

20
25

BUSINESS WORKSHOPS & MASTERCLASSES

Explaining Ai in a way that employees and business leaders can understand with proven methodologies, frameworks that have generated over USD\$ 2 billion in value globally.

Presented by

Danilo McGarry

Top 20 in the World for Ai

Former head of Ai at Citi & UHG

Advisor on AI to Fortune 500's

Website

www.danilomcgarry.com



HOW TO GOVERN AI & SET THE RIGHT STRATEGY FOR YOUR COMPANY

Surveys show that 80% of C level and boards do not understand AI enough to be able to set the right AI strategy and to govern it effectively. I teach this all over the world and through Financial Times too.

UNDERSTAND AI & HOW TO SCALE AI

Big 4 consultancies do not have hands on experience scaling AI, I do. I teach my methodologies, frameworks and approaches that guarantees your AI program will be a success and scales successfully across your business.

BUILDING YOUR TRANSFORMATION ROADMAP

Most companies fail because they do not understand what AI can do and how to build a transformation roadmap for the company with AI in mind. I teach how to do this effectively, businesses leave with a complete transformation roadmap, projects are prioritized and the business case is clear for all to understand.



TOPICS

Topics can be covered in **workshops or masterclasses**. Workshops can take 6 hours to 3 days, whereas masterclasses can be 90minutes to 2 hours long.

These workshops and masterclasses are highly effective where Danilo takes a no nonsense ultra pragmatic approach teaching only what is **proven tried and tested in 100's of companies he has helped in the past 20 years**.

Feedback is that **these workshops and masterclasses are the stepping stones in allowing companies to determine a clear AI strategy, roadmap and understanding** to allow them to take AI to the next level.





TESTIMONIALS

**"...ONE OF THE MOST ENGAGING SESSIONS I HAVE SEEN
THIS SEASON NOT ONLY IN GDS BUT EY OVERALL"**

DIRECTOR - TALENT DEVELOPMENT EY SENIOR MANAGEMENT



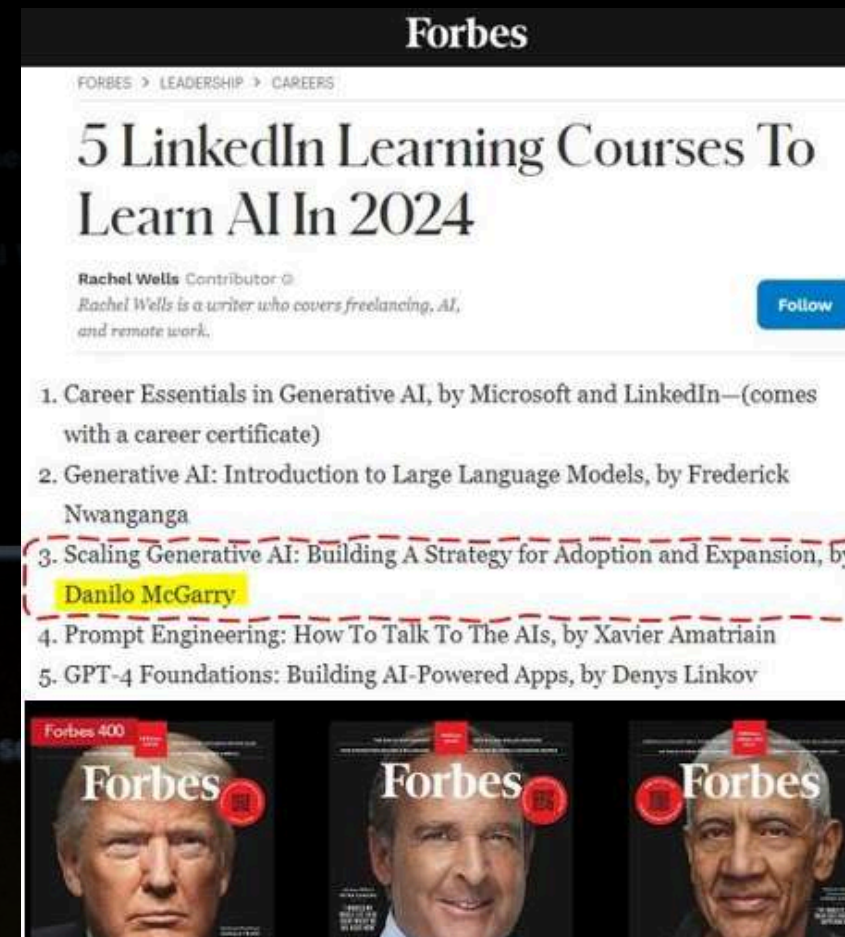
**"DANILO JUST DELIVERED THE BEST MASTERCLASS ON AI I
HAVE EVER SEEN, TRULY EYE OPENING AND LIFE CHANGING"**
NOAA - NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (US GOVERNMENT)

**CHOSEN BY LINKEDIN
FOR THEIR EXECUTIVE
COURSE ON GENAI
WITH 10,000+
LEARNERS TO DATE**

LinkedIn LEARNING



TESTIMONIALS



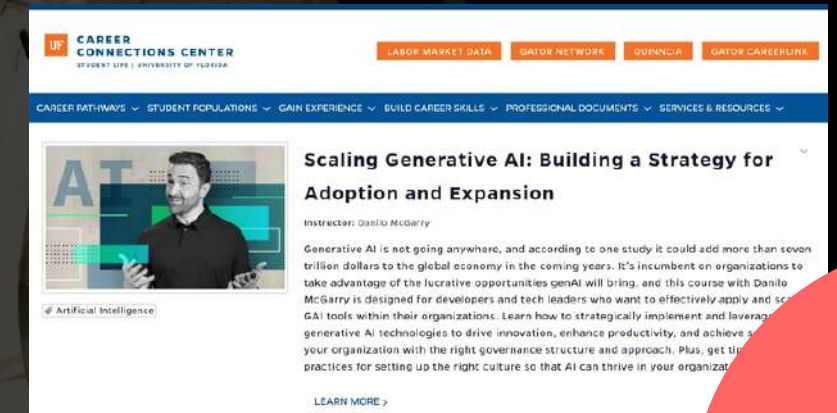
Forbes.com

**CHOSEN BY
FORBES AS THE
TOP 5 AI COURSES
ON LINKEDIN**

**“DANILO’S WORKSHOPS
HAVE BECOME INVALUABLE
TO THE FT’S DIRECTOR’S
PROGRAM TEACHING
LEADERS AROUND THE
WORLD ABOUT AI AND
HOW TO GOVERN IT
CORRECTLY”**

**DIRECTOR – FINANCIAL TIMES
DIRECTOR PROGRAMME**

**MY METHODOLOGIES ARE
APPROVED BY THE PMI
INSTITUTE AND TAUGHT IN
OVER 100 UNIVERSITIES
AROUND THE WORLD.**





AVOID THE SAME MISTAKES EVERY OTHER COMPANY IS MAKING WITH AI

Companies bring me in because most AI programs fail for the same set of reasons, and my workshops are designed to eliminate them before they destroy time, budget, and momentum. I show leadership teams how to avoid treating AI as a tech experiment and instead redesign their business model, workflows, and operating structure around measurable value. I help organisations escape the trap of pilots with no ROI, replace centralised bottlenecks with a scalable enablement model, and build the workflow and orchestration layers that make AI adoption repeatable across the enterprise.

I guide teams through the governance, risk, and oversight structures they need but rarely have. I address the data gaps that quietly block progress. I fix the funding model so AI investment ties directly to EBITDA, revenue, retention, and valuation uplift. I also help leaders build internal capability rather than outsource competitive advantage to vendors or consultancies.

These sessions equip companies with clarity, structure, and a proven roadmap to deploy AI at scale, avoid the cultural and operational pitfalls that derail most transformations, and build an organisation that turns AI into sustained business results.

My goal is simple: to make your company one of the few that gets AI right.





WHAT WE'LL COVER

✓ OPERATING MODEL REDESIGN WITH AI

How to redesign your operating model around AI, including workflows, orchestration layers, governance, risk controls, and the enablement structure that makes AI scale across every department.

✓ LINKING AI TO REAL VALUE

How to connect AI directly to commercial value by tying every initiative to revenue growth, cost reduction, margin improvement, customer experience, retention, and ultimately valuation uplift.

✓ REAL CHANGE MANAGEMENT

How to build internal capability instead of dependency by equipping your teams with the frameworks, decision rules, and execution playbooks used by the world's most successful AI driven companies.



TRUSTED BY:



MEET DANILO MCGARRY

20 YEARS OF TRANSFORMING COMPANIES WITH AI



Danilo McGarry is one of the world's leading practitioners in artificial intelligence and digital transformation, known for delivering AI programs that have generated billions in value for major organisations. He previously led AI at Citigroup and UnitedHealth Group, two of the largest companies in the world, and now advises Fortune 500 boards, private equity firms, governments, and fast growing businesses on how to redesign their operating models and unlock valuation growth using AI.

His transformation frameworks are studied in over 100 universities and are in high demand across global executive audiences. Danilo is a United Nations speaker on AI, a technology columnist for WIRED, and a regular contributor to the Financial Times, Bloomberg, and The Times. He also hosts one of the fastest growing AI podcasts globally and reaches more than 600,000 followers and over 31 million yearly impressions across YouTube, LinkedIn, Instagram, and his newsletter.

Danilo's masterclasses and workshops combine two decades of real world execution with practical, actionable methods leaders can apply immediately. He equips teams with the clarity, structure, and strategic tools needed to use AI to cut cost, grow revenue, create new products, improve customer experience, and future proof their organisations. His sessions are designed for executives who want results, not theory.

FEATURED IN:



TOOLS AND RESOURCES

Those that take part leave with a wealth of resources as well as direct access to Danilo for further coaching and help. Learning takes time and nurturing, Danilo is there to support you through your journey of getting up to speed with Ai & Digital Transformation.

» HANDOUTS

» DIGITAL RESOURCES

» FOLLOW-UP

→ CASE STUDIES

→ ROLE-PLAYING

→ GROUP DISCUSSIONS

→ OTHER ACTIVITIES





COMMERCIALS

1 DAY WORKSHOP STARTING AT:

In UK: £20,000

Europe: €22,000

US & ME: \$26,400

2 DAYS OR MORE

Additional days + 30% per day

- *Unlimited attendees, 1-2-1 meetings w/attendees included*
- *Travel + Accommodation excluded from prices above*
- *Recording and unlimited re-use within the same company +20%*
- *Virtual workshops are up to 4 hours fixed price £12,000 or €14,000 or \$15,000*

MASTERCLASS (60MINS-120MINS) STARTING AT:

In UK: £12,000

Europe: €13,700

US & ME: \$16,000

- *Unlimited attendees, 1-2-1 meetings w/attendees included*
- *Travel + Accommodation excluded from prices above*
- *Recording and unlimited re-use within the same company +20%*
- *Virtual masterclasses are fixed price £7,000 or €8,000 or \$9,000*

- *Prices are indicative and may change on the day. Prices are also determined by schedule*
- *Prices are negotiable to some extent and content will be flexible to audience/client needs*
- *Charities, NGO's and package purchases can receive discounts*



LET'S GET STARTED!

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