



# AI Discovery Workshops

Are your senior executives asking how you can integrate artificial intelligence (AI) into your organisation? Have you been struggling to find impactful use cases for AI in your organisation? Or are you keen to prove the value of AI to gain more investment?

## Are you looking to:

### Streamline operations?

By freeing up human resources to focus on more complex activity.

### Give customers more of what they want?

By providing personalised recommendations and experiences.

### Improve operational efficiency?

From supply chain management to customer service, AI can help you to analyse huge data sets to identify patterns and optimise performance.

### Drive innovation & competitive edge?

Using natural language processing and machine learning.

### Drive better decision-making?

Using AI to predict future trends, customer behaviour, and market dynamics.

Oakland is a consultancy focused exclusively on liberating and activating data. We help transform and grow businesses by giving them access to the latest skills and technology, leaving them free to grow with the confidence that their data is continuously working for them.

We recognise that AI is so much more than a buzzword, and understand that it is hard to get practical advice and know who to trust when the technology is in its infancy.

If you are looking for AI to help with any of these business challenges and don't know where to start, then an Oakland complementary half-day workshop can help jump-start your AI journey. We're often told these sessions provide significant value and offer the opportunity to:

### Gain Clarity

The workshop explores the many ways that AI can add value, what is reality versus hype, and how your organisation should be thinking about where it can leverage AI.

### Identify Need

This workshop offers an opportunity to connect with deep experts and determine where AI would be a valuable investment for your organisation.

### Understand Oakland

In the workshop, you will work with our team, develop an understanding of how we think, and get a sense of our culture (and whether it aligns with you).

So, what does a typical workshop look like? The good news is that these aren't cookie cutter sessions, but are bespoke to what your organisation is looking to achieve. You are able to bring up to four stakeholders, and we typically hold these workshops in person as we find this gives you the best results (however, we are able to deliver them online).

This is an example of what you might expect:

#### Welcome/ Introductions

Time to get to know each other and to better understand the context of your organisation.

#### Capability Review

We will leverage our AI capability model to talk through what possibilities are available to organisations and break down how best to think through use cases for each, what is real versus hype, and what fundamentals you need to start.

#### Exploration Session

Based on your understanding of the AI capabilities, we will brainstorm a number of use cases that might be available to your organisation to leverage AI. We will then use our Lighthouse Project Canvas to explore in-depth two use cases that you prioritise during the session.

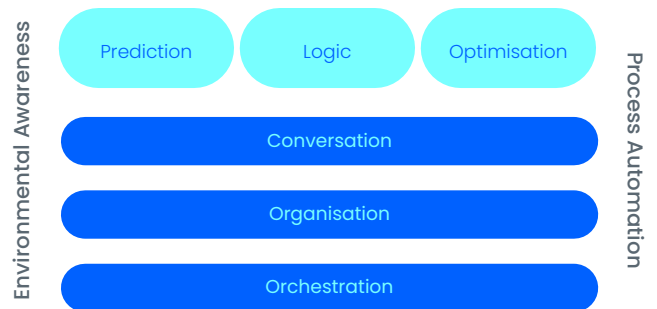
#### Roadmapping

We will take the various projects we have identified in the first two sections and start to plot out a roadmap for delivery, taking into account key dependencies and constraints.

#### Wrap-up & Next Steps

A short session to bring together the discussion from the entire workshop and set out timelines for output report development and follow-up discussion.

The sessions are very interactive and we have been told they can feel like therapy for people who are currently working in the AI space and struggling to get traction.



Following the workshop, we collate all of the information and provide a report which will give you clarity on the key use cases you can support, together with recommendations on how to deliver the change needed to reap the full benefits.



Finally, we also host a one-hour follow-up session with you to discuss any questions you have or to talk about how Oakland may be able to help you on your AI journey.

## Interested?

Contact us today to discuss booking an AI Discovery Workshop.

Email: [hello@weareoakland.com](mailto:hello@weareoakland.com)  
or call 0113 234 1944

# Oakland

Everything Data<sup>o</sup>