STARBUCK™ & Associates

STARBUCK ACADEMY · GROW · PROGRAMME BROCHURE

Leading with AI

A calm, practical guide to AI for managers and leaders

A practical programme for managers and leaders who are not technical specialists and want to use AI tools wisely and lead their teams through the change. In ten video lessons you learn how to use these tools well yourself, keep people and data safe, spot where they could help your team, and keep the human side of leadership at the centre.

- 10 video lessons of about 3 minutes
- 10 practical tools in a course workbook
- 12 months' access
- Certificate of completion
- **CPD accreditation in progress**

£149

per person, per year, VAT included. Annual subscription.

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

ABOUT THE PROGRAMME

Why this makes a difference for leaders

Generative AI tools are arriving in everyday work, and people are looking to their managers for a steady, sensible lead. You do not need to be technical to give one. What you need is a clear sense of what these tools are good and bad at, good habits for using them safely, and the confidence to talk openly with your team about the change. This programme gives you all three, with a practical tool for each step.

Who it is for

For managers, team leaders and senior leaders who are not technical specialists and want to use AI tools wisely and help their teams do the same. It suits leaders who are curious, cautious or somewhere in between, and it works alongside the free AI Coach Hub.

What you will be able to do

By the end of the programme you will be able to:

01 Explain in plain language what generative AI tools are good and bad at

02 Use AI as a thinking partner and write clear, useful prompts

03 Check output for accuracy, bias and fit, keeping judgement with you

04 Protect people and data by following your organisation's policy

05 Spot where AI could help your team, and where it should not be used

06 Lead your team through the change fairly, with shared principles and a plan

THE PROGRAMME

Ten lessons

Each lesson is a short video of about 3 minutes, with lesson notes, a practical tool and a workplace task so you can use it straight away. A five-question knowledge check closes every lesson.

01 **What leaders need to know about AI**
What generative AI tools are in plain language, what they tend to do well and where they fall short.

02 **Using AI as a thinking partner**
Using AI to help you think, test your ideas and prepare for conversations, without handing over your judgement.

03 **Good questions and clear prompts**
Briefing a tool clearly with five parts, inviting it to question you, and refining the answer in your own voice.

04 **Checking what comes back**
Checking output for accuracy, bias and fit, and keeping decisions and accountability clearly your own.

05 **Data, confidentiality and policy**
Following your organisation's policy, protecting personal data and never sharing sensitive information with unapproved tools.

06 **Where AI could help your team**
Starting from the work, sorting tasks with your team, and recognising work that should stay human.

07 **Leading people through the change**
Making space for honest concerns, building skills and confidence, and keeping the change fair.

08 **Keeping the human side of leadership**
Protecting coaching, judgement, relationships and the time that the most important parts of leading need.

09 **Running a safe, small experiment**
Designing a small, low risk trial with clear boundaries, simple checks and an honest review.

10 **Your team's AI plan and principles**
Writing shared principles and a short plan with your team, within your organisation's policy.

WHAT YOU GET

What is included

- Ten short video lessons you can watch on any device
- Lesson notes, workbook pages and a practical tool for every lesson
- The full Leading with AI workbook to download once you have enrolled
- A five-question knowledge check at the end of each lesson
- A Starbuck & Associates certificate of completion showing 6 estimated learning hours
- 12 months' access, so you can work at your own pace

How your learning time adds up

Your 6 estimated learning hours are made up across ten lessons of about 36 minutes each:

- Watching the ten short lesson videos: about 30 minutes (about 3 minutes each)
- Reading the lesson notes and workbook pages: about 1 hour 40 minutes (10 minutes each)
- Working through the practical tool for each lesson: about 1 hour 40 minutes (10 minutes each)
- Planning and carrying out each workplace task: about 1 hour 40 minutes (10 minutes each)
- Completing the five-question knowledge check after each lesson: about 30 minutes (3 minutes each)

Total: 6 estimated learning hours. The pass mark for each knowledge check is 80% and you can retake it as many times as you need.

Who designed it

Designed by ICF credentialed coaches at Starbuck & Associates, led by Paul Starbuck, our Founder and CEO and an ICF Master Certified Coach (MCC). Every lesson draws on our coaching and leadership development work with organisations in the UK, Europe and internationally.

For teams and organisations

Buying for a group of managers? We can set this programme up for your whole team, on its own or as part of a wider academy for your organisation. Email academy@starbuckassociates.com and we will put a proposal together.

ENROL TODAY

£149 per person, per year inc. VAT

Enrol online and start lesson one straight away. Every programme carries our 14 day money back guarantee.

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