SO WHAT IS
AI ACTUALLY?

BUILDING STRONG FOUNDATIONS WITH AI

HOW DO WE
SYNTHESIZE DATA?

So, what is *Generative AI?*

Generative AI is a kind of artificial intelligence that doesn't just analyze data, it actually **creates something new** — like text, images, music, or even video.

Think of it as moving from tools that recognize patterns, like Netflix recommending shows, to tools that can write an essay, design an image, or draft ideas for you. Tools like ChatGPT or MidJourney are examples—it's AI as a creative partner, not just a predictor.

GENERATIVE AI

MACHINES DOING TASKS THAT USUALLY REQUIRE HUMAN INTELLIGENCE.

ARTIFICIAL INTELLIGENCE → BROAD CONCEPT
(GPS, EMAIL FILTERS, SIRI)

↓

MACHINE LEARNING → TYPE OF AI
(NETFLIX RECOMMENDATIONS, PREDICTIVE TEXT)

LEARN PATTERNS FROM DATA WITHOUT BEING EXPLICITLY PROGRAMMED.

↓

DEEP LEARNING → TYPE OF ML
(IDENTIFYING OBJECTS, SPEECH TO TEXT)

ADVANCED FORM OF ML USING LAYERED NEURAL NETWORKS

↓

GENERATIVE AI
(CHAT GPT)

INSTEAD OF ONLY RECOGNIZING OR PREDICTING, IT CREATES NEW THINGS

"**WRITE A CATCHY TAGLINE** FOR A WOMEN'S LEADERSHIP WORKSHOP FOCUSED ON CONFIDENCE AND COLLABORATION."

01

THE AI DRAWS ON **PATTERNS** FROM ITS **TRAINING**. (MILLIONS OF ARTICLES, SLOGANS, AND WORKSHOP TITLES)

02

"LEAD WITH CONFIDENCE, GROW WITH COLLABORATION."

03

HOW DOES GENERATIVE AI WORK?

1 — YOUR **PROMPT**

2 — THE LARGE LANGUAGE **MODEL**

3 — THE **OUTPUT**

The ESSENTIAL MIDSETS *for* working with generative AI.

01

🤝 **COLLABORATIVE**

Treat AI as a creative partner, not a replacement. Remember: the best results come from human + AI together.

02

🧭 **EXPLORER**

Approach AI with curiosity and playfulness. Test different prompts, tones, and formats to see what works.

03

💜 **HUMAN-CENTERED**

Use AI to enhance human experiences, not to replace meaningful human input. Ask: "Does this serve the people it's meant for?"
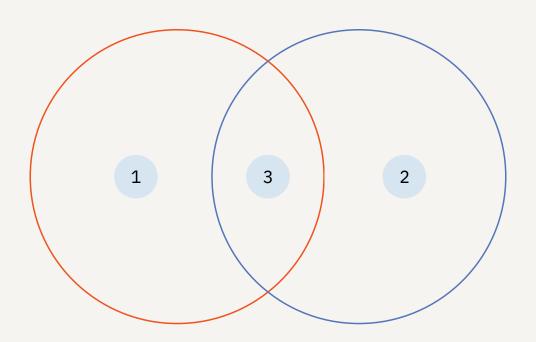
04

⚖️ **RESPONSIBLE**

Use AI ethically: protect privacy, respect copyright, and double-check accuracy.

COLLABORATING WITH AI

1 = HUMAN STRENGTHS

- Empathy & Emotional Understanding
- Creativity & Innovation
- Intuition
- Self-Awareness & Values

2 = AI STRENGTHS

- Processing Speed
- Consistency
- Breadth of Perspective
- Multitasking

3 = COLLABORATIVE POTENTIAL

When humans bring **empathy**, **intuition**, and **creativity** together with AI's **speed**, **scale**, and **consistency**, we unlock **new levels of problem-solving and innovation.**

EXPLORING POSSIBILITIES WITH AI

To get the most out of AI, approach it with **curiosity**, a **willingness to experiment,** and a **mindset of iterative learning**.

Use it as a sandbox for ideas, try new approaches, and refine your outputs step by step.

CURIOSITY AS A DRIVING FORCE

- AI is a safe space to test even "wild" or unconventional ideas.
- Prompts like "What if...?" or "How might we...?" encourage creativity beyond the obvious.

Example: A marketing team might ask AI, *"What if we reimagined our campaign as a children's story?"* — sparking ideas they'd never consider in a boardroom.

EXPERIMENT TO LEARN

- There's no one-size-fits-all way to use AI. Each context is different.
- Staying curious means accepting ambiguity and using AI as a tool for discovery.

Example: A teacher testing AI lesson plans can run the same prompt multiple times, compare outputs, and learn what phrasing yields the most useful material.

ITERATIVE LEARNING

- AI shines in quick cycles: prompt → output → refine → repeat.
- Treat every output as a draft to build upon, not a finished product.

Example: An entrepreneur might generate 5 product tagline options, refine the best one with more detail, and then test it against customer feedback.

HUMAN-CENTERED STRATEGIES WITH GENERATIVE AI

▶ **MANAGE YOUR WORKFLOW**
- Break projects into stages (brainstorming, refining, feedback).
- Use focused prompts to keep AI aligned with your goals.
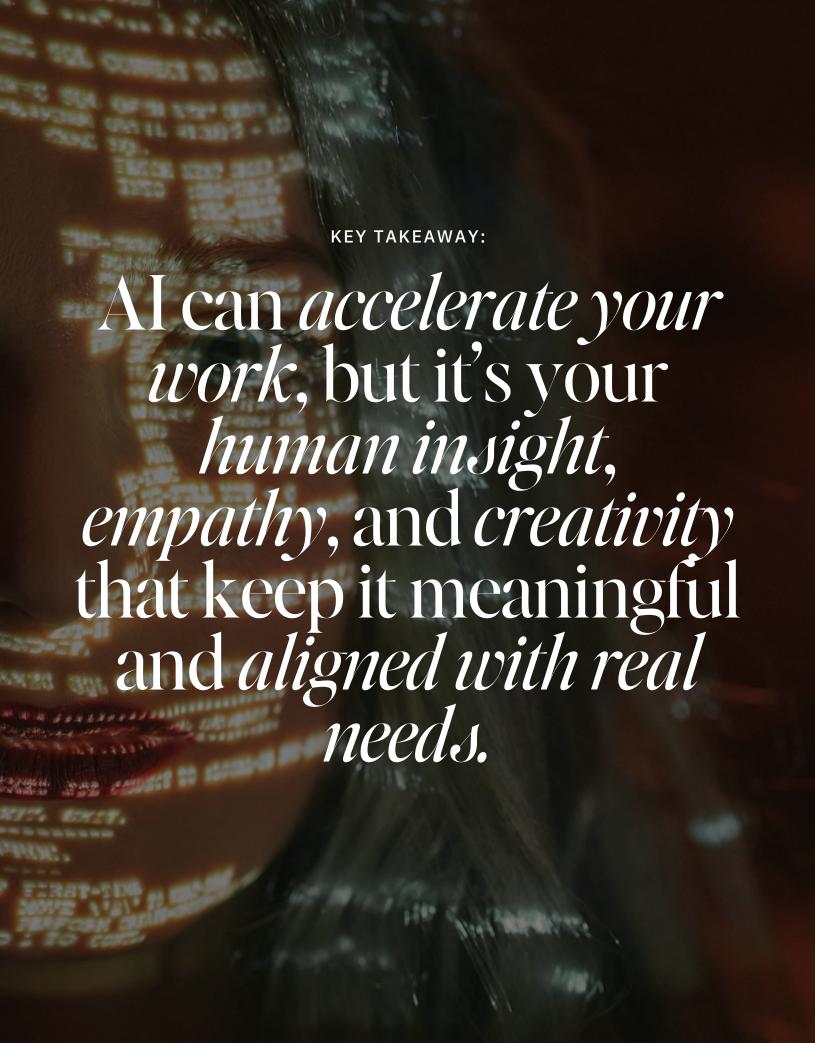
▶ **STAY HUMAN IN THE PROCESS**
- Rely on your intuition and empathy to shape outputs.
- Remember: AI supports your work, but you make the final call.

▶ **BALANCE FLUENCY, FLEXIBILITY AND PLAY**
- **Fluency**: Generate lots of ideas quickly.
- **Flexibility**: Adapt as new insights appear.
- **Play**: Experiment openly to spark unexpected breakthroughs.

KEY TAKEAWAY:

AI can *accelerate your work*, but it's your *human insight*, *empathy*, and *creativity* that keep it meaningful and *aligned with real needs.*

DESIGNING AND USING AI RESPONSIBLY

Start with Responsibility: Ethical design should be built in from the beginning, not added at the end. Evaluate AI outputs continuously, so you can trust—but also verify—results along the way.

Do's:
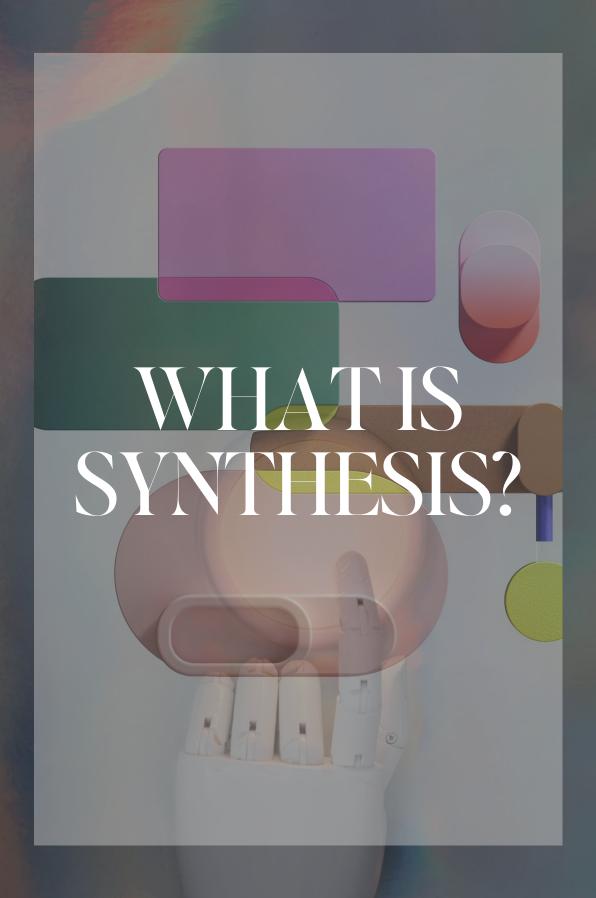
- Understand the limits of the AI tool you're using.
- Always check outputs for accuracy.
- Watch for and address potential bias.
- Experiment with AI, but do so thoughtfully and responsibly.

Don'ts:
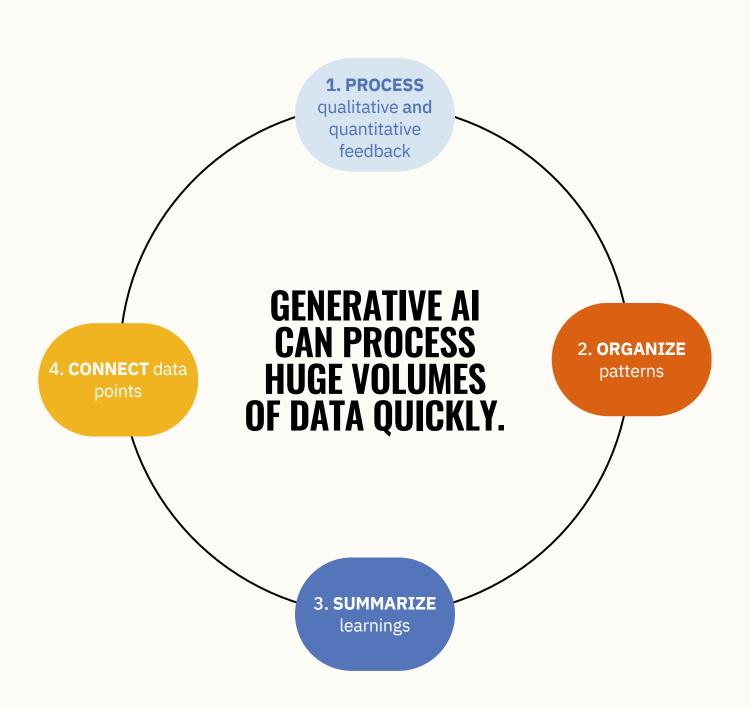
- Don't assume AI outputs are correct, current, or unbiased.
- Don't input private or sensitive information.
- Don't use AI in ways that infringe on copyright.
- Don't publish AI-generated content that closely mimics existing works without proper permissions.

Design Thinking Process

- ✓ **FRAME A QUESTION** – DEFINE THE RIGHT CHALLENGE TO SOLVE.

- ✓ **GATHER INSPIRATION** – LEARN FROM PEOPLE AND THEIR NEEDS.

- ✓ **SYNTHESIZE** – MAKE SENSE OF INFORMATION TO UNCOVER FOCUS AREAS.

- ✓ **GENERATE IDEAS** – PUSH PAST THE OBVIOUS TO SPARK BREAKTHROUGHS

- ✓ **MAKE IDEAS TANGIBLE** – PROTOTYPE QUICKLY TO BRING CONCEPTS TO LIFE.

- ✓ **TEST TO LEARN** – REFINE THROUGH EXPERIMENTATION AND FEEDBACK.

- ✓ **SHARE THE STORY** – INSPIRE ACTION WITH A COMPELLING NARRATIVE.

WHAT IS SYNTHESIS?

SYNTHESIS MEANS GATHERING LOTS OF INFORMATION AND MAKING SENSE OF IT.

1. PROCESS qualitative **and** quantitative feedback

2. ORGANIZE patterns

3. SUMMARIZE learnings

4. CONNECT data points

GENERATIVE AI CAN PROCESS HUGE VOLUMES OF DATA QUICKLY.

How are we going to approach this?

▶ **Tackle a Design Scenario**
We'll start with a sample case study and a set of fictional data.

▶ **Practice with AI**
Put AI tools to work—analyzing the data, spotting patterns, and surfacing insights.

▶ **Carry It Forward**
Apply to your own projects and challenges beyond today's session.

How Generative AI Supports Synthesis

1. **Summarize Learnings** – condense research into clear takeaways.

2. **Highlight User Needs –** reveal pain points and motivations from feedback.

3. **Find Opportunities** – identify gaps or areas for improvement.

4. **Refine Prototypes –** suggest adjustments based on insights and patterns.

HOW MIGHT WE REIMAGINE WEALTH-BUILDING FOR WOMEN SO THAT FINANCIAL GROWTH FEELS ACCESSIBLE, SUSTAINABLE, AND ALIGNED WITH OUR VALUES?

Key Questions to Explore:

- What are the **biggest factors** that influence women's **financial decision-making**?

- What **motivates** women to pursue wealth-building opportunities (security, freedom, legacy, independence, community impact)?

- How do women define "**better**" when it comes to wealth (more income, stability, flexibility, social good)?

- What are the **biggest challenges women face in growing their earning and investing capacity** (time, bias, caregiving, lack of resources)?

- What **routines, support systems, or role models** inspire women to build confidence in financial growth?

QUANTITATIVE SYNTHESIS

1. SURVEY RESULTS
2. MARKET TRENDS
3. TIME USE DATA

QUALITATIVE SYNTHESIS

1. INTERVIEW INSIGHTS
2. FOCUS GROUP THEMES
3. OBSERVATION NOTES

STEPS FOR WORKING WITH DATA IN CHATGPT

1. UPLOAD YOUR DATASET INTO CHATGPT.

2. ORGANIZE AND SORT THE INFORMATION.

3. LOOK FOR TRENDS, PATTERNS, AND CONNECTIONS.

4. TURN THOSE FINDINGS INTO ACTIONABLE INSIGHTS.

5. PRESENT INSIGHTS VISUALLY FOR CLARITY AND IMPACT.

OUR SAMPLE DATASHEET

Category	Data Point	Value	Source
Income & Pay Gap	Overall U.S. gender pay gap	Women earn 82¢ per $1 men earn	https://www.pewresearch.org/social-trends/2023/03/01/the-enduring-grip-of-the-gender-pay-gap/
Income & Pay Gap	Mothers vs. fathers	Mothers earn 73.5¢ per $1 fathers earn	https://iwpr.org/wp-content/uploads/2023/08/Mothers-Equal-Pay-Fact-Sheet-2023-FINAL.pdf
Income & Pay Gap	Per-child wage penalty	Earnings drop 5% per child	https://pmc.ncbi.nlm.nih.gov/articles/PMC4041155/
Income & Pay Gap	Long-term effect of motherhood	Women earn ~50% less after having children	https://magazine.columbia.edu/article/women-earn-half-much-after-having-children-finds-new-study
Income & Pay Gap	Pay gap by race (mothers vs. White fathers)	Latina mothers: 40%, Black mothers: 45.7%	https://iwpr.org/wp-content/uploads/2023/08/Mothers-Equal-Pay-Fact-Sheet-2023-FINAL.pdf
Wealth & Asset Ownership	Gender wealth gap (overall)	Women own 32¢ per $1 men own	https://womensway.org/gwi/thegenderwealthgap/
Wealth & Asset Ownership	Single women (no kids)	Median wealth: $87,200 vs. men's $82,100	https://www.pewresearch.org/short-reads/2024/11/04/among-unmarried-adults-women-without-children-have-as-much-wealth-as-single-men/
Wealth & Asset Ownership	Single mothers vs. women without kids	$10,700 vs. $87,200	https://www.pewresearch.org/short-reads/2024/11/04/among-unmarried-adults-women-without-children-have-as-much-wealth-as-single-men/
Wealth & Asset Ownership	Single women vs. men (overall)	Women: $36,000, Men: $43,800	https://ncrc.org/racial-wealth-snapshot-women-men-and-racial-wealth-divide/
Wealth & Asset Ownership	Trend over time	Women's wealth dropped from 90% to 60% of men's (1990s–2010s)	https://www.sciencedirect.com/science/article/abs/pii/S0049089X22000515
Access to Capital	VC funding for female-only teams (2023)	2% of total funding	https://www.weforum.org/stories/2024/03/women-startups-vc-funding/
Access to Capital	Global VC funding (2024)	2.3% ($6.7B) of all capital	https://ff.co/women-funding-statistics-2025/
Access to Capital	Funding share by stage	Seed: 3.2%, Series C+: 1.8%	https://ff.co/women-funding-statistics-2025/
Access to Capital	Deals vs. capital	6.4% of deals, but only 2.3% of capital	https://ff.co/women-funding-statistics-2025/
Access to Capital	VC momentum w/ female founders	At least one female founder: 23% of VC capital in 2024	https://www.fastcompany.com/91325990/what-the-2-of-vc-funding-stat-gets-wrong-about-women-entrepreneurs
Investment Behavior	Stock market participation (US)	48% of women vs. 66% of men have investments	https://www.investglass.com/decoding-gender-differences-in-investing-bridging-the-gap-for-financial-equality/
Investment Behavior	Women invest in stocks globally	32% of portfolio in equities vs. 45% men	https://www.mintos.com/blog/gender-investment-gap/
Investment Behavior	Gen Z & Millennials participation	Gen Z: 71%, Millennials: 63% in stock market	https://www.livemint.com/money/personal-finance/three-ways-in-which-women-investors-are-different-from-men-11709914801102.html
Investment Behavior	Women earning better returns	2.5% loss vs. 3.8% loss for men	https://www.fidelity.ca/en/insights/articles/womenandinvesting/
Investment Behavior	Global female asset growth rate	8.1% annual growth vs. 2.7% for men	https://www.mintos.com/blog/gender-investment-gap/
Investment Behavior	Retirement savings gap	Women retire with 30% less savings than men	https://www.dol.gov/wb/media/reports/Women_in_the_Labor_Force.pdf
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Financial Confidence	Confident managing investments	53% of women confident	https://www.bankrate.com/personal-finance/women-and-financial-literacy/
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Financial Confidence	Lack confidence with inheritance	84% women vs. 73% men	https://www.investmentnews.com/ria-news/eighty-four-percent-of-women-not-confident-managing-an-inheritance-or-windfall-finds-survey/259569
Financial Confidence	Women as primary decision-makers	69% lead household investment decisions	https://www.cfp.net/-/media/files/cfp-board/knowledge/reports-and-research/womens-initiative/building-wealth-insights-on-womens-aspirations-growing-financial-power.pdf
Financial Confidence	Seeking professional advice	62% of women vs. 47% of men rely on advisors/peer networks	https://www.cfp.net/-/media/files/cfp-board/knowledge/reports-and-research/womens-initiative/building-wealth-insights-on-womens-aspirations-growing-financial-power.pdf
Caregiving & Time Use	Weekly unpaid caregiving	Women: 20 hrs/week vs. Men: 8 hrs	https://www.dol.gov/wb/media/reports/Women_in_the_Labor_Force.pdf
Caregiving & Time Use	Career interruptions for caregiving	42% of mothers vs. 18% of fathers	https://www.pewresearch.org/social-trends/2019/05/14/american-mothers-see-staying-at-home-as-a-choice-they-are-more-likely-than-fathers-to-say-its-because-they-want-to/
Caregiving & Time Use	Impact on earnings	Women with caregiving breaks earn 39% less lifetime income	https://www.mercer.com/insights/retirement/financial-security/gender-pension-gap/
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Caregiving & Time Use	Stress & wellbeing	60% of women caregivers report high stress vs. 40% of men	https://www.aarp.org/caregiving/basics/info-2020/caregiving-in-the-united-states.html

LIVE DEMO

Quantitative Prompts

PROMPT 1 – SETTING THE CONTEXT, ORGANIZE AND SORT

Hello! We're working on the design question: "How might we reimagine wealth-building for women so that financial growth feels accessible, sustainable, and aligned with our values?"

As financial innovators, we want to understand women's lived experiences around wealth: what shapes their financial decisions, what barriers they face, and what tools or communities support their growth.

We're working with a quantitative dataset about women's earnings, wealth ownership, investing behaviour, and access to capital. Our goal is to uncover insights that feel not only informative, but also human-centered, and that can inspire creative financial design solutions.

Here's the dataset.

PROMPT 2 – PATTERNS AND THEMES

What patterns do you see in the data? Please group them into clear themes (e.g., barriers, opportunities, behaviours) and include specific examples that represent the most striking patterns in the dataset.

PROMPT 3 – TRENDS

As designers working on wealth-building for women, what noteworthy **trends** should we pay attention to that could impact financial empowerment, investment confidence, and access to opportunity?

PROMPT 4 – INSIGHTS

Please generate **5 actionable insights** based on the dataset and our design question.

Each insight should be clear, human-centered, and relevant for designing tools, services, or communities that support women's financial growth.

PROMPT 5 – VISUALS

Please generate a dashboard with at least **three charts or visual summaries** that make the data easier to grasp. (For example: a bar chart showing the gender pay gap by race, a line graph showing women's investing participation over time, and a pie chart showing distribution of VC funding.)

💡 **BONUS QUANTITATIVE PROMPTS**

- Help me spot inconsistencies or gaps in this dataset (missing values, outliers, surprising figures).
- What patterns might challenge our assumptions about women and wealth?

- What other data would be useful to collect to design smarter, more human-centered financial solutions?

Qualitative Prompts

PROMPT 6 – SETTING THE CONTEXT

Hello! We're working on the design question: "How might we reimagine wealth-building for women so that financial growth feels accessible, sustainable, and aligned with our values?"

We're working with interview transcripts and quotes from women discussing their financial decisions, challenges, and goals. Our goal is to uncover insights that feel not only informative, but human, and that can inspire bold but realistic financial design solutions.

Here are the transcripts. Please highlight any key ideas you are seeing.

PROMPT 7 – SURFACE QUOTES

Please identify **emotionally resonant or thematically rich quotes** that shed light on women's experiences with investing, money management, or financial confidence.

PROMPT 8 – GIVE AI A ROLE

You are a research assistant on our financial design team. These are interview transcripts with women investors and mothers. Can you help us identify the **trends, barriers, and enablers** of wealth-building that show up in these conversations?

PROMPT 9 – GENERATE INSIGHTS

Identify **three key insights** in the style of an IDEO research synthesis output. Each should be clear, inspirational, and linked to our design challenge.

💡 **BONUS QUALITATIVE PROMPTS**

- What moments, patterns, or tensions might we have missed that deserve more attention?
- Based on the transcripts, create **3 different user personas** (e.g., the cautious saver, the community-driven investor, the ambitious wealth-builder) that our design team can use for ideation.

women_wealth_building_dataset_csv

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Income & Pay Gap	Overall U.S. gender pay gap	Women earn 82¢ per $1 men earn	https://www.pewresearch.org/social-trends/2023/03/01/the-enduring-grip-of-the-gender-pay-gap/
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Caregiving & Time Use	Stress & wellbeing	60% of women caregivers report high stress vs. 40% of men	https://www.aarp.org/caregiving/basics/info-2020/caregiving-in-the-united-states.html

Fictional Interview Transcripts – Wealth-Building Design Challenge

These fictional transcripts were created to illustrate lived experiences of women navigating financial challenges after divorce, widowhood, or financial control. They are intended for use in design workshops to spark empathy, uncover needs, and inspire human-centered financial solutions.

Interview 1: The Divorcee Rebuilding (Age 45, Two Teens)

Interviewer: Tell me a bit about your financial journey.

Participant: After my divorce, I realized my ex had managed everything. Retirement accounts, investments, even the mortgage. I thought I was "taken care of." Turns out, I was just… blind.

Interviewer: How did that affect you after the separation?

Participant: Honestly, I felt like I was starting from zero at 42. Half the assets were gone, the bills kept coming, and my confidence was shot. I had to Google "how to open an investment account." That was humbling.

Interviewer: What's been the hardest part?

Participant: Trusting myself. Every dollar I move feels like I'm making the "wrong" choice. It's not just numbers — it's identity. I went from being someone's wife to being the person solely responsible for my kids' future. That weight is heavy.

Interviewer: What would have helped?

Participant: A community where women like me could talk openly, without shame. And practical tools — not jargon. If someone had shown me "here's how you rebuild after a divorce, step by step," I wouldn't have felt so lost.

Interview 2: The Survivor of Financial Abuse (Age 38, No Kids)

Interviewer: Can you tell me about your relationship with money?

Participant: For years, I wasn't allowed to touch it. My partner controlled every account. I had to ask for grocery money. If I spent "too much," even on basics, I'd get punished.

Interviewer: That must have been incredibly difficult.

Participant: It broke me. When I finally left, I had no savings, no credit history, nothing in my own name. I felt like I didn't exist in the financial system.

Interviewer: Where are you now?

Participant: Rebuilding. I got a job, opened my first bank account in years, and started putting $50 a month into an ETF. It feels small, but it's mine. For the first time, I feel a spark of independence.

Interviewer: What would have made that process easier?

Participant: Safety nets. Access to advisors who understand trauma, not just "money talk." And tools that start small — like showing me how even tiny steps matter. Honestly, I needed reassurance as much as I needed education.

Interview 3: The Widow (Age 52, Recently Widowed, One Adult Child)

Interviewer: How did losing your partner affect your finances?

Participant: He always handled the big stuff — insurance, retirement accounts, even taxes. When he passed, I was grieving and trying to learn how to keep the lights on. I felt like I was drowning in paperwork.

Interviewer: What surprised you the most?

Participant: How invisible I felt to financial institutions. Everything was "his" account. I had to prove I existed, even after 25 years of marriage. It made me realize I'd given up too much control.

Interviewer: What would support have looked like?

Participant: Someone to say, "Here's the three things you need to do right now. The rest can wait." And maybe a peer group — other widows who'd walked the same road. It's not just money; it's survival.

Interview 4: The Single Mom Post-Settlement (Age 40, Three Kids Under 12)

Interviewer: Tell me about your financial situation after the divorce.

Participant: The settlement looked fair on paper — half the house, shared custody. But the reality is, I'm raising three kids on one income, and child support barely scratches the surface.

Interviewer: How do you manage?

Participant: I cut corners constantly. I haven't contributed to retirement in three years because daycare eats everything. Some nights I lie awake wondering if my kids will resent me later for not giving them more.

Interviewer: What would help you most?

Participant: Affordable, flexible tools. A budgeting system designed for single parents, not couples. And emotional support — someone reminding me I'm not failing just because I can't max out my TFSA right now.

Interview 5: The Immigrant Divorcee (Age 36, Recently Divorced, No Family Support in Country)

Interviewer: What has your financial journey looked like?

Participant: I moved here for marriage. When it ended, I had no family to fall back on, no credit score, and limited work history. I felt like I was building from scratch in a country that didn't see me.

Interviewer: How did you get through it?

Participant: I took survival jobs at first, then slowly rebuilt. But applying for loans or even renting was humiliating. It was like the system assumed I was a risk.

Interviewer: What would have made it easier?

Participant: Access to mentors who understand immigrant women's challenges. And pathways to credit that don't punish you for starting late. Dignity matters as much as dollars.

Interview 6: The Midlife Rebuilder (Age 48, Divorce After 20-Year Marriage)

Interviewer: How do you see your finances today?

Participant: I had to sell the family home. At 48, I'm renting for the first time since my twenties. My friends are planning retirement, and I'm just trying to rebuild my savings.

Interviewer: How does that feel?

Participant: Like I'm behind in a race I didn't know I was running. It's isolating — nobody talks about starting over in midlife.

Interviewer: What would help you regain footing?

Participant: A roadmap for late bloomers. Show me it's still possible to build wealth even if I've "lost" two decades. I need hope more than spreadsheets.

PRACTICING GENAI SYNTHESIS

01 SET CLEAR GOALS
KNOW EXACTLY WHAT YOU WANT FROM SYNTHESIS — WHETHER IT'S SPOTTING PATTERNS, SUMMARIZING FINDINGS, OR PULLING OUT INSIGHTS. WRITE PROMPTS THAT POINT THE AI IN THAT

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02 BRING QUALITY INPUTS
START WITH CLEAN, WELL-STRUCTURED DATA. FOR INTERVIEWS OR SURVEYS, MAKE SURE TRANSCRIPTS ARE ACCURATE SO THE AI HAS SOLID MATERIAL TO WORK WITH.

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03 REFINE AS YOU GO
BEGIN WITH BROAD PROMPTS, THEN KEEP NARROWING AND ADJUSTING BASED ON THE AI'S FIRST ANSWERS. THIS HELPS CUT OUT NOISE AND GET TO DEEPER INSIGHTS.

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04 DOUBLE-CHECK THE OUTPUT
ALWAYS CROSS-CHECK AI-GENERATED INSIGHTS WITH YOUR RAW DATA. MAKE SURE THE THEMES REALLY MATCH YOUR UNDERSTANDING AND AREN'T JUST SURFACE-LEVEL.

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05 ADD YOUR OWN JUDGMENT
AI IS A TOOL, NOT A REPLACEMENT FOR YOUR THINKING. BLEND ITS OUTPUTS WITH YOUR OWN EXPERTISE TO MAKE SMART, INFORMED DECISIONS.

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06 KEEP USERS AT THE CENTER
ANCHOR YOUR SYNTHESIS IN PEOPLE'S NEEDS, CHALLENGES, AND GOALS. INSIGHTS SHOULD ALWAYS CONNECT BACK TO THE REAL PROBLEM YOU'RE SOLVING.

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07 TEST DIFFERENT TOOLS
TRY MORE THAN ONE AI APPROACH — LIKE CLUSTERING, SUMMARIZATION, OR THEME EXTRACTION — TO SEE WHICH WORKS BEST FOR YOUR DATA AND DESIGN PROCESS.

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08 CAPTURE THE PROCESS
WRITE DOWN YOUR PROMPTS, INPUTS, AND OUTPUTS. REFLECT ON WHAT WORKED WELL AND WHAT DIDN'T SO YOU CAN IMPROVE NEXT TIME.

Session 2 – From Sparks to Strategies

We'll move from inspiration into action by practicing AI-powered brainstorming. You'll learn how to generate bold, surprising ideas, push past the obvious, and turn sparks into strategies you can actually test.

Session 3 – Designing Tomorrow

In our final session, we'll combine prototyping and the future of AI into one powerful experience. You'll experiment with turning your ideas into tangible concepts, explore how to tell your story visually, and reflect on the bigger picture: how AI might shape the future of design, business, and our shared values.

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