

# Human Decision Layer Workshop

AI has changed how businesses produce communication. However, it has *not* removed the need for judgment, discernment, strategic thinking, or human trust.

In many industries, those qualities are becoming more important precisely because the tools are becoming easier to access.

**The Human Decision Layer Workshop** explores what happens when AI enters communication, positioning, reputation, client relationships, thought leadership, and business decision-making. The conversation moves beyond prompts and productivity hacks and focuses instead on the strategic and human questions many organizations are now quietly wrestling with.

How do businesses remain differentiated when everyone can generate polished content?

How does trust shift when communication becomes easier to automate?

What role does discernment play when information abundance increases but clarity does not necessarily follow?

*The workshop is designed to create thoughtful discussion around these shifts while helping teams and leadership groups think more clearly about communication, positioning, trust, and strategic direction.*

Conversations may include/ focus on:

- AI and communication
- trust and reputation
- positioning in saturated markets
- strategic clarity
- thought leadership
- communication coherence
- AI-generated sameness
- discernment and decision-making
- founder and leadership visibility
- human judgment in the AI era

The workshop is intentionally conversational and reflective rather than highly technical.

# Audience

The workshop works particularly well for:

- law firms
- founder groups
- leadership teams
- professional associations
- expert-led businesses
- strategic and communication teams
- organizations navigating AI-related change

# Format

Workshops are typically delivered as:

- virtual sessions
- in-person workshops
- keynote-style conversations
- leadership discussions
- facilitated team sessions

Most sessions range from 60–90 minutes.

# Outcomes

Participants often leave with:

- clearer understanding of AI-era communication shifts
- stronger awareness of trust and positioning dynamics
- sharper thinking around communication quality
- more intentional visibility strategies
- greater clarity around where human judgment creates value

The workshop tends to resonate most with organizations looking for thoughtful strategic conversation rather than technical AI training.

## Investment

Workshops begin at USD \$5,000 and scale depending on format, audience size, customization, and travel requirements.

## Your next Step

If your team is already using AI, talking about AI, or quietly wondering what it means for trust, communication, visibility, and decision-making, the conversation is already overdue.

Click the button on the website to send me a message describing your needs & intentions for a workshop.

I'll reply with format options and a few focused questions so we can shape a session that is relevant, practical, and worth your team's time.

Talk soon,

