



ARTIFICIAL INTELLIGENCE FOR GROWING BUSINESSES

AI without the hype: a practical starting point for founders and their teams

The headlines are relentless and the jargon is thick. Here is the calm, useful version, and what it means for the work that quietly fills your week.



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• A PRACTICAL SEMINAR · NO EXPERIENCE NEEDED

Everyday AI & Claude for beginners

Putting large language models to work across finance,
legal, documents and everyday operations.

For founders, operations leads and independent consultants, artificial intelligence can feel both urgent and abstract at once. Everyone is talking about it; the practical starting point is rarely clear. At our free seminar this August we cut through that noise, and this is a short preview.

Large language models, the technology behind assistants such as Claude, are not a replacement for your judgement. They are a fast, capable colleague for the tasks that quietly consume a growing business: reconciling accounts, reviewing supplier contracts, drafting proposals, tidying spreadsheets and keeping customer records straight.

The value is not novelty. It is reclaiming hours, and returning your

attention to the decisions only you can make.

A founder chasing invoices on a Sunday evening can hand the first pass to Claude and review the result in minutes. An operations lead buried in policy documents can ask for a plain summary and the clauses that actually matter. A consultant preparing for a client can turn rough notes into a structured brief before the coffee is cold.



A founder handing the first pass to Claude, and reviewing the result.

Three habits that separate useful from unreliable

Give the model **clear principles** for the task. Agree what **"correct" looks like** before it begins. Then **confirm the plan before it acts** and check the work afterwards, exactly as you would with any new team member. Used this way, AI is not about cutting corners; it is about doing careful work faster.

FREE SEMINAR

Everyday AI and Claude for beginners

A plain-language introduction with live demonstrations and a frank look at privacy, security and responsible use. No technical background required.

Date

6 August 2026

Time

13:00 · 40 min + Q&A

Venue

Castalia Meeting Room