

Make AI useful across your organisation

AI training and advisory that speaks your language

Practical support for leaders and teams who want clearer decisions, safer adoption and better ways of working



WHERE YOU ARE NOW

AI is now a leadership issue Not just a technology choice

Most organisations know AI matters. The harder part is knowing what to do next.

You may be just starting to explore AI. You may already have people using tools like ChatGPT, Copilot or Claude, but without a clear approach. You may have invested in technology, but not seen enough adoption. Or you may be ready to build a proper plan, with the right guardrails, priorities and support in place.

ConkerAI helps you start where you are.

We work with leaders and teams to make AI simple, practical and useful. We help you build confidence, make better decisions, reduce unnecessary risk and identify where AI can genuinely help your organisation.

This is not about chasing every new tool. It is about working out what is right for your business, your people and your goals.

Does this sound familiar?

- Your teams are experimenting, but use is inconsistent.
- You have tools in place, but people are not using them well.
- You are unsure what is safe to use and what needs more control.
- You want to save time and improve productivity, but you need a clearer plan.
- You know AI matters, but you do not want another vague presentation.
- You need practical help to move forward.



WHY CONKERAI

We have sat where you sit

ConkerAI is built by people who understand business first.

We are not career technologists trying to explain business from the outside. We are entrepreneurs who have founded and run five businesses over the past 20 plus years. We have led teams, managed change, built operations, handled pressure and made decisions when the answer was not obvious.

That matters.

Because AI adoption is not just about tools. It is about people, judgement, confidence, risk, workflow, time, cost and value.

We speak business, not code.

Our job is to make AI easier to understand and easier to use. We help leaders and teams cut through the noise, focus on what matters and take practical steps that make a difference.

Together, we bring commercial thinking and human insight to AI adoption.

WHO YOU WILL WORK WITH

**Jo Guy**

AI CONSULTANT AND TRAINER

AI adoption specialist with a career in growth, people and operations. Jo helps leaders translate AI into practical steps that teams can understand, trust and use.

**Andrew Brindley**

AI CONSULTANT AND TRAINER

Over 20 years' experience leading technology change in UK businesses. Andrew makes AI simple, strategic and practical, always focused on outcomes rather than trends.

HOW WE WORK WITH YOU

Start where you are We will help you take the next step

Every organisation is at a different stage with AI. Some need clearer direction. Some need training for their teams. Some want open courses, personal support or a speaker who can start a better conversation.

ConkerAI helps you choose the right route, without making AI more complicated than it needs to be.

FIVE CONNECTED WAYS TO WORK WITH CONKERAI



SERVICE 01

AI Advisory

A flexible advisory service, backed by a practical roadmap.

Not every organisation needs to start in the same place.

Some need leadership alignment. Some need to understand what people are already doing with AI, including the use of free tools or unmanaged accounts. Some need clearer guardrails, tool decisions or a policy structure. Others are ready to identify use cases, build pilots, train internal champions and measure value.

Our advisory work starts with where you are.

We use our eight stage roadmap to help you make clearer decisions, reduce risk and turn AI into something useful across the business.

The roadmap shows the full journey, from leadership alignment and readiness through to governance, capability building, use case prioritisation, delivery, measurement and scale. You do not have to start at stage one. We will help you identify the right starting point for your organisation, then build from there.



Advisory helps you answer the questions that matter.

- Where are we now?
- What are the risks, gaps and opportunities?
- Where can AI genuinely help?
- How do we bring our people with us?
- What is already happening across the organisation?
- Which tools and approaches make sense for us?
- What should we do first?
- How will we know whether it is working?

Talk to us about where your organisation is now.



SERVICE 02

Bespoke Training

Built around your organisation, your people and your priorities.

Bespoke Training is for organisations that want their people using AI with more confidence, consistency and control.

It is ideal when you want to train a team together, build shared confidence and make AI use more consistent across the business.

Your team may already be experimenting with tools like ChatGPT, Copilot, Claude or Gemini. Some may be using them well. Others may be unsure where to start. Some may be using free tools or personal accounts, creating risks around data, privacy, quality and consistency.

We design training around your organisation, your people and your priorities, so everyone has a clearer understanding of what to use, how to use it and where the boundaries are.



Why it works

Bespoke Training makes AI relevant to the roles in the room. Adoption happens when people can see exactly how AI applies to their work, their tasks and their pressures. After Foundations, we often see adoption rise quickly, including among people who were hesitant at the start. Everyone leaves with a clear answer to the same question: what is in it for me?

A FLEXIBLE TRAINING PATHWAY

01

Foundations

Shared confidence, safer everyday use, better prompting, deeper research and stronger outputs.

02

Tool specific training

Choose the right route, such as Copilot skills, workflows and adoption, or Claude for business.

03

Specialist modules

Go deeper into data analysis, smarter marketing, image and video content creation.

04

Agents

Build focused AI assistants with clear instructions, knowledge, boundaries and testing.

“

Jo and Andrew take time to help everyone and ensure the whole team is included. Everyone has used AI since our first session.

Alex Duke · CEO, **The Association for Perioperative Practice (AfPP)**

SERVICE 03

Open Training

Practical AI training you can book per person.

Our Open Training courses are designed for people who want to build useful AI skills without commissioning a bespoke programme.

They are ideal for micro employers, solopreneurs, consultants, business owners, managers and professionals from larger organisations who want practical training they can apply straight away.

You book per head, join a live session with like minded people and leave with more confidence, better methods and clearer ways to use AI in your role or business.

These are not theory led sessions. Every course is hands on, practical and focused on application.



COURSE MENU

Strategic Prompting and Deep Research for Smarter Business Decisions

Prompt with more structure, research faster, test ideas and produce better quality outputs.

Agents for Your Digital Workforce

Design focused micro custom agents for repeatable work, without needing technical skills.

AI for Smarter Marketing and Business Efficiency

Use AI across marketing, content, customer communication and business workflows.

Copilot for Teams, Skills, Workflows and Adoption

Build confidence using Copilot across Microsoft 365, meetings, files and everyday work.

Claude for Business, Co-working, Content and Design

Use Claude Co Work to support thinking, writing, planning and Claude Design for content and clearer business materials.

Data Analysis for Smarter Business Decisions

Use AI to analyse spreadsheets, reports and data, build dashboards and turn findings into decisions.

Explore upcoming Open Training dates and choose the course that fits where you are now.



SERVICE 04

Personal AI Coaching

Focused online support built around you, your role and what you need to do next.

Personal AI Coaching is for people who want practical AI support at their own pace.

It works well for business owners, consultants, senior leaders and professionals who prefer private support, cannot attend an Open Training date, need to build confidence quickly, or want help applying AI to their own work.

It can also be used as follow up support after Bespoke Training. If someone has missed a team session, needs extra confidence, or wants help applying the learning to their own role, coaching gives them a focused way to catch up and keep moving.

Most coaching is delivered one to one, but we can also work with two or three people where it makes sense.

What we can cover

Coaching can be shaped around any of our flagship training areas, including prompting, deep research, Copilot, Claude, agents, data analysis, marketing, image and video, or practical AI use across your role. It can also be built around something more specific to your organisation, your tools, your priorities or the work you need to get done.

What you can walk away with

You leave with support that fits your own goals. That might mean more confidence, reusable prompts, a clearer workflow, help with a live task, a better understanding of a tool, a catch up on missed training, or a practical action plan for what to do next.



“

Had a couple of sessions with Andrew that took me from being a novice to having a lot more confidence in my use of AI, and my engagement with it. The content and how it was delivered was superb, as Andrew quickly adapted to the pace that suited me. Really, really useful sessions. Would highly recommend.

Keith Lewis · Director, KL Consultancy

Talk to us about what you want to work on.



SERVICE 05

Keynotes and Speaking

Practical, interactive AI sessions for events, leadership days and business audiences.



Our keynotes are built around your audience, your event and the conversation you need to start. We deliver speaking sessions for company events, leadership days, conferences, professional networks, business groups and team away days.

Every session is shaped around the people in the room, the purpose of the event and what you want people to think, discuss or do afterwards.

Better AI conversations after the event

A ConkerAI keynote is not a technical lecture. Our aim is to help people understand AI in a way that feels relevant, practical and useful.

Depending on the audience, the session might help people feel less intimidated, understand what AI means for their role, start better leadership conversations, think through responsible use, or leave with clearer next steps. We always include live demonstrations and make the session interactive.

THEMES CAN INCLUDE

AI for business leaders

Responsible and credible use of AI at work

AI adoption, people and change

Productivity and practical use cases

Safe first steps for teams

Where AI helps and where human judgement still matters

“

Jo and Andrew completely understood the audience and empathised with them. They nailed it in terms of the content and delivery. I've already been interacting differently with AI than I would have done before.

Ed Reid · Managing Director, The Alternative Board UK

Talk to us about your audience, your event and the conversation you want to start.



PROOF AND IMPACT

Proof that practical AI training changes how teams work

AI CASE STUDY

The Woodhouse Partnership Ltd

Industry: Physical Asset Management

Before working with ConkerAI, the team at The Woodhouse Partnership Ltd was using Microsoft Copilot, but felt overwhelmed by responses and unsure how to write effective prompts.

The challenge

The Woodhouse Partnership wanted to understand how to use AI in daily work to streamline processes and support strategy implementation. Although the team already had access to Copilot, prompt quality was inconsistent and responses often led down a rabbit hole. They needed a clear, practical way to use AI that would build strong foundations and support growth.

Our approach

ConkerAI delivered practical training focused on building confident day to day AI use. The core element was effective prompting, including the 5R technique, applied to real tasks such as research, drafting documents, updating processes and turning strategy into sprints.

THE RESULTS

8 hrs

saved every week by every member of the team, who now use Copilot daily with confidence.

- The team now uses Copilot every day and feels informed and confident.
- Research, document drafting and process updates are faster and more consistent.
- Strategy is translated into clear sprints more quickly.
- Team confidence has risen across the organisation.

“ World class training, one of the best courses I have seen. It will help me, and it will help the business.

Malcolm Youll · Managing Director, The Woodhouse Partnership Ltd



4.7 on Trustpilot

WE HAVE WORKED WITH ORGANISATIONS ACROSS

- Business Services
- Marketing and Comms
- Finance
- Retail and Consumer
- Manufacturing and Engineering
- Construction and Property
- Logistics
- Health and Care
- Education
- Third Sector

THE PEOPLE BEHIND CONKERAI

Commercial thinking Human insight & practical AI adoption

Together, Andrew and Jo bring commercial thinking and human insight to make AI adoption clear, confident and useful.

They have worked with SMEs across business services, marketing and comms, finance, retail and consumer, manufacturing and engineering, construction and property, logistics, health and care, education and the third sector.

Their mission is to educate non technical business leaders, demystify AI and make it accessible to all.



Jo Guy

AI CONSULTANT AND TRAINER

A career in growth, people and operations. Jo understands the challenges leaders face and translates AI into practical steps that teams can take with confidence.

Andrew Brindley

AI CONSULTANT AND TRAINER

Over 20 years' experience leading technology change in UK SMEs. Andrew has a track record of making AI simple, strategic and practical, always focused on outcomes rather than trends.

Where they have spoken. Jo and Andrew have delivered sessions at Scale Up events, regional conferences, business forums, professional networks and industry training events across the UK.

Straight talking, practical and engaging. Available for keynotes, panels, workshops, advisory and training across the UK.

Start where you are We will help you move forward

Whether you are exploring AI for the first time, trying to build confidence across your team, or looking for clearer direction, we would be happy to talk. Contact us to discuss training, advisory, coaching or speaking.



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SCAN TO CONNECT
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Andrew's LinkedIn profile

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★ 4.7 on Trustpilot

