

woodhouse.
an RSK company

DELIVERED BY

 **ConkerAI**
DELIVERING
GROWTH PRODUCTIVITY PROFIT

— A TWO-DAY PROFESSIONAL PROGRAMME

AI Foundation Course for Asset Management Professionals

Using large language models to improve research, analysis, documentation and insight generation in asset-intensive organisations.

FORMAT

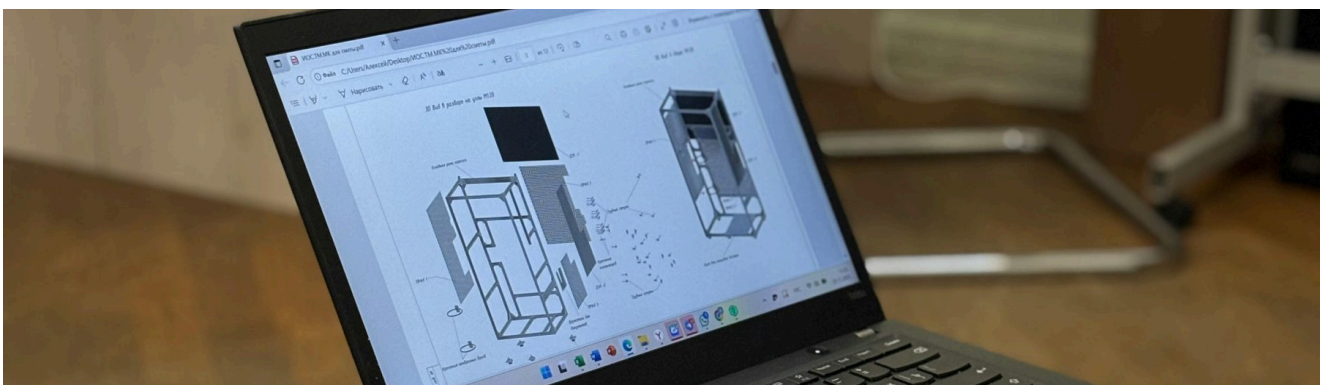
Two days, in
person

Hosted through Woodhouse Asset
Management Academy and delivered
by ConkerAI



Why this programme, and why now

Many professionals are already experimenting with AI tools, but few have been taught how to use them *reliably, safely and consistently* in a business-critical environment.



01

AI is already in the building

Generative AI tools are being used across asset-intensive organisations to draft reports, summarise documents, support analysis and answer day-to-day questions. The technology is already in your workflows, whether or not it has been formally adopted.

02

Experimentation is not enough

Casual use produces inconsistent results, unverified outputs and avoidable risk. Without structured methods, professionals fall back on trial and error, and the same questions are answered differently from one desk to the next.

03

Structured capability matters

Organisations that operate in business-critical environments need repeatable, safer ways of using AI. That means tested methods, human oversight, source checking, and professional judgement applied throughout.

This programme is the practical answer for organisations that want to move from individual experimentation to a shared, reliable way of working with AI.

02 – THE PROGRAMME

A practical professional programme, built for your workplace

This two-day programme helps asset management professionals use generative AI and large language models more safely, consistently and effectively in their day-to-day work.

Delegates learn structured methods for prompting, deep research, data analysis, documentation and insight generation, then apply those methods to their own role, organisation and asset management challenges throughout the programme.

Relevant to asset-intensive organisations across utilities, transport, infrastructure, local authorities, universities, property portfolios and related sectors.

DESIGNED FOR

Asset management professionals, engineers and maintenance leads

Operations, programme and technical managers

Finance and support teams involved in asset management

Senior leaders responsible for asset management capability

L&D and capability teams building AI confidence

DESIGNED TO DELIVER

Practical methods for prompting, research and analysis

Safer AI use with human oversight and source checking

Repeatable frameworks that survive past day two

Better questions, better research, better documentation

Confidence to use approved AI tools well, every day

WHY THIS PROGRAMME EXISTS

The Woodhouse Partnership first worked with ConkerAI to build practical AI capability within its own team. Following that work, Woodhouse invited ConkerAI to make the programme available to professionals across its asset management network.



What this course is

Asset management is a specialist field. This programme respects that. It does not try to teach asset management theory, nor does it try to be a software engineering course. It teaches transferable methods for using approved AI tools well, in the work that delegates already do. The programme focuses on using AI to improve research, analysis, drafting and option framing; it does not replace formal decision processes, governance or specialist decision-support methods and tools.

What the course covers

- ✓ A two-day professional programme, delivered in person
- ✓ Applied, practice-led and business-focused
- ✓ Designed for professionals in asset-intensive organisations
- ✓ Focused on practical use of generative AI and large language models
- ✓ A safe route from casual experimentation to repeatable methods
- ✓ A foundation for further AI adoption in your organisation

REASSURANCE FOR DELEGATES AND THEIR MANAGERS

Practical, safe and relevant from the start

The programme is designed for professionals who want to use approved AI tools more effectively in their day-to-day work. Delegates will work with realistic tasks such as improving reports, preparing briefings, summarising information, exploring research topics, checking outputs and turning rough thinking into clearer documentation. The emphasis throughout is on practical use, safer habits, human judgement and applying the methods to the delegate's own role and organisational context.



What delegates will learn

Outcomes are framed for professional use, not module jargon. By the end of the programme, delegates will be able to do the following with confidence.

01

Understand how large language models behave

What they are, how they generate output, where context windows end, and why this changes how you should brief them.

02

Brief AI tools using structured prompting methods

Apply the 5 R's framework to get consistent, useful results rather than relying on unstructured or one-line prompts.

03

Carry out deeper AI-supported research

Use the RIGOR research method to investigate topics, organisations, regulation and best practice with proper source checking.

04

Use AI for data analysis and interpretation

Work with small datasets, ask better analytical questions and read AI outputs with appropriate professional scepticism.

05

Reduce hallucination risk and check outputs

Spot where AI is likely to invent, ground answers in source material, and review results before they leave your desk.

06

Apply AI safely in a corporate environment

Work with appropriate human oversight, data awareness, professional judgement and respect for organisational policy.

07

Recognise where agents and future workflows fit

Understand the role of custom agents and specialist AI workflows, so delegates know what is foundational, what is next, and what they can sensibly plan for in their own teams.

Delegates leave with practical methods they can apply to research, analysis, documentation and option framing, without losing the need for professional judgement.

Course content

The programme is built around five practical themes. Each is taught with worked examples, structured frameworks and hands-on practice using delegates' own workplace material.



Theme 01

Foundations of generative AI

- What generative AI is
- What large language models are
- Context windows
- Memory and persistent context
- Temperature and output control

Theme 02

Quality, risk and safer use

- Hallucinations and why they happen
- How to reduce hallucinations
- Bias and human judgement
- Grounding and RAG
- Checking and improving AI outputs

Theme 03

Structured methods and frameworks

- Prompting principles
- The 5 R's prompting framework
- The RIGOR deep research method
- Repeatable workflows

Theme 04

Application to your own work

- Data analysis with AI
- Documentation and reporting
- Insight generation for workplace decisions
- Promptathon-style practice
- Real workplace challenges

Theme 05

What comes after the foundations

- Introduction to agents
- Specialist AI workflows
- 30-day practice plan
- Next steps for your organisation

Transferable methods, not software-specific training. The programme is tool-neutral. Delegates learn ways of working with large language models that apply whichever approved AI tool their organisation uses.

How the programme is taught

Unlike theory-led online programmes, this course is built around *practical application*, live guidance and real workplace use cases.

FORMAT	Two days, in person
COHORT	Limited to twelve delegates
DAY	Full-day format
INCLUDED	Lunch, materials, practical exercises and informal networking

Trainer-led, with room to ask

Both ConkerAI trainers are in the room throughout the programme. Delegates can put questions specific to their own work directly to the trainers during sessions, at breaks and during the optional informal Q&A at the end of each day.

Practical use of AI during the programme

Delegates work directly with AI tools on their own laptops. They practise structured prompting, test deep research methods, review outputs together and apply the frameworks to challenges they have brought from work.

Peer discussion across the cohort

The programme is intentionally cross-functional. Delegates compare how AI is being used in adjacent roles and sectors, which often surfaces practical ideas faster than working in a single-team setting.

Informal networking, by design

Arrival, lunch and the end of each day include informal opportunities to meet other professionals working in asset-intensive organisations, compare practical challenges and discuss questions with the trainers.

LIMITED TO 12 The programme is intentionally limited to 12 delegates to allow for trainer support, practical exercises, peer discussion and individual questions.

What delegates leave with

Delegates are not just attending two days of training. They leave with a practice system: structured frameworks, practical guides and a clear plan for the weeks after the programme.

01

The 5 R's prompting framework

A printed guide to ConkerAI's structured prompting method, with worked examples drawn from real professional work.

02

The RIGOR deep research guide

The step-by-step method for using AI to investigate organisations, sectors, regulation, policy and best practice.

03

Data analysis guide

How to brief AI tools for analytical work, what to check, and where human judgement must lead.

04

AI glossary

Plain-English definitions of the terms delegates need, and the ones they can ignore.

05

Workshop exercises and example prompts

The full set of exercises and worked example prompts from across the two days, ready to reuse.

06

A 30-day practice plan

A short, structured roadmap for applying the methods after the programme, so the learning actually translates into changed working habits.

07

Verifiable digital credential

A certificate of completion through Credly, providing a verifiable digital record of participation in the programme.

08

Clear next steps for practice

An honest view of what to try first in your own role, what to wait on, and where to go for further capability building.

09

A useful cohort experience

Opportunities to discuss practical AI challenges with other professionals working in similar or adjacent environments.

The value is not only the certificate. It is what delegates do on the Monday after the course, and the Monday after that.

Meet your course leads

The programme is designed and delivered by the founders of ConkerAI. Both have built and run businesses for the last twenty years and teach AI from a practical business perspective, not a technical one.



CO-FOUNDER, CONKERAI · AI TRAINER

Andrew Brindley

Andrew leads delivery on the programme. He handles the technical content, live demonstrations and the deeper sessions on how large language models behave and how to work with them well.

With Jo, Andrew has built and run five businesses across recruitment, social care and property over the past twenty years. He approaches AI as a business owner who uses it daily, not as a software engineer.



CO-FOUNDER, CONKERAI · AI TRAINER

Jo Guy

Jo leads on adoption strategy and facilitates the practical sessions throughout the programme. Her focus is how organisations embed AI confidently, consistently and safely in everyday work, beyond the room.

With Andrew, Jo has co-founded and run five businesses over twenty years. She has served on the board of a care sector trade body and works closely with senior leaders on capability building.



Considerable money saving and more bespoke and higher quality output.

James Morrow, Managing Director, SEP Rail Design

'Such a great introduction to AI for business leaders. Practical, hands-on advice and guidance which can immediately be put into practical effect.'

Liz Fyfe, MD, Thornton Jones

'This was my first AI workshop. ConkerAI delivered a polished workshop that was incredibly useful and eye-opening.'

Paul Maher, Finance and Operations Director, Hako

How to book

Places on each cohort are limited to twelve delegates, and cohorts are released throughout the year through Woodhouse Asset Management Academy.

Visit the Woodhouse Asset Management Academy website for current dates, availability and booking. Group bookings and on-site team programmes can be arranged on request.

Book your place online through Woodhouse Asset Management Academy.

Use the academy's booking system for the current cohort calendar, individual places and team bookings.

PROGRAMME FEE

£1,200 plus VAT per delegate

Includes all materials, lunches, the 30-day practice plan and the Credly certificate of completion.

2

Days, in person

12

Delegates per cohort, maximum

£1,200

Per delegate, plus VAT

TECHNICAL REQUIREMENTS

Before you attend

Delegates will need a laptop or Mac with a physical keyboard, reliable web access and access to a paid AI tool approved by their organisation. Suitable tools may include ChatGPT, Claude, Gemini, Microsoft Copilot or Perplexity, subject to organisational approval and feature availability.

A mouse is strongly recommended. Tablets are not recommended unless they have a proper keyboard.

WHAT COMES NEXT

Beyond the foundation

This programme provides the foundation for more confident and structured AI use. It is the first step in a wider learning pathway for asset management professionals.

Courses 2 and 3 will help delegates apply the methods from day one to real asset management work, improving research, drafting, review and governance habits, and embedding safer, repeatable ways of working with approved AI tools alongside existing organisational processes and systems.

These options are best explored once delegates have built a shared understanding of how to use generative AI safely, practically and consistently.

Hosted through Woodhouse Asset Management Academy and delivered by ConkerAI.

Participants will receive a certificate of completion through Credly, providing a verifiable digital record of their participation in the programme.



DELIVERED BY CONKERAI