



# AI Leadership in Action: Building Your Competitive Edge

Workshop Handout for WPO Chapter Chairs

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## Your Business Challenge (Write it here):

What specific challenge are you bringing to today's workshop?

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## Track Selection

Choose the track that best matches your biggest need:

☐ **Track A: Chapter Growth**

Write member recruitment content in your authentic voice

Create 3 pieces of marketing you can use immediately

☐ **Track B: Business Communication**

Transform your next presentation or proposal

Research and organize ideas faster than ever

☐ **Track C: Market Intelligence**

Understand your competition and find new opportunities

Get insights that inform your next big decision

☐ **Track D: Team Development**

Solve your most pressing leadership challenge

Build solutions that work across your organization

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## Essential AI Tools (Free & Accessible)

### ChatGPT (chat.openai.com)

- **Best for:** Writing, brainstorming, problem-solving
- **Free version available**
- **Pro tip:** Be specific about your role and desired outcome

### Claude (claude.ai)

- **Best for:** Analysis, research, strategic thinking
- **Free version available**
- **Pro tip:** Great for longer, more complex projects

### Perplexity (perplexity.ai)

- **Best for:** Research with current sources
  - **Free version available**
  - **Pro tip:** Automatically cites sources for credibility
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## The Foundation Framework

Click here: [Write in Your Voice and Tone](#)

### 1. Context Setting

Always start your AI conversations by explaining:

- Who you are (your role/industry)

- What you're trying to accomplish
- Your audience or intended use

## 2. Specific Requests

Instead of: "Help me with marketing"

Try: "Write a LinkedIn post for women business leaders about [specific topic], keeping it under 200 words with a professional but warm tone"

## 3. Iteration

- First attempt is rarely perfect
- Ask for revisions: "Make this more conversational" or "Add specific examples"
- Build on what works

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# Track A: Chapter Growth - Prompts & Templates

## Member Recruitment Email Template

### Social Media Content

Create 5 LinkedIn posts for recruiting members to my [type] chapter.

Each post should:

- Highlight different benefits of membership
- Include engaging questions
- Stay under 150 words
- Sound authentic, not salesy

Target audience: [describe your ideal members]

### Event Promotion

Write promotional copy for our upcoming [event type] focusing on [topic].

Key details: [date, time, location, speaker if applicable]

Emphasize: [main benefit/outcome]

Tone: [specify tone]

Where it will be used: [email, social media, website, etc.]

## Track B: Business Communication - Prompts & Templates

### Presentation Outline

Help me create an outline for a [length] presentation on [topic] for [audience].

Key points I want to cover: [list 3-5 main points]

My goal: [what you want audience to do/think/feel]

Time for Q&A: [yes/no and how long]

### Proposal Writing

I'm writing a proposal for [project/service] to [client type].

Key benefits: [list benefits]

Budget range: [if applicable]

Timeline: [project length]

My unique advantage: [what sets you apart]

Help me write a compelling executive summary that's [length] and positions me as [how you want to be seen].

### Email Communication

Help me write a professional email about [situation/request].

Recipient: [their role and relationship to you]

My goal: [what you want them to do]

Tone: [professional, friendly, urgent, etc.]

Key information to include: [list details]

## Track C: Market Intelligence - Prompts & Templates

### Competitive Analysis

I run a [type of business] in [location/industry]. Help me research my competition.

My services: [what you offer]

My target market: [who you serve]

What I want to know: [pricing, services, positioning, etc.]

Please provide [specific deliverable: comparison chart, summary, recommendations]

### Industry Trends

What are the current trends in [your industry] that could impact [specific aspect of your business]?

Focus on: [timeframe - next 6 months, 2025, etc.]

My business context: [brief description]

I'm particularly interested in: [specific areas of concern/opportunity]

### Market Opportunity

Help me identify potential new markets for [your product/service].

Current customers: [description]

Geographic focus: [current and potential areas]

What I'm looking for: [new demographics, industries, locations, etc.]

Budget/resources available: [constraints to consider]

## Track D: Team Development - Prompts & Templates

### Problem-Solving Framework

I'm facing a leadership challenge: [describe situation]

Team size: [number of people]

Key constraints: [time, budget, personalities, etc.]

What I've tried: [previous approaches]

Desired outcome: [specific goal]

Please provide 3-5 potential solutions with pros/cons for each.

## Meeting Planning

Help me plan a [type of meeting] to address [topic/goal].

Attendees: [roles/departments]

Time available: [duration]

Current situation: [context/background]

Desired outcomes: [specific goals]

Potential obstacles: [challenges you anticipate]

## Communication Strategy

I need to communicate [message/change] to my team.

Team composition: [size, roles, personalities]

The message: [what you need to convey]

Potential concerns: [how team might react]

Timeline: [when this needs to happen]

My leadership style: [describe your approach]

Help me create a communication plan that addresses concerns proactively.

## Your Workshop Results

### What you created today:

#### 1. Content/Analysis:

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## 2. Key insights:

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## 3. Immediate next step:

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# Your 30-Day Challenge

**Week 1:** Use AI to solve one small daily task (email writing, research, planning)

**Week 2:** Create content for your chapter using the templates from today

**Week 3:** Introduce one AI tool to a team member or colleague

**Week 4:** Plan how you'll share these skills with your chapter members

## Weekly Check-in Questions:

- What worked well this week?
  - What felt challenging?
  - What will you try differently next week?
  - How could your members benefit from this approach?
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# Teaching This to Your Members

## Workshop Format Ideas:

- **60-minute lunch & learn:** Focus on one track
- **Half-day intensive:** Cover all tracks with practice time
- **Monthly series:** One track per month with homework
- **Peer mentoring:** Pair tech-comfortable members with others

## Resources to Share:

- This handout (customize for your chapter's needs)
- Links to free AI tools
- Simple starter prompts for their industries

- Success stories from today's session

## Getting Started Tips:

1. **Start small** - Pick one use case everyone can relate to
  2. **Practice together** - Do live demos, not just theory
  3. **Share wins** - Have members report back on successes
  4. **Address concerns** - Be honest about limitations and ethics
  5. **Keep it practical** - Focus on solving real business problems
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## Additional Resources

### Recommended Reading:

- AI tool help documentation (each platform has excellent tutorials)
- Industry-specific AI use case studies
- Your own success stories to share with members

### Advanced Techniques to Explore:

- Prompt chaining (using one AI output as input for another task)
- Custom instructions (setting up AI to always know your role/context)
- Integration tools (connecting AI to your existing software)

### Ethical Considerations:

- Always review AI output before using
  - Don't share confidential information in prompts
  - Give credit when using AI assistance for public content
  - Maintain your authentic voice and judgment
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## Contact & Follow-Up

**Questions after today's workshop?**



**Denise N. Smith**

Chief Innovation Officer, AI Innovision

Email: [denise@aiinnovision.com](mailto:denise@aiinnovision.com)

**Remember:** You didn't build a successful business by waiting for permission or letting technology intimidate you. You figured it out. You made it work.

**This is just the next chapter of that same story.**

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*"This isn't about replacing your judgment with machine thinking. It's about making your good instincts even stronger."*