UX GUERRILLA™
ACADEMY

AI
BUSINESS
TRANSFORMATION
LEADERSHIP
DESIGN
CHANGE

Rethink. Redesign. Transform.

A practical guide to building future-ready businesses, designing better services and ways of working.



AI AGENTS & INTELLIGENT AUTOMATION

AI-READY ORGANISATIONS

LEADING CHANGE & ADOPTION

DESIGN FOR BUSINESS TRANSFORMATION

Design Change That Delivers Real Business Impact

2 DAYS (16 HOURS)

FOR LEADERS, MANAGERS & STAKEHOLDERS

COURSE OVERVIEW

Rethink. Redesign. Transform.

A Practical Guide to Building Future-Ready Businesses, Designing Better Services and Ways of Working

A practical, hands-on course helping business teams understand, design and deliver meaningful organisational transformation through human-centred design, AI-enabled innovation, intelligent automation and change management.

Participants develop the thinking and methods needed to challenge established business models, improve services, redesign processes and introduce new ways of working.

Instead of abstract transformation theory, the course focuses on real business problems, evidence, practical opportunities and achievable organisational change.

Realistic scenarios and collaborative exercises explore how AI agents, organisational capabilities and human-centred approaches can improve business performance, employee experiences and service delivery.

AT A GLANCE

DURATION	2 consecutive days / 16 hours
DELIVERY	Live online; optional on-site or hybrid
FOCUS	Practical transformation and measurable value
AUDIENCE	Leaders, stakeholders, delivery and UCD teams

TWO-DAY PROGRAMME

From transformation opportunities to practical change.

DAY 01 / Understanding transformation and designing better ways of working

Explore business transformation challenges and organisational complexity; identify inefficiencies; map services and processes; apply human-centred and systems thinking; evaluate AI readiness; recognise automation opportunities; and design improved future operating models.

DAY 02 / AI-enabled transformation, leading change and making it happen

Understand AI agents and intelligent automation; identify practical applications; prepare organisations for AI adoption; engage stakeholders; manage cultural and behavioural change; prioritise initiatives; develop implementation roadmaps; measure business outcomes; and sustain improvements.

LEARNING APPROACH

Interactive demonstrations, realistic organisational scenarios, structured group work and practical design exercises. Participants connect technology, people, processes and leadership decisions to tangible business outcomes.

FOUR CORE LEARNING AREAS

Connect technology, design and people.

01

AI agents & intelligent automation for business

Understand how agents, assistants and automation can reshape workflows, improve productivity and enable effective human–AI collaboration.

02

AI-ready organisations

Assess workforce capabilities, data readiness, processes, governance, leadership and culture to prepare for sustainable AI adoption.

03

Leading change: making transformation happen

Develop approaches to stakeholder engagement, communication, resistance, commitment, adoption and embedding new ways of working.

04

Design for business transformation

Apply human-centred design, service design, systems thinking and business analysis to diagnose root causes and design actionable improvements.

LEARNING OUTCOMES

Design the future. Make change achievable.

01 Identify and analyse organisational challenges and transformation opportunities.

02 Apply practical design methods to improve processes, services and ways of working.

03 Recognise where AI agents and intelligent automation deliver meaningful business value.

04 Assess organisational readiness for AI-enabled transformation.

05 Understand how people, processes, technology and culture shape transformation success.

06 Engage stakeholders and support adoption of new ways of working.

07 Prioritise initiatives by business value, feasibility and organisational impact.

08 Develop an initial transformation roadmap with measurable outcomes.

PRACTICAL COURSE DELIVERABLE

Participants collaborate on a realistic business transformation challenge and produce a current-state assessment, improvement opportunities, a proposed future-state operating model and a prioritised transformation action plan.

COURSE PRICE & DETAILS

A practical investment in future-ready capability.

CORE COURSE PRICE	**£2,495 + VAT** 2-day / 16-hour corporate live-online training
PARTICIPANTS	**First 5 included** Maximum 15 participants from one organisation
ADDITIONAL PARTICIPANTS	**£195 + VAT each** Applies to seats 6–15
ON-SITE DELIVERY	**+ £750 + VAT** Optional classroom delivery supplement
HYBRID DELIVERY	**+ £950 + VAT** Optional hybrid delivery supplement
CROSS-SALES	**10% discount** Second core-course booking
MULTI-COURSE	**15% discount** Three or more core-course bookings
TARGET AUDIENCE	**Business and delivery teams** Business leaders, transformation and programme managers, service owners, delivery teams, business analysts, UCD teams and organisational stakeholders
REQUIRED EXPERIENCE	**No specialist knowledge needed** Experience of business or service challenges is helpful; no coding, AI or formal design qualification required

Included: course documents, practical activities and attendance certificate.

Pricing follows the previous brochure format and is subject to verification against the final UXG Academy pricing master. Discounts are not cumulative. Travel, venue and other expenses may be quoted separately.