive results. He combines practical AI-skills with psychology-backed strategies for cultural and behavioural change.

- **Individual Efficiency:** Optimizing personal workflows with AI.
- **Team Productivity:** Enhancing collaboration through AI tools
- **Real-World Impact:** Bridging AI potential with business results

Workshop: Mastering Practical AI for Business Leaders.

From prompts to productivity: Unlock AI's full potential for your team.
AI tools like ChatGPT and Copilot are revolutionizing how we work, but most businesses barely scratch the surface of their capabilities. This workshop is designed for business leaders and teams who want to go beyond the basics and integrate AI into their workflows for maximal impact.
There are three levels of implementing AI in your business:

- **Personal efficiency:** Individual Level
- **Team productivity:** Team Level
- **Integration into Business Systems:** Organisational Level

My focus and expertise is in the top two layers.

If your team doesn't have the right skills in the top two layers, your business won't get much value out of integrating AI into your systems.

Because if nobody knows how to use it effectively, how are they going to become more productive?

↳ Getting these two layers right is the crucial first step for successfully implementing AI.

- **Personal Efficiency:** Transforming how individuals work by optimizing repetitive tasks and decision-making.
- **Team Productivity:** Enabling your team to collaborate smarter and achieve more with less effort.

What You'll Learn in the Workshop

1. The Essential AI-Skills to Enhance your Business

Crafting perfect prompts: Learn to write prompts that deliver accurate, actionable, and tailored results with tools like ChatGPT.

Integrating AI-tools into daily work Discover practical tools such as: Perplexity for deep, source-backed research and quick answers.
Gamma for creating impactful presentations with minimal effort and much more.

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Building your own AI employees: Gain insights into creating CustomGPTs and Copilots that automate workflows, enhance team collaboration, and free up time for strategic work.

Tested and trusted methods: Every tool and technique has been tried, tested, and refined through real-world use. I only recommend what works and do not sell unrealistic dreams.

2. How to Build a Change Strategy for AI Adoption

Effective AI integration requires a cultural and psychological shift. Learn how to:

Identify three key employee groups: AI-Positivists: Enthusiasts ready to dive in.
AI-Neutralists: Interested but hesitant and waiting for proof.
AI-Negativists: Resistant and skeptical about AI.

Set up an AI-Breakthrough Team: Equip your AI-positivists with the tools and training to showcase quick, tangible results.

Drive adoption through success-sharing: Highlight wins and create momentum by celebrating small victories.

Achieve an organizational ripple effect: Use visible results and peer influence to engage neutralists and create a sustainable culture of AI adoption.

Why This Workshop?

This isn't a one-size-fits-all AI training—it's a practical, tailored experience that helps you implement AI effectively from day one.

Immediate wins: Apply actionable techniques to save time and boost output.

Team-focused: Empower your team with shared strategies and tools that streamline collaboration.

Proven impact: Everything taught has been successfully applied in real business contexts.

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For detailed information on Workshop follow the link below
https://gamma.app/docs/Joep-Scheele-Making-AI-Work-Where-It-Matters-Most-p7erq3112dub9eu