



FREE TASTER

Free taster

Leading with AI

A practical first step from the programme: seeing clearly what AI tools are good and bad at in your own work

About 20 minutes to read and try. You will need your diary from last week.

Name

Date

STARBUCK & ASSOCIATES

COACHING & LEADERSHIP DEVELOPMENT

For leaders who are not technical specialists

Leading with AI is an online programme for managers and leaders who want to use generative AI tools wisely and lead their teams through the change calmly and fairly. You do not need any technical knowledge.

It helps when you are unsure what these tools are really good for, when your team has questions you cannot yet answer, when you want to use them without putting people or data at risk, or when you want to keep the human side of leading at the centre.

How it works

Ten short video lessons, each with one practical tool in a course workbook and a quick knowledge check. About 6 learning hours in total, including a workplace task each week. You have 12 months' access and receive a certificate of completion.

What is inside

LESSONS	WHAT YOU GET
1 What leaders need to know about AI	The Strengths and Limits Map.
2 and 3 Your own use	The Thinking Partner Log and the Prompt Planner.
4 Checking what comes back	The Output Check: accuracy, bias, fit, judgement, openness.
5 Data, confidentiality and policy	The Before You Share Check.
6 Where AI could help your team	The Team Task Sort.
7 and 8 People and the human side	The Team Conversation Plan and the Human Work Check.
9 and 10 Trying it and making it last	The Experiment Plan and the Team AI Charter.
Throughout	Knowledge checks after each lesson and a certificate of completion.

HOW TO USE THIS TASTER

Read page 3, then complete your own Strengths and Limits Map on page 4 using last week's diary. Page 5 shows where the full programme goes next.

What leaders need to know about AI

Generative AI tools produce text and other content from patterns learned from very large amounts of existing material. The key idea to hold on to is simple: they give likely answers, not checked ones.

That explains both sides. They can be a quick, useful starting point for drafts, summaries, rewording and options. They can also be wrong while sounding completely sure, miss context only you know, and reflect bias in what they learned from. You do not need to be technical to lead well here. You need to ask good questions, spot weak answers and take a calm, curious stance.

Three groups for any task

GROUP	WHAT IT MEANS	TYPICAL SIGNS
Could help	A tool could give you a useful starting point.	Drafting, summarising material you can share, rewording, generating options.
Help with care	A tool might help, but needs close checking or careful wording.	Facts and figures, anything going to many people, anything sensitive once made general.
Keep with me	This work needs you, or must not go near a tool.	Decisions about people, confidential matters, conversations that need care and judgement.

EXAMPLE

Ben lists writing a project update, preparing a one to one and reviewing a supplier quote. The update could help. The quote needs care, because the figures matter. The one to one stays with him, though he might use a tool to plan a couple of general questions.

WORTH KNOWING

Only use tools your organisation has approved, and never share personal, confidential or commercial information with a tool that has not been approved. If you are unsure, check your organisation's policy first.

YOUR TURN

Your Strengths and Limits Map

Use your diary from last week. List six tasks you did, then sort each one into one of the three groups. There are no perfect answers; the point is to think it through.

Exercise 1: Your map

TASK FROM MY WEEK	COULD HELP, WITH CARE, OR KEEP?	WHY

Exercise 2: Where do you start from?

RIGHT NOW I FEEL	NOT AT ALL	A LITTLE	QUITE	VERY
Curious about these tools	☐	☐	☐	☐
Cautious about these tools	☐	☐	☐	☐
Confident explaining them to my team	☐	☐	☐	☐

Exercise 3: What you noticed

Which task surprised me when I sorted it, and why?

What question would my team most like me to be able to answer?

Where the full programme takes you

The map shows you where these tools might help and where they should not. The rest of the programme helps you use them well yourself and lead your team with care.

- 1 Your own use.**
Using AI as a thinking partner, writing clear prompts and checking what comes back for accuracy, bias and fit.
- 2 Keeping people and data safe.**
Working within your organisation's policy, with a simple check before anything goes into a tool.
- 3 Your team's work.**
Sorting tasks together into try, try with care and keep human.
- 4 Leading the change.**
Honest team conversations, fairness, and protecting coaching, judgement and relationships.
- 5 Making it last.**
A safe, small experiment, then shared principles and a short plan in a Team AI Charter.

Who gets most from it

- Managers and leaders who are not technical specialists
- Leaders whose teams are asking questions about AI
- Anyone who wants to use these tools carefully, without hype or fear

HOW PEOPLE USE IT

The programme is built around real work. Each week you watch a short lesson, then use the tool in your own role or with your team, so by the end you have a tested experiment and a charter your team wrote together.

It sits well alongside the free AI Coach Hub, a thinking partner for the space between coaching sessions.

What I am going to do

Two or three small changes that you actually make will do more than a long list you never start.

My three actions

WHAT I WILL DO	WHEN	WHO I WILL TELL

Coming back to this

Put a date in your diary about a month from now and answer these three questions.

What has changed since I did this taster?

What did I not get to, and what got in the way?

What am I carrying forward?

READY FOR THE FULL COURSE?

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Ten short video lessons, each with a practical tool in the course workbook and a knowledge check, with 12 months' access and a certificate of completion.

£149 per person, per year, inc. VAT

Enrol at academy.starbuckassociates.com/courses/leading-with-ai

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