

AI for SME Business Owners

Empowering You to Use AI Today — Not Tomorrow

Virtual Full-Day Workshop

£599 per attendee

Join our interactive, live Zoom-based workshop designed specifically for small and medium business owners ready to harness the power of AI.

Bespoke Business Workshop

£4,259 for up to 12 people

Private session tailored to your company's unique sector, challenges, and team needs—including pre-session consultation.

Who Should Attend?

This live, Zoom-based workshop is designed for small and medium business owners, founders, and directors with little or no prior experience in AI. Whether you're running a family business, leading a growing startup, or managing an established SME, this workshop meets you where you are—no technical background required.

If you've been hearing about artificial intelligence everywhere but aren't quite sure how it applies to *your* business, you're not alone. Many business leaders feel overwhelmed by the rapid pace of technological change and uncertain about where to begin. Perhaps you're curious about how AI could help you save precious time, improve the customer experience you offer, or streamline your day-to-day operations—but you're not sure which tools are trustworthy or how to implement them responsibly.

Business Owners

Seeking practical ways to work smarter, not harder

Founders & Directors

Looking to stay competitive in a rapidly evolving marketplace

SME Leaders

Ready to embrace change with confidence and clarity

This workshop cuts through the confusion and gives you actionable insights you can apply immediately. You'll leave with practical knowledge, proven tools, and a clear roadmap for integrating AI into your business—all delivered in plain English, without the jargon or technical complexity.

Workshop Format

Our carefully structured one-day programme is delivered live via Zoom, ensuring you can participate from the comfort of your own office or home. This isn't a passive webinar—it's an interactive learning experience designed to keep you engaged, ask questions, and apply concepts in real time.



One Full Day

Live delivery via Zoom
with dedicated breaks
between sessions



4 × 90-Minute Sessions

Structured learning
blocks covering essential
AI topics



Tools & Workbook Included

Comprehensive digital
materials plus bonus
Q&A clinic access



Limited Group Size

Interactive format
ensuring personal
attention and
meaningful discussions

We've intentionally kept group sizes small to foster genuine interaction and ensure every participant has the opportunity to ask questions specific to their business. Each 90-minute session is followed by a comfortable break, giving you time to reflect, take notes, and prepare for the next topic. You'll also receive a comprehensive digital workbook filled with templates, checklists, and resources to support your AI journey long after the workshop ends.

As a bonus, all attendees gain access to an exclusive post-event Q&A clinic where you can bring follow-up questions as you begin implementing what you've learnt. This ongoing support ensures you never feel alone as you take your first steps into the world of AI.

Session Overviews & Learning Outcomes

Our workshop is divided into four carefully designed sessions, each building upon the last to give you a complete understanding of how AI can transform your SME. From foundational concepts to practical implementation strategies, every session is packed with actionable insights tailored specifically for business owners without technical backgrounds.

You'll move systematically through the key areas where AI can make the biggest difference: understanding the fundamentals, leveraging AI for marketing effectiveness, streamlining finance and administration, and leading your team through responsible AI adoption. Each session includes real-world examples from businesses just like yours, live demonstrations of key tools, and interactive exercises to help you apply concepts immediately.

01

What Is AI and Why It Matters for SMEs

Foundational understanding of AI without the hype or jargon

02

AI for SME Marketing

Practical tools for content creation, lead generation, and automation

03

AI in SME Finance & Admin

Time-saving solutions for bookkeeping, forecasting, and routine tasks

04

AI Leadership, Ethics, and Getting Started

Strategic roadmap for responsible implementation and team upskilling

By the end of the day, you'll have a clear picture of where AI fits into your business strategy and a practical 30-day plan to get started. You won't just understand *what* AI can do—you'll know *how* to make it work for your specific business needs, budget, and goals.

Session 1: What Is AI and Why It Matters for SMEs

Overview: The world of artificial intelligence can feel overwhelming, filled with confusing buzzwords, exaggerated claims, and technical terminology that leaves many business owners feeling lost. In this opening session, we cut through all the noise to give you a clear, jargon-free understanding of what AI really is—and perhaps more importantly, what it isn't.

You'll discover that AI isn't some distant, futuristic technology reserved for tech giants and Silicon Valley startups. It's already here, quietly reshaping how small and medium businesses operate every single day. From the spam filter in your email inbox to the chatbot on your website, from predictive text on your smartphone to automated invoice processing in your accounting software—AI is working behind the scenes in tools you likely already use.

We'll explore the fundamental concepts that underpin modern AI, explained in plain English with practical examples drawn from real SMEs across various industries. You'll learn to distinguish between different types of AI, understand the strengths and limitations of current technology, and most importantly, begin to recognise opportunities where AI could genuinely add value to your business operations.

Understand Basic AI Concepts

Grasp fundamental AI terminology and principles without any technical jargon—learn to speak confidently about AI with staff, customers, and suppliers

Identify Everyday AI Uses

Recognise how AI already appears in small business settings, from customer service tools to inventory management systems

Know Where AI Brings Value

Learn to spot genuine opportunities for AI implementation in your business—and understand where human expertise remains irreplaceable

This session establishes the foundation for everything that follows. By understanding what AI can and cannot do, you'll be equipped to make informed decisions about which tools deserve your investment of time and money, and which are simply marketing hype. You'll leave this session with confidence in your ability to evaluate AI solutions critically and strategically.

Session 2: AI for SME Marketing

Overview: Marketing is often one of the most time-consuming aspects of running a small business, yet it's absolutely essential for growth. The good news? AI has made sophisticated marketing capabilities accessible to businesses of all sizes, even if you don't have a dedicated marketing team or substantial budget.

In this session, we'll show you how artificial intelligence can help you create compelling content, attract qualified leads, and automate repetitive marketing tasks that currently eat up your valuable time. You'll discover straightforward AI tools that can draft email campaigns, suggest social media content, analyse customer behaviour, and personalise communications—all without requiring technical expertise or expensive consultants.

We'll walk through real examples of how SMEs are using AI to maintain consistent marketing efforts despite limited resources. Learn how to leverage AI writing assistants to overcome writer's block, generate blog post ideas, and adapt your messaging for different audiences. Explore how AI-powered analytics can reveal insights about your customers that would take hours to uncover manually. Discover automation tools that ensure no lead falls through the cracks, even when you're focused on other priorities.



Simple AI Tools for Marketing

Explore user-friendly applications for email campaigns, content generation, and audience insights that require no technical background



Consistent Marketing With Less Effort

Understand how to maintain regular customer communication and brand presence without sacrificing quality or authenticity



Avoid Common Pitfalls

Learn the mistakes others have made with generative AI tools so you can sidestep them entirely and maintain your brand voice

Perhaps most importantly, we'll discuss how to use AI as a creative partner rather than a replacement for human judgement. You'll learn practical strategies for reviewing and refining AI-generated content to ensure it truly represents your brand and resonates with your audience. By the end of this session, you'll have a toolkit of specific AI marketing applications you can start using immediately, along with best practices for implementation that protect your brand reputation whilst maximising efficiency.

Session 3: AI in SME Finance & Admin

Overview: Administrative tasks and financial management can consume an enormous amount of time for small business owners—time that could be better spent growing your business, serving customers, or developing your team. From bookkeeping and payroll to expense tracking and financial forecasting, these essential but repetitive tasks are precisely where AI can deliver immediate, measurable value.

This session demystifies how artificial intelligence has made sophisticated financial management accessible and affordable for SMEs. We'll explore trusted applications and platforms that automate routine administrative work whilst maintaining the accuracy and compliance your business requires. You'll discover how modern AI tools can integrate seamlessly with popular accounting platforms like Xero and QuickBooks, enhancing their capabilities without requiring you to abandon systems you already know and trust.

We'll demonstrate practical applications including automated invoice processing, intelligent expense categorisation, predictive cash flow analysis, and streamlined payroll management. You'll see how AI can flag potential errors before they become problems, identify unusual patterns that might indicate fraud or mistakes, and generate financial reports that once required hours of manual work. Beyond just showing you what's possible, we'll discuss realistic implementations for businesses at various stages of growth and with different levels of financial complexity.

Discover Trusted Automation Tools

Explore proven applications that handle routine administrative tasks reliably and securely

Understand Costs and Risks

Get transparent information about pricing, implementation time, and where human oversight remains essential

1

2

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Learn Integration Capabilities

Understand how AI works alongside Xero, QuickBooks, and other platforms you already use

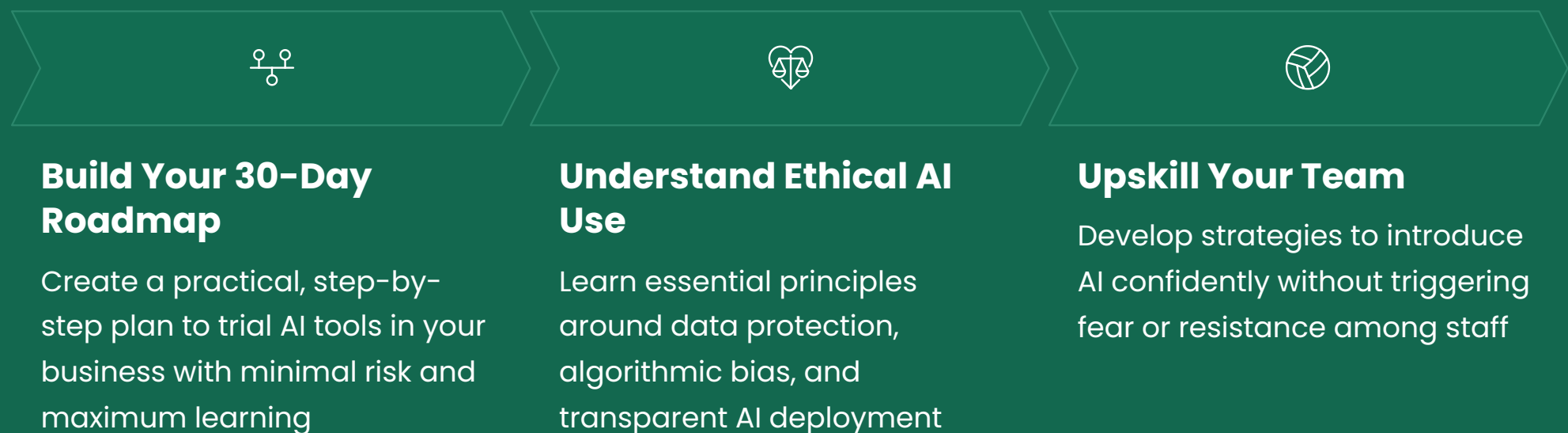
Crucially, we'll address the questions that keep business owners up at night: What are the costs involved? How long does implementation take? What happens if something goes wrong? Where does human oversight remain absolutely necessary? We'll provide honest, realistic answers about both the benefits and limitations of AI in financial administration. You'll learn which processes can be safely automated and which require human judgement, helping you make informed decisions that balance efficiency with appropriate control. By session's end, you'll have a clear understanding of how to save hours each week whilst actually improving the accuracy and timeliness of your financial information.

Session 4: AI Leadership, Ethics, and Getting Started

Overview: Successfully adopting artificial intelligence in your business requires more than just choosing the right tools—it demands thoughtful leadership, ethical consideration, and a clear implementation strategy. This final session brings together everything you've learnt and transforms it into an actionable roadmap you can start following immediately.

We'll explore the human side of AI adoption, addressing the concerns and resistance you might encounter from your team. Change can be unsettling, and new technology often triggers fears about job security, capability, and relevance. You'll learn proven strategies for introducing AI in ways that empower rather than threaten your staff, positioning these tools as assistants that enhance human work rather than replacements for human workers. We'll discuss how to foster a culture of experimentation where trying new AI tools is seen as an opportunity rather than a risk.

Ethics and responsibility form a critical part of this discussion. As you integrate AI into your operations, you're also taking on responsibilities around data protection, bias prevention, transparency, and accountability. We'll cover the essential considerations every business owner needs to understand: how to protect customer data when using AI tools, how to recognise and mitigate bias in AI systems, when to disclose AI use to customers, and how to maintain appropriate human oversight. These aren't abstract concerns—they're practical matters that affect your reputation, legal compliance, and customer trust.



The centrepiece of this session is helping you create your personalised 30-day AI implementation roadmap. Rather than trying to revolutionise everything at once, you'll identify one or two high-value applications where AI can make an immediate difference. We'll guide you through setting clear success metrics, establishing review points, and building in opportunities to learn and adjust. You'll also gain access to resources for continuing education, both for yourself and your team members, ensuring that AI adoption becomes an ongoing journey of improvement rather than a one-time event. You'll leave this session—and the workshop—with clarity, confidence, and concrete next steps.

Bonus Inclusions

Your investment in this workshop extends well beyond the live training day. We've carefully curated a collection of supplementary resources and ongoing support designed to ensure your success as you begin implementing AI in your business. These bonus inclusions provide continued value long after the workshop concludes, giving you reference materials, additional guidance, and a safety net as you navigate your AI journey.



AI Tools Cheat Sheet

A comprehensive, regularly updated guide featuring vetted AI applications across all business functions—marketing, finance, operations, and more. Each tool includes pricing information, key features, integration capabilities, and honest assessments of strengths and limitations. This living document saves you countless hours of research.



Group Booking Discounts

Planning to bring multiple team members? We offer attractive discounts for organisations registering three or more attendees. This allows you to build internal AI capability across your leadership team, ensuring consistent understanding and collaborative implementation. Contact us for specific group pricing tailored to your needs.

These bonus materials are integral components of a support system designed to maximise your return on investment. The cheat sheet alone could save you weeks of trial and error, whilst the Q&A clinic provides crucial guidance at exactly the moment when you're most likely to need it: when you're actively trying to apply what you've learnt.

We've also built a community aspect into our workshop alumni network. Past attendees often find tremendous value in connecting with other business owners who are on similar AI adoption journeys, sharing successes, troubleshooting challenges, and recommending tools that have worked well in their contexts. This peer learning dimension frequently proves just as valuable as the formal instruction.

Bespoke AI Workshop for Your Business

Whilst our public workshop provides exceptional value for individual business owners, some organisations benefit most from a completely customised learning experience. Our bespoke business workshop option allows you to bring focused AI training directly to your team, with content specifically adapted to your industry, challenges, and strategic objectives.

This private session accommodates up to twelve people from your organisation, making it ideal for leadership teams, management groups, or cross-functional teams who need to develop a shared understanding of AI opportunities. Rather than generic examples, you'll work through case studies and scenarios drawn directly from your business operations. The curriculum can be adjusted to emphasise the areas most relevant to your context—whether that's customer service automation, supply chain optimisation, financial forecasting, or any other application area.



What's Included

£4,259 flat fee covers everything you need for a transformative team learning experience:

- Pre-session consultation to understand your business, industry, and specific challenges
- Customised curriculum and materials aligned with your strategic priorities
- All four core sessions adapted to your sector and use cases
- Private delivery for up to 12 team members via Zoom
- Tailored resource pack and implementation roadmap specific to your organisation
- Extended post-workshop support including two follow-up Q&A clinics

The bespoke workshop begins with a thorough pre-session consultation where we dive deep into your business model, competitive landscape, current pain points, and growth objectives. This discovery process ensures that every minute of the workshop delivers maximum relevance and value. We'll identify the AI applications most likely to impact your bottom line, address concerns specific to your industry regulations and requirements, and develop examples using your actual business processes.

Many organisations choose the bespoke option when they're preparing for a significant AI initiative and need their entire leadership team aligned and informed. Others select it because their industry has unique considerations—perhaps regulatory constraints, specialised workflows, or particular competitive dynamics—that require tailored treatment. Whatever your motivation, the private workshop format creates space for candid discussion of your specific challenges, concerns, and opportunities without the constraints of a mixed-industry audience.

"The bespoke workshop transformed our leadership team's understanding of AI possibilities in wholesale distribution. Having examples drawn directly from our operations made the concepts immediately actionable."

Register or Enquire

Ready to demystify artificial intelligence and discover how it can transform your small or medium business? Whether you're interested in our public workshop, exploring the bespoke option for your team, or simply have questions about which format best suits your needs, we're here to help.

Registration for upcoming public workshop dates is straightforward and can be completed in minutes. We deliberately keep group sizes limited to ensure interactive, personalised attention, so workshops do fill up—particularly our most popular dates. Early registration is strongly recommended to secure your preferred session.

Get In Touch

Our team is available to answer questions, provide additional information about curriculum content, discuss group discounts, or arrange a brief call to explore whether the bespoke workshop might be the right fit for your organisation.

Email: support@tcwaccounts.co.uk

Website: tcwaccounts.co.uk

What Happens Next?

1. Contact us via email or through our website
2. We'll send you available dates and registration details
3. Choose your preferred session and complete registration
4. Receive your confirmation with pre-workshop materials
5. Join us on workshop day ready to transform your AI understanding

Don't let AI remain a mystery or a source of anxiety. Join business owners across the UK who are already leveraging these powerful tools to work smarter, serve customers better, and build more resilient, efficient operations. The question isn't whether AI will impact your business—it's whether you'll be leading that change or reacting to it.

Email Us Today

Visit Our Website

We look forward to welcoming you to a workshop that will change how you think about artificial intelligence—and how you run your business. Your AI journey begins with a single step. Take it today.