



BEROUND

AI

FOUNDATIONS

MODULE 1



— a smile-enabling company creating a happiness ecosystem —

OUR PROMISE

We offer a training that will take you and your team through the preparation for a world of continuously evolving AI and prepare you with the necessary skills and mindset.

A world where we are all expected to be more creative and innovative by incorporating AI into our daily workflows and processes, among other things.

AI is rapidly becoming central to our working world, and innovation is no longer limited to large companies or small innovation teams.

We invite you and your teams to participate in the AI movement by developing knowledge, skills and ways of thinking for this current wave of innovations.

WITH THIS TRAINING

GENERAL STRUCTURE

Tech Smarts

IMPROVE YOUR TECH SKILLS

By sharing new developments and capabilities through use cases and demos, our AI training program arouses curiosity and promotes learning.

Personal Growth

CLAIM YOUR PERSONAL GROWTH

Learning about AI is all about understanding ourselves in relation to this emerging world so that we can embrace and explore the new tools with courage, and use them to our advantage.

Fun & Applicability

PRACTICING WITH FUN

Because we remember better what we have learned through practice and play, we strengthen our understanding by experimenting together in a fun way in individual and team exercises.

Book Ends

BEGIN AND END

Each training session is started by connecting the individual training components and we end with reflecting on our personal development plan, incorporating insights and implementation ideas.



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The question is not
whether AI will
impact our lives, but
how we will harness
its power to create a
better future.

~Tim Berners-Lee

OVERVIEW

This brochure will give you an overview of the course content and logistics. Our goal is to inform both participants and planners to prepare and implement the sessions.

- ✓ Each module is detailed in a detailed content page and a page for logistics.
- ✓ In that content page we also indicate which assignments we would like to personalize with you.
- ✓ For the training we set up a Learning Management System (LMS) for the participants.
- ✓ We encourage active participation from participants and trust that we can encourage this along with the leadership of those attending.

Note: The session schedule for different cohorts can be found in the appendix, identified by the relevant code.

KICK OFF SESSION (K)

Program	Form	Time	What is needed?
Live Kick-Off AI Cursus	Online Meeting	60 min.	Laptop or PC with Microsoft Teams, a camera and microfoon

PART 1 - AI BASICS

This is what you will learn in part 1 of the training:

- Understanding basic principles, history and evolution of AI.
- Breaking creative blockades and refining development plans.
- Experimenting with AI-generated art through DALL-E.

01

TECH SMARTS

We explore the basics of artificial intelligence (AI), the history and evolution of AI, and the different forms and growth stages of AI technology. Each chapter ends with a fun quiz to test and reinforce your knowledge.

02

PERSONAL GROWTH

We each have our own way of embracing or avoiding change. By understanding our own profile and learning about the theory of change, we write our own growth plan that runs as a thread through the training.

03

FUN ACTIVITY

We begin our exercises with an AI art contest around a theme in which we discover what is possible. We discover where a shared starting point leads us.

(Personalization: the theme can be determined by mutual agreement).

PART 1 (D1)

Program	Form	Time	What is needed?
Introduction	Self-study	10 min	Access to our online LMS System
Tech Smarts	Self-study	30 min	Access to our online LMS System
Personal growth	Self-study and assignment	30 min	Access to our online LMS System
Fun activity	Self-study and assignment	30 – 60 min	Access to our online LMS System + acces to ChatGPT
Self-reflection	Self-study	10 min	Access to our online LMS System



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**With AI on our side, we
can step over our own
shadow and push
boundaries we never
thought possible.**

~Simone de Rie

PART 2 - CREATIVITY & INNOVATION

This is what you will learn in part 2 of the training:

- Mastering advanced prompt engineering with DALL-E.
- Integrating AI tools into your personal development processes.
- Getting creative with generative AI.

01

TECH SMARTS

In this section, we dive deep into the art of prompt engineering with DALL-E. We'll build on the first exercise and learn how subtle adjustments in prompts can dramatically improve the quality of AI-generated images.

02

PERSONAL GROWTH

We will discuss how we can teach our brain to become more creative (with and without AI). In addition, we will also explore how AI and AI applications can help us work on our personal development.

03

FUN ACTIVITY

We end this evening with a session in which we will work in groups to invent a new business with AI. How far can you go with AI to create something unique that has a good business model as well as a revenue model.

PART 2 (L2)

Program	Form	Time	What is needed?
Introduction	On location	10 min	<ul style="list-style-type: none"> • Plenary room with a large screen
Tech Smarts		25 min	
Personal growth		25 min	
Fun Activity		45 min	<ul style="list-style-type: none"> • Plenary room with a large screen • 5 rooms for breakout sessions • Account + Access to ChatGPT • Minimum of 1 laptop per breakout session.
Self-reflection and closure		15 min	Plenary room

PART 3 - CO-INTELLIGENCE

This is what you will learn in this part of the training:

- Writing emotionally rich texts with ChatGPT.
- Exploring emotional intelligence in AI tools.
- Applying AI for emotional impact in communication.

01

TECH SMARTS

In this section, we deep dive into write emotionally rich texts with AI. We show how you can use AI to achieve various emotional goals, such as inspire, motivate and create empathy.

02

PERSONAL GROWTH

We will explore the intersection between emotions, AI and influence and begin to experience how these sub-fields border and begin to overlap. In the process, you will learn how you can to take advantage of new opportunities to do what was not easy or even impossible before.

03

FUN ACTIVITY

The fun activity, our homework this time, is to experiment with co-creation. How to use the emotional knowledge of AI to write creatively and persuasively for personal and professional purposes

(Personalization: the theme can be decided by mutual agreement prior to the course).

PART 3 (D3)

Program	Form	Time	What is needed?
Tech Smarts	Self-study	25 min	Access to our online LMS System
Personal growth	Self-study and assignment	25 min	Access to our online LMS System
Fun Activity	Self-study and assignment	30 min	Access to our online LMS System + Access to ChatGPT
Self-reflection	Self-study	10 min	Access to our online LMS System

WALK-IN Q&A (I1)

Program	Form	Time	What is needed?
Walk-in consultation	Microsoft Teams	30 min	Microsoft Teams, camera & microfoon



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**AI offers us the chance
to transcend human
limitations, but it is up
to us to ensure that this
progress is fair and
ethical.**

~Niels Stap

PART 4 - YOUR AI ASSISTENT

This is what you will learn in this part of the training:

- Building a CustomGPT around a given theme.
- Personalizing and improving AI solutions with design thinking.
- Hands-on integration of AI tools for various purposes.

01

TECH SMARTS

You'll learn how to build a CustomGPT that will make you more efficient and effective. We let you experience how to personalize and enhance AI solutions for both personal and professional purposes.

(Personalization: the theme can be determined by mutual agreement prior to the training).

02

PERSONAL GROWTH

Today we'll take a closer look at automating tasks and how we can use design thinking to develop new ways of working. In doing so, we will also go deeper into the personal change barriers we perceive in ourselves and others.

03

FUN ACTIVITY

Together we will build a bot that will simplify and automate a task.

(Personalization: the theme of the bot can be determined by mutual agreement prior to the training).

PART 4 (D4)

Program	Form	Time	What is needed?
Introduction	self-study	10 min	Access to our online LMS System
Tech Smarts	self-study	25 min	Access to our online LMS System
Personal growth	self-study and assignment	25 min	Access to our online LMS System
Fun activity	self-study and assignment	30 – 60 min	Access to our online LMS System + Access to ChatGPT
Self-reflection	self-study	10 min	Access to our online LMS System

ONLINE SESSION (O1)

Program	Form	Time	What is needed?
Trust & Productivity - AI as your ally	Location	60 min	Plenary room with a large screen

PART 5 - WORKFLOW & ETHICS

This is what you will learn in part 5 of the training:

- Deploying AI in the field of process automation.
- Discussing technical and ethical aspects in a given topic.
- Creative use of AI to create an escape room.

01

TECH SMARTS

You will discover how to use AI for automation and you will learn how to deal with challenges such as scalability and integration. We will discuss both technical and ethical aspects of AI in software testing and how to implement this effectively.

(Personalization: the topic can be determined by mutual agreement).

02

PERSONAL GROWTH

When discussing a topic like AI, various arguments are rooted in fear and in possibility. Learning to balance a healthy critical eye between these two extremes provides a dose of realism which is going to help you establish an AI compass.

03

FUN ACTIVITY

Today you begin your final assignment that brings together all the skills we have learned. In groups, we are going to build a room for our escape house. In doing so, we will use AI for the story, illustrations, puzzles and necessary coding.

PART 5 (D5)

Program	Form	Time	What is needed?
Introduction	Self-study	10 min	Access to our online LMS System
Tech Smarts	Self-study	25 min	Access to our online LMS System
Personal growth	Self-study and assignments	25 min	Access to our online LMS System
Fun Activity	Self-study and assignments	30 – 60 min	Access to our online LMS System + Access to ChatGPT
Self-reflection	Self-study	10 min	Access to our online LMS System

CONSULTATION HOUR (12)

Program	Form	Time	What is needed?
Walk-in consultation	Microsoft Teams	30 min	Microsoft Teams, camera en microfoon

PART 6 - CLOSE & CELEBRATE (L6)

In Part 6, we bring it all together and are surprised by the ingenuity and creativity of ourselves and our fellow students.

We play the escape house, receive our certificates and celebrate a fun and inspiring conclusion to module 1.

Program	Form	Time	What is needed?
Introduction and inspiration	Location	15 min	Plenary room with a large screen
Escape House game		75 min	Break out rooms and Access to our online LMS System
Certification and Celebration		15 min	Plenary room
Photo moment and afterglow		30 – 60 min	Time to socialize

DATES FOR COHORT 1 - 2025

Code	Type	Date	Location
K	Kick-off	Thursday, January 9 17:30 - 18:00 hrs.	Online
D1	Part 1	Thursday, January 9 till Wednesday, January 15	Self-study
L2	Part 2	Thursday, January 16 18:00 - 21:00 hrs.	Live
D3	Part 3	Thursday, January 16 till Wednesday, January 29	Self-study
I1	Walk-in	Thursday, January 23 17:00 - 17:30 hrs.	Online
O1	Online	Thursday, January 30 17:00 - 18:00 hrs.	Online
D4	Part 4	Thursday, January 30 till Wednesday, February 5	Self-study / group assignment
I2	Walk-in	Thursday, February 6 17:00 - 17:30 hrs.	Online
D5	Part 5	Thursday, February 6 till Wednesday, February 12	Self-study / group assignment
L6	Part 6	Thursday, February 13 18:00 - 21:00 hrs.	Live

OUR INSTRUCTORS



SIMONE DE RIE RA PCC
BEROUND



BAS NAB
BEROUND

Our instructors are not only experts in the technical field of AI. They combine extensive experience in the technical world with knowledge of accounting, training, innovation, implementation guidance and personal development.

By combining these diverse areas of expertise, we create a unique training course that is tailored to the needs of the participant, taking everyone into the world of AI.

beround

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THANK YOU!

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