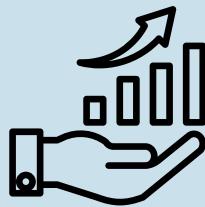


# AI FRESCO®' PROGRAMME

at your offices - in English, French and/or Spanish



Collective intelligence  
Workshop  
+ training (optional)



Discover the basics  
and put fears to rest



Team-Building

**Raise awareness to master it,  
train to use AI and improve efficiency.**

**2-3 hours**  
workshop  
**Unlimited**  
number of  
participants  
**1 experienced**  
trainer

The AI Fresco® is a **collaborative workshop** designed to provide a **better understanding of the impact of artificial intelligence within an organisation** (company, public institution, NGO, entrepreneur, etc.). Participants **work together** to **create a visual fresco** depicting the **benefits of AI** as well as the associated **consequences and risks**. This workshop raises awareness of AI issues among employees and/or members of the Executive Committee.



**EiCAi**

European Institute  
For Collective and  
Artificial Intelligences

# AI FRESCO®' PROGRAMME

at your offices - in English, French and/or Spanish

## Goals:

- Provide a **clear vision of the impact** of AI on society and your organisation, while **stimulating personal and collective reflection**.
- **Anticipate** future challenges.
- Develop a **systemic and collaborative vision**.
- **Stimulate reflection and action** for responsible and ethical use.

## Skills developed:

- The AI Fresco® aims to be **informative, forward-looking, collaborative and ethical**. It aims to provide participants with a **comprehensive overview** of the issues, while encouraging them to think about how they can **take action** in the face of these challenges.

## Audiences:

- Managers and members of the management committee (**C-Level**)
- Project managers and team leaders
- **HR, marketing, sales, legal, communications, technical and IT** teams
- **Operational** teams

## Prerequisites:

- **No prior technical knowledge of AI is necessary.**
- Interest in discovering and thinking about the future.

**A personalised training session on AI is possible after the fresco has been completed.**

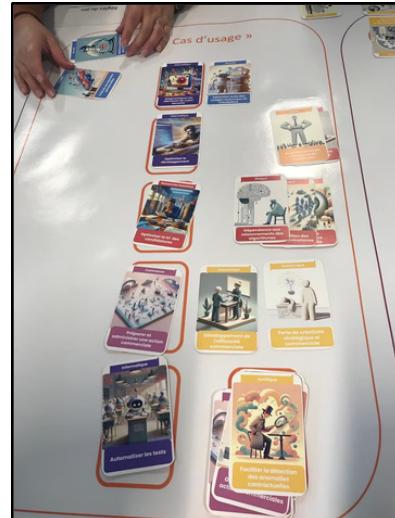
The AI Fresco® identifies relevant use cases (concrete, quick to implement, risks identified and prevented, demonstrable ROI), their positive and negative consequences, as well as the conditions for success for optimal use of AI. The economic, social, environmental and ethical impacts are also addressed.



# PROGRAMME

## 1 - INTRODUCTION

The interactive introduction explains the **difference between artificial intelligence and natural intelligence**. It presents the **main legal trends** and develops the notion of intelligence (natural intelligence versus artificial intelligence), the **history of AI and the strengths and weaknesses** of generative AI. The introduction also includes a presentation of the workshop and its objectives.



In the plenary session, **participants ask questions** and find out about the **major issues** in generative artificial intelligence. This part prepares participants to begin the fresco and provides them with a **common vocabulary**.

## 2 - CREATION OF THE FRESCO

Participants, in large groups or sub-groups, create their AI® Fresco from **three sets of personalised cards** (use cases, consequences and conditions for success).

Each group uses a support framework and works on the three themes:

- 1st theme: **Application of AI** within the organisation.
- 2nd theme: **Consequences of AI** within the company.
- 3rd theme: **Conditions for the success** of generative AI.

## 3 - CONCLUSION ET PARTAGE

To finish, **each group presents** its AI® Fresco to the other participants, then **everyone votes for the most important AI use case(s) for the organisation**. This debriefing enables participants to share their experiences, ideas and thoughts.



To close the workshop, **concrete and empowering action plans** are drawn up, based on criteria such as impact on jobs, ease of implementation, budget/risk management and HR consequences.

**Contact us to receive the detailed programme**

# YOUR TRAINER



**Emmanuel Brunet**

**Trainer - Facilitator - Teacher - Speaker - Author**

Founder of the **EiCAi (European Institute for Collective and Artificial Intelligences)** and the **Institut du Design Thinking** in Paris, he trains directors, managers, employees, students and entrepreneurs. He gives conferences and workshops in **English, French and Spanish** in Europe and abroad (Dubaï, Colombia...).



With **23 years' experience** in start-ups and international companies, including **10 years in collective intelligence**, he is the author of the books "La boîte à outils du Design Thinking" and "La boîte à outils de la Facilitation", published by DUNOD (**Hachette group**).

**In 2024, it was a natural step for him to set up EiCAi, with the aim of perfectly blending collective (human) intelligence and artificial intelligence, for the best of both worlds...**



**EiCAi**

European Institute  
For Collective and  
Artificial Intelligences

**For more information and to register:**

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