

AI Workshops To Help Greater Springfield Partnership Members Grow & Build Their Skills.

As we saw at this year's Annual Meeting, gaining AI skills is becoming more important than ever for today's professionals. From improving productivity and accelerating research to strengthening marketing, strategy, and operations, AI is reshaping how businesses compete and grow. To help members build practical, actionable capabilities, the Greater Springfield Partnership is facilitating a series of AI workshops designed for business leaders and teams across a range of topics. Each session is built to be approachable, relevant, and immediately useful, with participants receiving access to session materials, presentations, reference resources, and exercise outputs they can apply back in their organizations.

AI Training Module Options

1) Foundations

This session provides a practical introduction to AI for business professionals, covering what AI is, how it works, and why it matters. Participants will explore the principles behind modern AI, the possibilities of an AI-enabled future, and the ways AI is already influencing business, marketing, and decision-making. The session also addresses essential guardrails for ethical, accurate, and responsible use.

What participants will cover:

- AI background and core concepts
- How AI works in a business context
- The power and possibilities of AI
- Business and marketing implications
- Ethical, accurate, and responsible use of AI

2) Market Research & Insights

This session shows participants how to use AI to accelerate research and uncover stronger market insights. From deep research prompting to competitor, trend, and market analysis, attendees will learn how to structure AI-assisted research workflows and improve the quality of findings. The session also explores agentic research approaches, specialized AI tools, and methods for validating outputs to ensure confidence in the results.

What participants will cover:

- Deep research prompting techniques
- Market, competitor, and trend research
- Agentic AI for research tasks
- Validating and strengthening AI-generated findings
- Using projects, notebooks, and specialized tools for research outputs

3) Inputs & Outputs

AI is most powerful when professionals understand both what to feed it and what it can create. This session explores the growing range of AI inputs, including digital note-takers, cameras, recordings, and other content sources, as well as the outputs AI can help generate, such as presentations, graphics, documents, spreadsheets, code, and digital content. Participants will also review tools like NotebookLM, Notion, and mobile AI apps to support everyday workflows.

What participants will cover:

- Useful inputs for AI, including notes, images, and recordings
- AI-generated outputs across documents, graphics, spreadsheets, and code
- Presentation and creative production tools
- NotebookLM, Notion, and mobile AI applications
- Matching the right tool to the right business need

4) AI for Strategy

This session focuses on using AI as a strategic thinking partner. Participants will learn how to use AI to generate ideas, challenge assumptions, evaluate options, and collaborate on better planning. The workshop also explores how AI can support established strategy frameworks, synthesize deep research, and help teams build strategic “projects” for decision-making, reflection, and multivariable analysis.

What participants will cover:

- Using AI for constructive and evaluative strategy development
- Challenging assumptions and testing ideas
- Applying strategy frameworks with AI support

- Building strategy from deep research
- Creating AI-supported projects for reflection and decision-making

5) AI & Creativity

AI is transforming how businesses create content and creative assets. This session explores how AI can support writing, social media content, imagery, video, audio, and graphic development. Participants will review popular creation tools, including platforms such as Canva, while also discussing important watchouts like consumer perception, originality, copyright concerns, and when human oversight matters most.

What participants will cover:

- AI for writing and content creation
- Social media, imagery, video, audio, and graphics
- Creative production tools and workflows
- Consumer receptivity and brand perception
- Copyright, risk, and responsible creative use of AI

6) Business Impacts & Possibilities

This session helps leaders understand the broader business implications of AI adoption. Participants will examine how AI can affect performance, growth, productivity, profitability, and operational efficiency, while also considering workforce readiness, talent development, partner relationships, and the opportunities AI creates for reimagining how work gets done across the organization.

What participants will cover:

- AI's impact on business performance and growth
- Productivity, efficiency, and profitability opportunities
- Workforce implications and the need for AI expertise
- Breaking down silos and reimagining business functions
- New partnership models and emerging opportunities

7) Business Transformation: Planning for AI

AI adoption is not just about tools; it requires planning, alignment, and a clear roadmap. This session helps organizations think through how to build an AI-ready mindset and culture, identify meaningful use cases, and define how AI should integrate into the

business. Participants will also explore the difference between full transformation and isolated AI efforts, along with practical approaches for adoption, training, and roadmap development.

What participants will cover:

- Building an AI and platform mindset
- Assessing business opportunities and impacts
- Defining AI integration opportunities
- AI transformation versus stand-alone AI teams
- Roadmap development, adoption, and training planning

8) Operational AI

This session explores how AI can improve day-to-day business operations across a range of functions. Participants will see how AI can support planning, performance management, roadmapping, product ideation, staffing, scheduling, customer feedback analysis, HR processes, reporting, pricing, procurement, and more. The focus is on practical operating improvements that help businesses work smarter and respond faster.

What participants will cover:

- Business planning and performance management
- Strategy roadmapping and product development support
- Scheduling, staffing, and talent management applications
- Customer feedback, complaints, and review analysis
- Financial reporting, pricing, procurement, and operational analysis

9) Ideation

AI can be a powerful engine for innovation, helping teams generate ideas, uncover opportunities, and pressure-test business concepts. In this session, participants will learn how to use AI for brainstorming, evaluating business performance, identifying challenges worth solving, and generating new ideas related to products, services, growth, customer experience, productivity, efficiency, and organizational design.

What participants will cover:

- AI as a tool for ideation and innovation
- Evaluating business performance and opportunity areas

- Generating new products, services, and growth ideas
- Improving marketing, customer experience, and productivity
- Reimagining organizational structures, talent, and workflows

10) Marketing Elements

This session is designed to help businesses strengthen their marketing strategy with AI-enabled planning and analysis. Participants will learn how AI can support targeting strategy, market analysis, competitor profiling, persona development, journey mapping, content mapping, channel planning, and the definition of archetypes and mindsets. The result is a more informed, efficient, and strategically aligned marketing foundation.

What participants will cover:

- Building targeting and segmentation strategies
- AI-assisted market analysis and competitor profiling
- Persona development and journey mapping
- Content mapping and channel definition
- Archetypes, mindstates, and audience understanding

11) AI for Small Business

This session is tailored for small businesses looking for practical, cost-effective ways to use AI without adding unnecessary complexity. Participants will explore high-impact use cases across marketing, operations, customer communication, planning, and productivity, with a focus on tools and workflows that can save time, support lean teams, and deliver near-term value.

What participants will cover:

- Practical AI use cases for small business teams
- Time-saving tools for marketing, communication, and administration
- Affordable ways to improve efficiency and output
- Simple workflows for daily business operations
- How to start small, build confidence, and scale adoption over time

These workshops are designed to help Greater Springfield Partnership members move beyond AI curiosity and into practical application, equipping professionals with the

knowledge, tools, and resources to begin using AI more confidently and effectively in their work.