

Become an AI-Powered Leader in the Age of Intelligence

A one-day, in-person workshop for senior revenue and business leaders who want a clear understanding of AI's real impact and how to lead its adoption with confidence and credibility.

The Challenge Facing Revenue Leaders Today

AI is rapidly reshaping how organisations engage buyers, generate leads, and drive revenue. But for many leaders, separating practical opportunity from noise has become its own challenge.

You're being asked to make strategic decisions about tools, processes, and people - often without clarity, benchmarks, or a roadmap.

And without a solid grasp of how AI fits into your tech stack and operating model, your team risks falling behind.

Leaders AI Workshop Content:

Time	Session	Description
09:00–09:15	Arrival & Framing: Why AI Now?	Welcome and framing of AI in marketing and sales. Overview of current trends in AI, customer expectations, and why revenue teams need to lead transformation—not follow it.
Part 1 Understanding AI (1 hour)		
9:15	Understanding and speaking AI	Understanding and being able to speak AI – from tokens to context; the concepts and language to help you understand the technology, tools and using them as a leader.
9:45	Common AI tools and why you might use them	A rapid run through of some of the common AI models and tools and what they are good for + what they are not good for. From Claude to Gems, Voice Agents to embedded tools.
10:00	Agents vs Assistants	You'll learn the difference between an AI Agent and an AI Assistant, as well as the grey area in between – Deterministic AI Agents.
Part 2 Foundations (1 hour)		
10:15	Foundations of Successful AI use	The process of implementing AI: data, process understanding, human // machine collaboration, measuring and optimising Includes a practical AI Readiness Self-Assessment (provided by IV).
10:45	Data Readiness – Fixing the Foundation	What's needed to make AI work: data cleanliness, CRM setup, systems integrations.
11:15 Coffee Break		
Part 3 People and Process (1.5 hours)		
11:30	Workshop / Exercise: Process Mapping	With guidance from the Innovation Visual team, you will go through the process of visually mapping out a core process within your organisation. Whether you chose your marketing to sales hand-off, new client onboarding, or renewals is up to you. We'll use this map later to help uncover opportunities for your business.
12:00	Strategic AI Use Cases Across Revenue Functions	The case for Hybrid teams - Breakdown of proven, high-value AI applications across marketing, sales and customer success.
12:30	People	Taking people with you – how to maximise adoption of AI by upskilling your existing team.
13:00 Lunch		

Part 4 Practical Takeaways for Leaders (1.5 hours)

13:45	Hands on exercise – how to prompt	Run through of why the tools need good prompts and what a good prompt looks like
14:15	Hands on with technology	Removing the fear by helping people build custom GPT / Gemini Gems – step by step on making AI tools you can use every day to make your life easier. Exercise to create a custom GPT / Gem
14:45	AI Governance & Risk Management for Leaders	Ethical, legal, and operational considerations. How to govern AI use, manage risk, and set internal policy. Includes Innovation Visual’s “AI Governance Starter Framework.”
15:00	Content, Conversations & Conversions with AI	How to scale quality content, personalise outreach, and improve pipeline velocity using AI—without sounding robotic. Includes prompt engineering examples and hands-on exercises.

15:15 Coffee Break

Part 5 – Finding Opportunities in Your Organisation (1.5 hours)

15:30	Identifying Opportunities for Agents	How to find opportunities to use agents to drive success in marketing and sales. Steps to find areas that can be automated and then how to plan successful automation.
15:45	Mapping the Opportunity – Your AI Action Plan	Guided working session where participants begin to map out where AI could deliver value in their organisation using the process map from the earlier session as a starting point, with expert facilitation and feedback from IV.
16:30	Wrap-Up & What Next?	Group debrief, next steps, and an outline of Innovation Visual’s AI consultancy & enablement support (clearly value-led, not salesy). Option to book follow-up readiness assessments.

The Outcome This Workshop Supports

This workshop won’t turn you into a technical expert in a day, but it will give you the clarity and strategic footing you need to lead informed conversations, evaluate opportunities with confidence, and move AI adoption forward in your organisation.

By the end of the day, you’ll:

- Understand how and where AI is currently delivering value across marketing, sales and customer success.
- Be able to speak clearly about AI’s role in revenue operations with peers, boards, and teams.
- Know what to assess internally - your data, systems, and processes - to make AI implementation feasible.
- Have identified areas within your organisation that could benefit from AI support or automation.
- Leave with a structured outline of the next steps you need to take to progress adoption in a way that aligns with your business.

Workshop Details

Location & Dates:

- London – 27th November 2025
- Birmingham – 4th December 2025
- London – 5th December 2025

Format: Full-day, in-person

Cost: £480 per attendee (includes all materials, refreshments, and lunch).

Email olivia@innovationvisual.com to register your interest and book one of the limited spaces available.