

# Work Smarter with AI

A Practical, User-Friendly Workshop Series that Demystifies the World of AI



## About the Presenter

Shawn Green is an original founder of VMP Group, a digital agency that celebrated 30 years of business in 2025. Shawn is VMP Group's CEO and has spent the **past 18 years working in AI, helping clients solve real problems with artificial intelligence.**

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**AI literacy and fluency are among today's top job skills.**

**These skills have been proven to increase productivity and employee satisfaction.**

## Why it Matters:

AI is changing the way we work - fast.

Organizations that embrace it early are seeing big gains in efficiency, creativity, and competitiveness. But many teams feel overwhelmed or unsure where to start. This workshop gives your team the clarity and confidence to use AI effectively and responsibly.

## What You'll Learn:

- ✓ Understand what AI is (and isn't).
- ✓ Become familiar with the different types of AI and their purpose.
- ✓ Recognize how AI is being used in today's workplaces.
- ✓ Learn practical and creative ways to use AI tools in your work and supercharge your productivity.
- ✓ Discover tips and tricks that you can apply in both your personal and professional life.



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## What You Get:

### 1 Why We Developed the Workshop

There's a lot of noise today around AI, which has resulted in a lot of questions and concerns. This workshop was developed to help answer some important questions we've consistently been hearing:

- Where do I even start?
- What are the types of AI tools available? What tools should we be using? Are some tools better at certain things than others?
- How do I protect my data and my privacy?
- What's the AI policy in my workplace?

The workshop, which began development in late 2024 and launched in spring 2025, is uniquely designed to be accessible to anyone, regardless of their experience in AI.

We explore things like day-to-day tasks, especially those that are repetitious or tedious. We also explore and examine obstacles, friction points, and the mix or range of technical skills within the team, understanding that not everyone on the team will be technically-inclined.

### 2 The Workshop Experience

The workshop will cover a range of practical topics, presented jargon-free. Careful thought and consideration has gone into its design, striking an important balance that doesn't overwhelm less technical participants, while providing opportunities to explore more complex topics for those who are more technically-savvy.

Questions and discussion are encouraged!

Shawn also demonstrates ways that participants can use AI in their daily lives to boost their own productivity and creativity.

### 3 Takeaways and Ongoing Use

Participants will also receive a quick reference guide with tips that will help them become more comfortable and proficient using AI daily.



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## Workshop Overview: What's Covered



### AI Foundations:



#### What is AI?

What comes to mind when you think of "Artificial Intelligence"? We'll take a look at what it is, what it isn't, how it got started, and the different types that exist. It's been a part of our lives for a lot longer than you might think.



#### Intro to Generative AI

Generative AI is the most-talked about type of AI today - it's AI for the masses. We'll cover how it works and show how to unlock its incredible potential.

### Adoption Support:



#### Anxiety and Confusion

We'll explore why AI raises concern, and separate fact from fiction.



#### Obstacles and Challenges

Many people face common hurdles when using AI for the first time. We'll identify key obstacles and offer practical solutions.

### Personal Use:



#### AI and YOU

Using AI regularly is the best way to improve. We'll discuss ways you can apply AI tools in your daily personal routines.

### Practical Integration:



#### Chatbots

Chatbots are primarily how we interact with AI tools. They allow us to use conversational language to input commands and get things done. It's this accessibility that launched the current AI renaissance. Learn how they work, how to *prompt effectively*, and how to go from beginner to power user.



#### Generating Content

AI can create images, designs, text, videos, and more. We'll explore how to leverage these capabilities.



#### AI In Practice

We'll review real-world, tailored examples - showing how AI can add value across your organization. We'll also explore some powerful AI solutions including agents and workflows.

### Responsible Use:



#### Privacy and Data Protection

Since AI systems may use the data you share as part of its training, we'll explore way to protect your data.



#### Ethical Use

We'll explore best practices for using AI responsibly, highlight common pitfalls, and review real cases where AI was used unethically.



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## What People are Saying

“ Shawn's workshop offered something for everyone on our leadership team, from those who haven't used AI at all to those who use it on a daily basis.

If you're struggling with how to prepare your team for AI, you need this workshop. ”

**Keith MacDonald**  
CAO, Municipality of Inverness County

“ I'm no longer intimidated by AI! ”

“ Shawn did such an excellent job on his presentation for NSCC staff about AI. He was clear and concise about the topic and gave a really good overview of the history of AI as well as pertinent up to date information on its uses.

He is an incredible speaker and is able to really connect with the audience! ”

**Beth Johnson**  
Administrative Assistant  
NSCC Sydney Waterfront Campus

“ Shawn delivered an AI seminar that was truly outstanding - one of the most informative and engaging sessions I've attended.

He masterfully broke down complex AI concepts in a way that resonated with everyone in the room, from business faculty to IT professionals.

The presentation struck the perfect balance between technical depth and practical relevance, making it a valuable experience for all levels of expertise. Highly recommended! ”

**Janine Carroll, NSCC Information Technology Faculty**

“ This workshop was really eye-opening! ”

“ Although I use AI pretty regularly, I learned a ton of new things! ”

“ Shawn's approach to the subject matter was incredible. The workshop flew by! ”

