



SPD
SALFORD PROFESSIONAL
DEVELOPMENT

AI FOR SENIOR LEADERS PROGRAMME

What our clients say about us...

93%

Would Recommend to a Colleague

94%

Tutor Rating

94%

Average Satisfaction Rating

Programme Overview

ChatGPT, MidJourney and ElevenLabs. To most business leaders these three words have little meaning in the scope of their day. However, to their Marketing team these are valuable tools to create content, generate images and analyse performance.


We have created a one-day programme to course explore the transformative potential of generative AI in business and organisations. Designed for senior businesspeople, and company directors the course equips participants with tools and insights to harness AI effectively, while addressing its challenges and ethical considerations.

Suitable of all Managers, Directors, and Senior Business Leaders we will offer a non-technical, strategic look at the world of AI. How can it benefit your business and what can it really do?



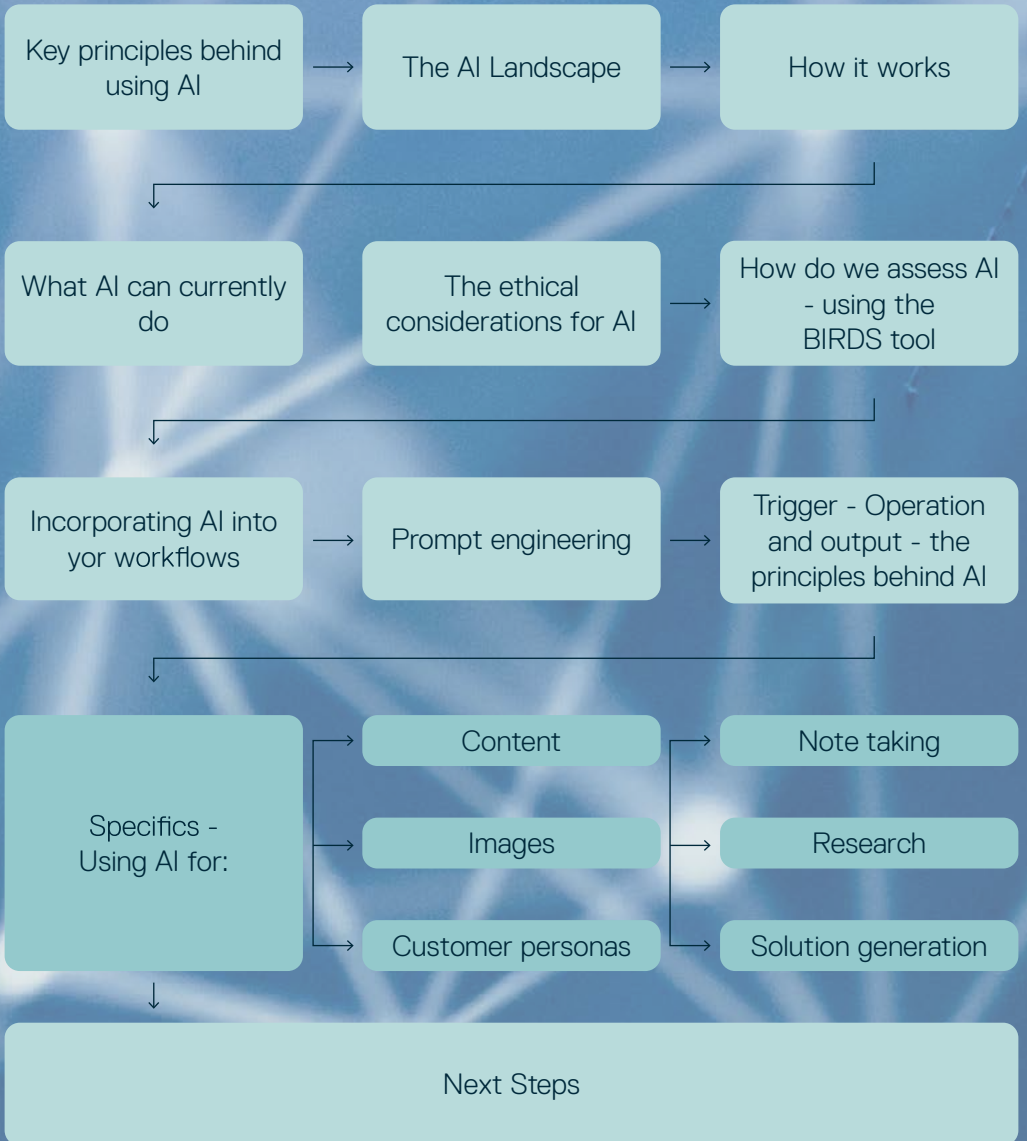
Learning Outcomes

- ✓ **Understand how AI works:** in broad terms, understand what you need to know to appreciate the opportunities and limitations of AI.
- ✓ **Understand generative AI's role:** Grasp the limitations and opportunities of generative AI in business.
- ✓ **Evaluate AI's business value:** Assess how AI tools can enhance business models and marketing strategies.
- ✓ **Explore AI systems:** Gain insights into key AI tools like ChatGPT, MidJourney, and ElevenLabs for business tasks such as content creation, image generation, and analytics.
- ✓ **Maximise AI capabilities:** Learn techniques for refining AI outputs and ensuring alignment with brand objectives.
- ✓ **Address ethical and legal concerns:** Understand bias, data privacy, and the ethical implications of using AI in marketing.
- ✓ **Develop AI workflows:** Build process maps for using AI in business tasks.
- ✓ **Navigate AI limitations:** Recognize biases, inaccuracies, and other pitfalls inherent in AI-generated content.
- ✓ **Understand how AI can solve business problems:** We focus on specific business problems and discuss, review how AI can be used to solve them.



This course combines theory with hands-on exercises to ensure participants leave with actionable skills to integrate AI into their business, where it fits, and where it can offer value.

Agenda



Programme Faculty



TUTOR PROFILE

Martin Corlett-Moss

Martin has worked in the marketing industry for 34 years. Initially, he worked client-side for various major motor manufacturers and for the last 20 years has worked agency-side for a broad range of large and small clients.

As both Marketing Director and Managing Director, he has worked with clients at every level to implement marketing strategies and develop tactical campaigns across companies as diverse as Lloyds TSB, Mercedes, Scania and Harper Collins. Over the last 12 years, he has worked with companies throughout a wide range of industry sectors, from start-up entrepreneurs to larger, well-established brands.

He delivers training, coaching, and consultancy, and has trained hundreds of companies in how to develop their marketing: what to do, what not to do, and how it all fits together.

He combines strategy, planning, and tactical marketing with a wealth of real experience working as, and with, marketing directors, business owners, CEOs, leaders and teams.

A business strategist and specialist in digital change management, Martin is also an expert in the rapidly evolving area of AI for marketing and business. He has a deep understanding of AI technologies and their potential, how they can integrate strategically with traditional business strategies, and how they can enhance business operations and objectives.