

BETTER QUESTIONS. MORE USEFUL PERSPECTIVES.
YOUR *judgment* IN CHARGE.

Bring a business decision you need to think through. Use it to build a way of working with AI that you can return to.

BUILD YOUR AI ADVISORY BOARD



01

DEFINE THE DECISION.

State the goal, constraints, and question you need to answer.

02

BUILD A USEFUL SET OF PERSPECTIVES.

Create prompts that examine the decision from different roles, including customers, operations, finance, and strategy where relevant.

03

CHALLENGE THE ANSWER.

Look for missing facts, weak assumptions, and choices that deserve another question.

04

CHOOSE THE NEXT MOVE.

Turn what you learned into a step you can test in your own work.

KEEP YOUR TASTE. KEEP YOUR *Voice*.

LENGTH

3 hours. Customized full build days can be scheduled.

AUDIENCE LEVEL

No technical background needed.

TELL US ABOUT YOUR EVENT.

Share your audience, date and what you want the session to accomplish. The team will follow up about fit, availability and next steps.

team@stefaniecouch.com

stefaniecouch.com

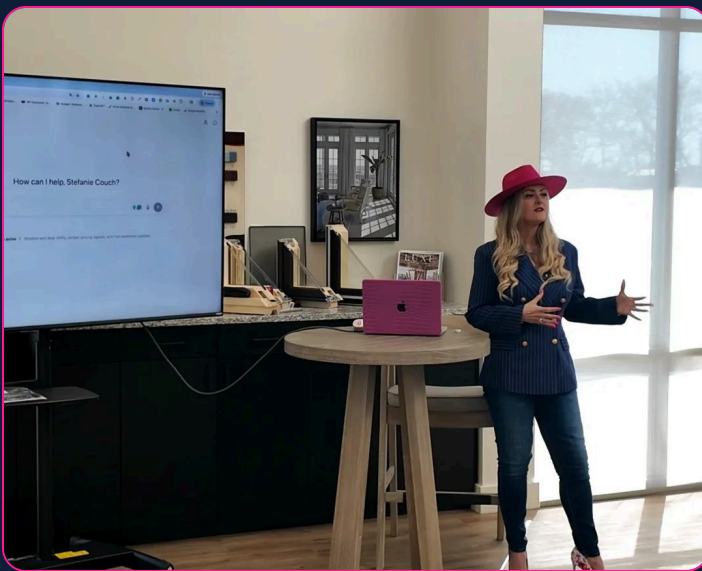
PLANNING *Details.*

PARTICIPANTS BRING

A laptop, access to the agreed AI tool, and a decision you can discuss without sharing sensitive information.

ROOM & TECH

Tables or work surfaces, power, strong Wi-Fi, a screen, a lavalier mic, and a clicker.



"I walked away with tangible ways to enhance my use of AI."

DAN MORALES

REGIONAL VICE PRESIDENT, DART BANK

Build Women AI Brand and Business Event, 2023

BRING THE DECISION YOU KEEP *Circling.*



CHECK AVAILABILITY

stefaniecouch.com/book

EMAIL team@stefaniecouch.com

VIEW OFFER [stefaniecouch.com/
workshops/build-your-ai-advisory-board](https://stefaniecouch.com/workshops/build-your-ai-advisory-board)