

A R T I F I C I A L
I N T E L L I G E N C E

TRAINING CATALOGUE

Our Programmes

- **AI Literacy:** Effective Collaboration with AI
- **AI Awareness:** What Does AI Mean for My Business?
- **AI Readiness:** Is Your Organisation Truly Ready for AI?
- **AI Governance:** A Compliance & Governance Guide for Organisations
- **Responsible AI:** A framework for trust, risk and accountability in Responsible AI

AI Literacy: Effective Collaboration with AI



Programme Objective

This programme is a capability-building course that brings the professional partnership with AI from theory into practice, supported by real-world application examples. It is built on enabling participants to position AI not merely as a tool, but as an assistant that accelerates their work.

Who Should Attend?

- All white-collar professionals working in operational teams
- HR, Finance, Marketing, Sales, Reporting and Operations teams
- Team leaders and middle managers
- All employees seeking to integrate AI into their work

Programme Content

- AI: What it is and isn't. Common types of AI
- Effective Collaboration: How to use AI as a complement to our roles, not a competitor
- AI Needs Analysis:
 - Task Definition: What and how much should I delegate?
 - Framing the right brief and asking the right questions
- Risk and Output Management:
 - Data security & security principles
 - Are the results genuinely accurate and reliable?
 - Continuous improvement: the refinement loop

Learning Outcomes

- Knowing where and how to integrate AI into your day-to-day work
- Recognising use cases specific to your department
- Writing safe and effective prompts
- Critically evaluating AI outputs
- Using AI in line with company data policy

Duration & Format

- On-demand: modular, quiz- and document-supported, video-based training
- 4 hours – Instructor-led online
- 1 full day – In-person

AI Awareness: What Does AI Mean for My Business?



Programme Objective

This programme places at its centre not the question “Which AI tool?” but rather “Where does AI genuinely create value in our business?” It delivers strategic clarity.

Who Should Attend?

- CEOs and C-level executives
- Business unit leaders
- Digital transformation and innovation teams
- All employees seeking to build their skills

Programme Content

- Which business problems does AI solve, and which doesn't it?
- Efficiency, decision quality or competitive advantage?
- Why does the “pilot graveyard” emerge?
- Choosing the right AI use cases for your organisation
- Common strategic mistakes in AI investment

Learning Outcomes

- A clear executive perspective on AI
- Realistic expectations and prioritisation
- Striking the balance between strategy, technology and people
- Identifying AI projects specific to your company

Duration & Format

- On-demand: modular, quiz- and document-supported, video-based training
- 4 hours – Instructor-led online
- 1 full day – In-person

AI Readiness: Is Your Organisation Truly Ready for AI?



Programme Objective

AI Readiness is not a technology question — it is a matter of *'organisational readiness'*. This programme measures how ready your organisation truly is for AI deployment and produces a clear roadmap.

Who Should Attend?

- Senior leadership
- HR, IT, Risk and Operations leaders
- Teams responsible for AI projects

Programme Content

- What is AI Readiness, and why is it critical?
- The culture, leadership, governance and data dimensions
- Readiness levels across people, skills and capabilities
- Strong areas and risky gaps
- *"I thought we were ready"* — common misconceptions

Learning Outcomes

- A snapshot of your organisation's current AI maturity
- Concrete development areas and priorities
- A clear roadmap for the next 3–6 months
- LeadAI AI Readiness Check™ — a scored assessment

Duration & Format

- On-demand: modular, quiz- and document-supported, video-based training
- 4 hours – Instructor-led online (2x4 hours with workshop)
- 1 or 2 full days (workshop) – In-person

AI Governance: A Compliance & Governance Guide for Organisations



Programme Objective

This programme treats the **EU AI Act and ISO/IEC 42001 as a management system, not legal text. It answers not “What do they want from us?” but rather “What should we do?”**

Who Should Attend?

- Senior leadership and board members
- Risk, compliance, legal and internal audit teams
- AI product and system owners
- All employees seeking to build their skills

Programme Content

- EU AI Act: risk tiers and organisational obligations
- Who falls within scope? (Including non-EU companies, including those in the UK and Türkiye)
- What is ISO 42001, and how does it differ from ISO 27001?
- AI Management System (AIMS) — the underlying logic
- What does it mean to be an ‘audit-ready’ organisation?

Learning Outcomes

- A clear position relative to EU AI regulation
- Establishing systematic AI governance through ISO 42001
- Turning the “*cost of compliance*” into a strategic advantage

Duration & Format

- On-demand: modular, quiz- and document-supported, video-based training
- 4 hours – Instructor-led online
- 1 full day – In-person

Responsible AI: A framework for trust, risk and accountability in responsible AI



Programme Objective

Designed for organisations that not only “use” AI but are also able to take responsibility for it, this programme addresses risk, ethics, transparency and governance in an integrated manner.

Who Should Attend?

- Senior and middle managers
- HR, Risk, Legal, IT and Data teams
- Professionals in decision-making roles on AI projects

Programme Content

- What is Responsible AI, and why is it now essential?
- Types of AI risk: bias, hallucination, data leakage, reputational risk
- The ‘Human-in-the-loop’ (human-supervised AI) approach
- Organisational responsibility, accountability and transparency
- Real-case analysis: “where did it break down?”

Learning Outcomes

- Recognising AI risks at an early stage
- Understanding the shift from ethical principle to operational control
- Building a shared “language of AI responsibility”

Duration & Format

- On-demand: modular, quiz- and document-supported, video-based training
- 4 hours – Instructor-led online
- 1 full day – In-person

Our Trainers & Consultants

Can Papuççuoğlu – Founder

Can Papuççuoğlu is a trainer and entrepreneur who has worked across leadership, organisational development and learning for more than 25 years.

He began his professional life as an entrepreneur in 1999, founding Türkiye's first online DVD store, www.medyastore.com. By the time he sold the business to overseas entrepreneurs in 2003, it had become Türkiye's leading DVD retailer across both traditional and online channels.

He then continued his career as a senior executive at Doğu Group, serving as Deputy General Manager responsible for the marketing of TV, radio and print titles at Doğu Media Group. In that role he led the entry of numerous international brands into the Türkiye market across a portfolio of 7 radio stations and 10 magazines, including Vogue, GQ, Condé Nast Traveller, NTV Publications, Virgin Radio and National Geographic.

Throughout his career, Can has examined the strategy, culture and decision-making practices of organisations within real business contexts. At BetterOutcome & LeadAI, he provides consultancy and designs training programmes and workshops based on the conviction that AI is not merely a technology investment, but a leadership and governance discipline that must be actively managed.

Alongside his ISO 42001 audit credentials (Lead Auditor), he supports senior leadership and teams across AI Readiness, Responsible AI, human-technology interaction and management culture — helping organisations develop clarity, accountability and a shared language for the AI era.



Get in touch



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