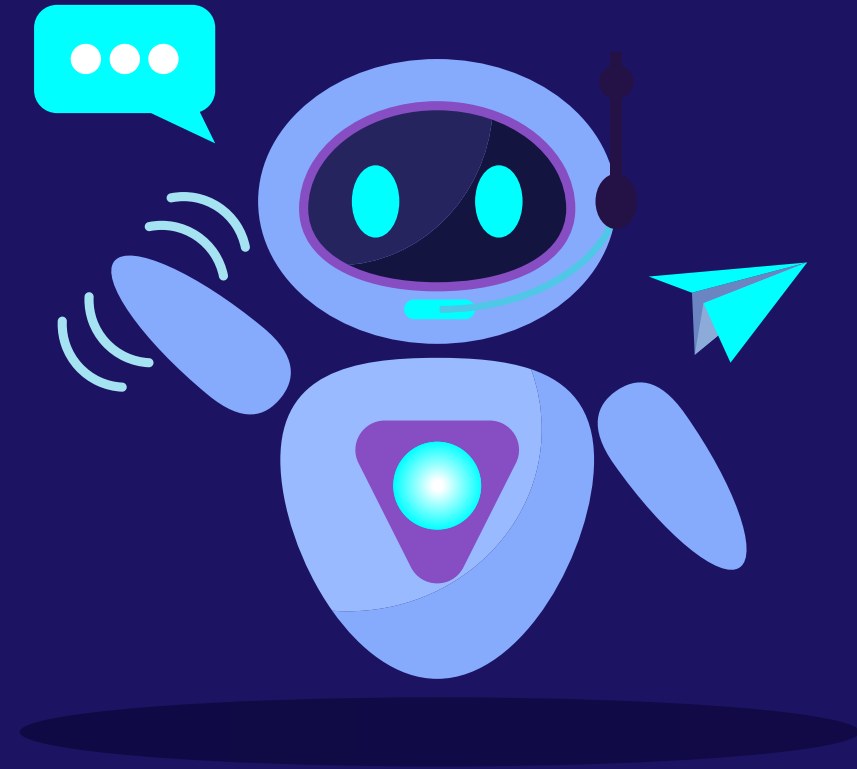


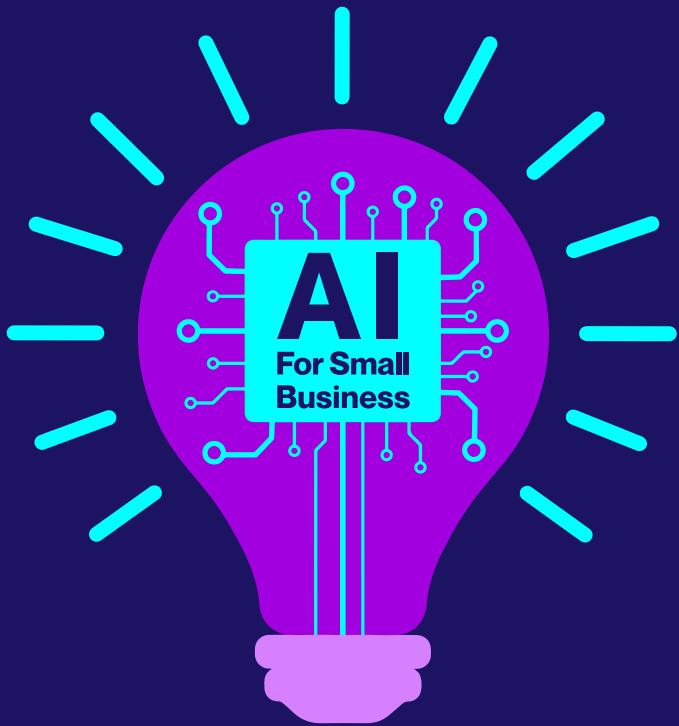
**SMALL  
BUSINESS  
BRITAIN**



# AI For Small Business

**Course Information**

Sponsored by  
**BT Group**



## AI For Small Business

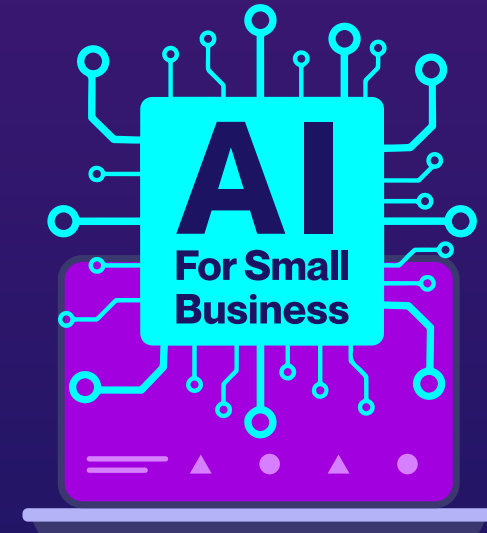
This free six-week AI for Small Business programme, sponsored by BT Group, is designed to equip small business owners with the tools and skills to leverage AI. Led by industry experts, the sessions cover everything from streamlining communication and automating tasks to enhancing marketing strategies. This programme offers a practical approach to boosting your business and simplifying operations. Delivered online for flexibility, it's accessible to participants across the UK.

### What the Programme includes

Live weekly sessions, recorded and available on a private Small Business Britain website, exclusive to course participants. Real-life examples demonstrated by a business from our community.

Access to a private, supportive community to ask questions, engage with experts and instructors, share experiences, and network with other small businesses.

# Course Programme



## 1

### AI Mindset - How to Use AI to Solve Problems for Small Businesses

You will learn:

- See past the hype and choose AI tools that deliver real value
- Adopt a practical and strategic mindset when exploring AI for your business
- Identify real business challenges that AI can help solve

## 2

### Everyday AI Tools for Small Businesses – Save Time & Work Smarter

You will learn:

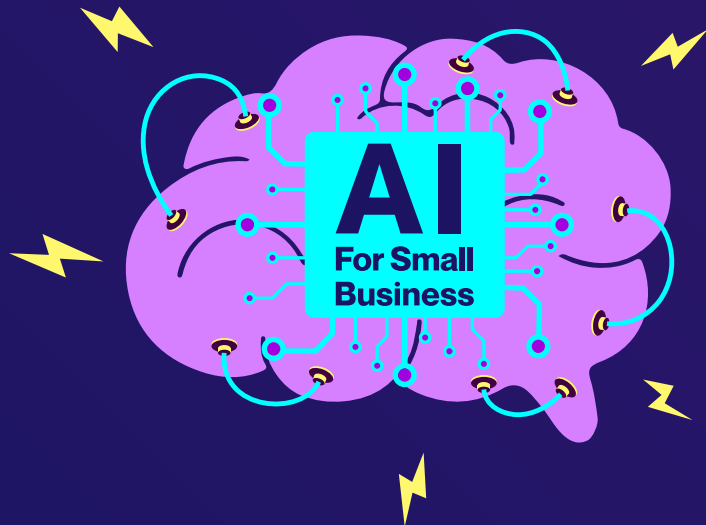
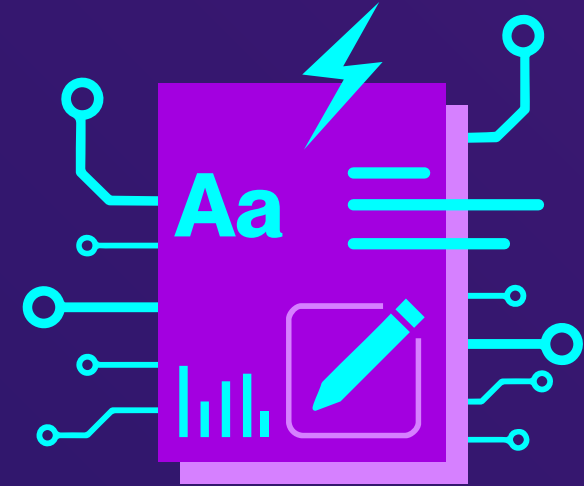
- Simple, low-cost AI tools you can start using today to cut down repetitive tasks
- Practical use cases where AI can boost efficiency in admin, operations, and customer service
- How to choose tools that fit your business needs without overcomplicating things
- Tips for embedding AI into your daily workflow to free up time for growth engagement and efficiency.

# 3

## How AI Can Transform Your Marketing

You will learn:

- Streamline creative content production and refine copywriting with AI.
- Optimise social media campaigns using AI tools.
- Incorporate AI into your marketing to boost engagement and efficiency.



# 4

## AI for Data Analysis – Turning Numbers into Business Insights

You will learn:

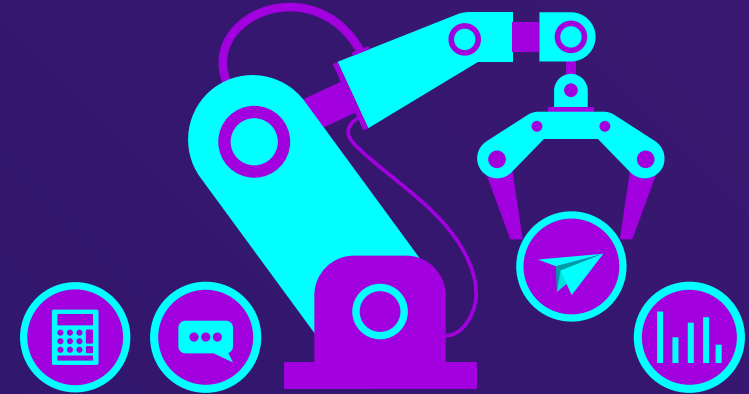
- What is data and where can you find it in your business.
- AI tools can bring data to life and guide your decision making
- Key considerations for security and privacy

# 5

## Supersize your Business with AI

You will learn:

- How to design and deploy AI assistants to automate repetitive tasks, saving valuable time.
- Effective strategies for integrating AI to enhance team productivity and operational scalability.
- The key differences between AI assistants and AI agents.



# 6

## Sustainability and AI – Smarter Solutions for a Greener Future

You will learn:

- The ecological impact of AI and how it affects small businesses.
- Practical tips, tools, and systems to help your business become a leader in digital sustainability.

To sign up, please visit <https://smallbusinessbritain.uk/ai-for-small-business>



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