*spark

Lead your agency's AI transformation

One-day leadership workshop + 3 months of coaching
In-person and online | From £10,000 +VAT for your whole leadership team

Who is it for?

Senior decision-makers ready to lead AI transformation in their creative agency. You'll leave with a concrete 6 month AI roadmap and the tools to drive business wide adoption.

What will we cover?

This hands-on, leadership-focused workshop will equip your senior team to:

- Build a strategic AI vision and roadmap that aligns with your business goals
- Understand and track the ROI of AI adoption for your business
- Create policies for safe, responsible and ethical AI use
- Tackle AI's impact on pricing, IP, and creative workflows
- Navigate client conversations about AI use with confidence

With three months of **coaching and support** to embed change across your agency.

What will your team gain?

Your leadership team will walk away with:

- A tailored 6 month **implementation roadmap** with frameworks to implement immediately
- **Clarity** on what AI means for your business, now and in the future
- The **confidence** to lead cross-functional AI adoption
- A **shared vision** for AI use across business functions
- A **practical approach** to building AI capabilities and culture

"You can't afford not to do it"
Oli Lee, MD, Analogue

About Spark AI

Our team brings together decades of creative agency experience with cutting-edge AI expertise. We've trained 50+ agencies and lecture on AI in Business at Oxford University.

wearespark.ai