

Run a workshop. Finish something real.

A facilitator field guide for AI implementation workshops: customize the room, build one useful artifact, and prove that it works.



Dennis Yu teaching the four-stage Content Factory at Affiliate World Dubai 2024. Published workshop-page photograph; original event marks retained.

THE SUCCESS TEST

A participant can show a useful output, its source, the quality check they ran, and the next action they own.



START HERE: ORGANIZER HUB

Choose a format, see teaching examples, and brief our team for your audience. This guide is freely usable as a facilitation reference.

dennisyu.com/ai-implementation-workshops

Digital teaching edition. Confirm image permissions and printer proof before bulk print.

Same method. Different mission.

GCT means Goals, Content, Targeting. Agree on the audience and the business result before selecting tools or writing prompts.

ORGANIZER BRIEF - COMPLETE TOGETHER

Audience	Who is in this room? What do they already know?
Goal	What one action should change after this session?
Proof	Which approved recording, review or example supports it?
Constraints	Time, laptops, plans, access, consent and support capacity.



**One offer. One audience.
One specific technique.**

Sample brief: Help an owner-led consultancy win a fit-check call for one packaged service by turning one approved interview into a source-linked article draft. No publishing or paid ads in the room.

POSSIBLE ADAPTATIONS - DESIGN EXAMPLES, NOT OUTCOME CLAIMS

DSDT / emerging builders	A skills-to-service portfolio example with a traceable source.
JVA / club directors	One parent-information or registration FAQ draft.
NFDA / service leaders	An approved educational answer, without family/client records.
Digital Wichita / marketers	A sourced employer-facing project brief; no student records.
Hypergrowth / entrepreneurs	An evidence brief and one package-specific content draft.

Two hours. One verified output.

A proposed 120-minute hands-on format. Rehearse against actual device, account and room constraints; do not promise universal completion.



45-MINUTE DEMONSTRATION

5 frame + 10 evidence/aim + 20 build + 7 QA + 3 next step = 45. Presenter runs one prepared example. Do not sell this as individual installation for every attendee.

HALF-DAY: 210 MINUTES

15 frame + 30 scan/aim + 20 map + 25 setup + 10 break + 55 build + 30 QA + 15 handoff + 10 buffer = 210. Agree what fits; extra time is not permission to publish.

Five stops. No tool scavenger hunt.

Keep the sequence visible. A person who falls behind rejoins at the next stop using an approved sample input, without exposing private data.

1

SCAN

What is true now?

Public URLs or supplied files; cite what was actually read.

Leave this stop with: A short evidence inventory, with UNKNOWN where needed.

2

AIM

What are we trying to change?

One audience + one specific technique + one offer/package.

Leave this stop with: A one-sentence target the participant approves.

3

MAP

What will bridge the gap?

Choose one output; map each claim to proof and an acceptance test.

Leave this stop with: A task card: input, skill, output, check and approval gate.

4

INSTALL

Can this account actually run it?

Use the maintained guide for the chosen platform. Test the relevant skill.

Leave this stop with: Evidence of the skill used - not merely a success message.

5

RUN

Did useful work happen?

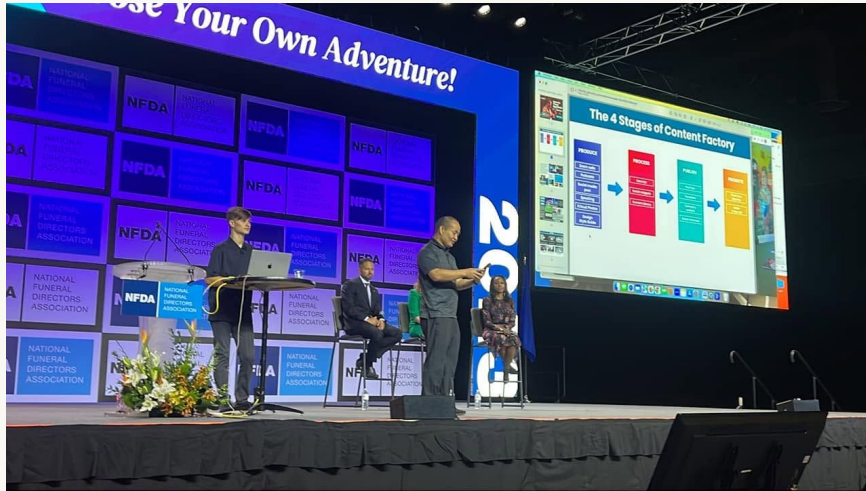
Produce, inspect, fix and rerun. Save the output and source trail.

Leave this stop with: A usable artifact plus a receipt and named next action.

Installed is a state. Executed is evidence. Scheduled is a separate approval.

Teach the factory, not a magic prompt.

Use one approved recording or teaching example. First complete a source-linked draft; distribution and promotion require their own approvals.



Dennis Yu teaching the four-stage Content Factory at an NFDA event. Source: the workshop hub.

SAY THIS OUT LOUD

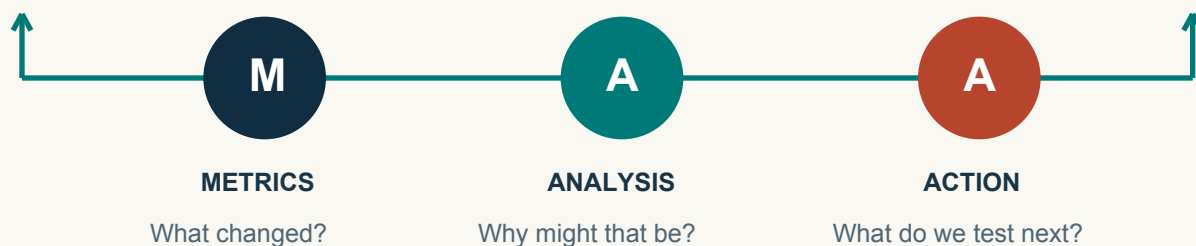
"We amplify the evidence you actually have. We do not invent results, testimonials or relationships."

CHOOSE ONE OUTPUT

An article draft, a short clip script or a client-safe FAQ. More formats come after the first result passes QA.



PLUMBING: consent, asset library, naming, access, attribution, measurement and recovery. A scheduled job also needs a named owner and an explicit scope.



A draft is not a published result. A planned ad is not a running ad. A view count is not proof of sales.

The room is not an access grant.

Choose a supported route per participant. A URL cannot create credentials, override an organization policy, install every integration or authorize spend.

WHO DOES WHAT

Organizer	Defines the room goal, communications, consent and approved evidence.
------------------	---

Lead instructor	Demonstrates the method, explains tradeoffs and protects the scope.
------------------------	---

Co-facilitator	Runs the help queue and fallback table; logs blockers without secrets.
-----------------------	--

Participant / account owner	Chooses the goal, reviews output and approves any account action.
------------------------------------	---

DATA AND ACTION GATES

PUBLIC / SYNTHETIC

Safe default

Use approved public evidence or an obviously synthetic sample. State the limits.

PRIVATE INPUT

Ask first

Obtain scoped consent; minimize data; keep secrets and private screens off the projector.

LIVE CHANGE / SPEND

Separate approval

Confirm exact target, owner, budget if any, preview and rollback before action.

PREFLIGHT: TEST BEFORE THE ROOM OPENS

Confirm device, connectivity, platform/version, plan limits and organization approvals. Dry-run with a legitimately accessible, least-privileged participant account. Co-facilitator: stage an approved offline sample, test the QR and agree on a help signal.

No shared passwords, unapproved installs or unapproved registration-data access.

Make the work inspectable.

Copy this task card into the participant workspace. Work on one small, reversible job; do not paste private chats into a public room or a shared account.

GOAL	For [audience], use [technique] to support [one offer].
INPUT	Use only [approved source URLs/files]. Record what you actually read.
OUTPUT	Create [one artifact] for [one intended use].
CHECK	Trace factual claims to sources; flag UNKNOWN; test one real use.
BOUNDARY	Do not publish, spend, message others or connect accounts.
RECEIPT	Show sources, skill/version if used, output, QA, limits and next action.

IF A PARTICIPANT GETS STUCK

● Login, plan or admin block

Stop at the gate. Pair with the demo or use the supplied-input worksheet. Record the exact owner decision.

● No network / no tool access

Use the offline source pack and draft locally. Do not call it a live scan or a successful install.

● Weak evidence / made-up claim

Remove the claim or mark UNKNOWN. Get an approved source; rerun only the affected section.

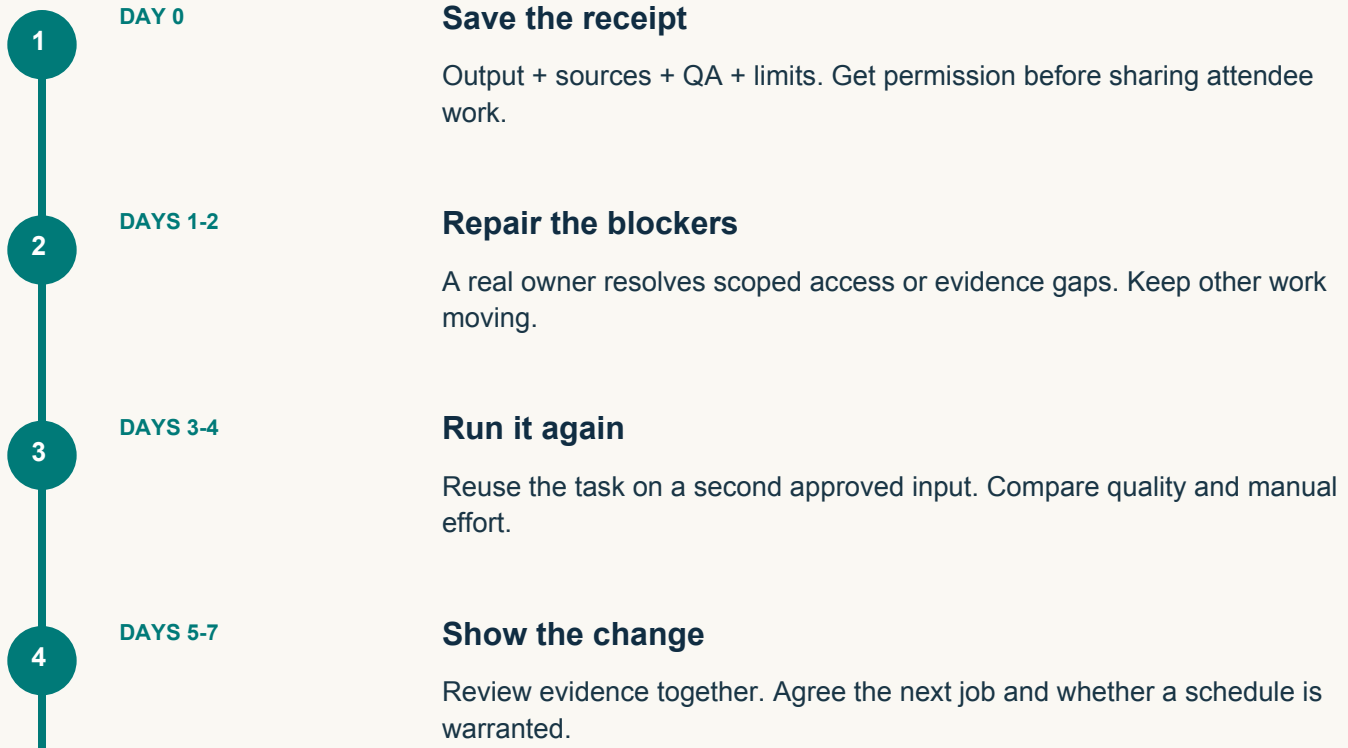
● Wrong or broken output

Preserve the original, reduce the task and repeat the acceptance test. Escalate a real permission barrier.

FAIL → **ISOLATE** → **REPAIR** → **RERUN + VERIFY**

Seven days to a working habit.

Agree on a follow-through owner before everyone leaves. The goal is a verified improvement to a repeating job, not a larger folder of unused skills.



Definition of done: the recipient can use the artifact; factual claims trace to approved sources; the tested result and remaining limits are recorded; the next action has an owner.

KEEP THE INSTRUCTIONS CURRENT

Record the source/version used. Before the next session, recheck links and run one fresh canary task. Review changes before replacing a working skill. Keep prior versions so a failed update can be rolled back. Schedule only with owner approval.

Organizer hub + booking conversation

Attendee preparation checklist

Current platform-specific installation

Workshop examples + master workbook

Dennis Yu, CEO, Local Service Spotlight. Digital teaching edition; adaptable planning reference, not a promise of universal results. Photo sources: the organizer hub. Confirm permissions and printer proof before bulk print.