

Practical skills for future managers

Applied AI, evidence and influence

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Build with AI. Decide with evidence. Bring people with you.

Use AI to prepare better, understand what matters to others, defend a recommendation and turn agreement into action. Methods drawn from enterprise sales, customer advisory work and building AI tools.

Build your working system

A usable knowledge base, reliable research and repeatable workflows. Check quality and improve the system as new information arrives.

Use it with judgment

Understand why, test assumptions and earn the right to challenge with evidence. Make trade-offs and build shared commitments.

Understand why. Earn the right to challenge with evidence. Agree the next step.

Three contexts, adapted to your programme

Everyday management and projects. Prepare a decision, negotiate priorities and agree owners, deadlines and measures of success.

Applied AI at work. Build a strategic knowledge base and one reliable workflow, with sources and quality checks.

Strategic sales. Research, prospect, discover value, negotiate and plan joint execution. Specialist sequence on page 2.

17 years of international enterprise sales. Gartner and Coursera; customer experience including Capgemini through Coursera. Fourteen years in Amsterdam and London; five markets. Peer enablement: Growth Mindset (2024), SBO (2025), JEP; coaching eight AEs as acting manager. Forgia creator. Presentations to hundreds and workshops for around twelve. Recordings: [B SMART \(2026\)](#) · [Webikeo \(2020\)](#).

Four ways to work with your programme

3 hours

Focused introduction

Develop one useful question or recommendation from a small evidence base. Source checks and a short role-play.

12 to 18 hours

Modular course, scoped to the cohort

Choose a management/project context or the sales sequence on page 2. Agree scope and depth with the school.

One day

Knowledge base and first AI workflow

Create a verified brief, reusable instructions and a review routine. Test a new fact. No programming prerequisite.

2 hours

The Dawn of the Architects: talk and discussion

Explore AI, expertise and work. Map capabilities and define a practical project to demonstrate progress.

One account. Six connected stages.

One application of the wider approach: a fictional account connects the six stages. Learners build reusable preparation and practise commercial decisions. AI can assist throughout; each learner must explain, check and adapt the work.

01 Account intelligence base

Build. Sources, stakeholder context and an update routine in NotebookLM or a ChatGPT/Claude project.

Practise. Distinguish facts, interpretations and hypotheses; check dates, source quality and contradictions.

Output. A reusable account base with evidence and uncertainty visible.

02 Strategic sales principles

Build. A repeatable preparation and reflection workflow.

Practise. The customer's why, Golden Circle (Simon Sinek), useful discovery and earning the right to challenge.

Output. A value hypothesis and discovery questions the learner can defend.

03 Relevant prospecting at scale

Build. AI research and drafting workflow with Basho, including WYWYN: Why You, Why You Now.

Practise. Why this customer, this person and now; relevance before throughput.

Output. Three researched outreach messages, assessed for evidence and relevance.

04 Real need and reason to act

Build. Insight research, alternative hypotheses and rehearsal.

Practise. Challenger and value selling: test assumptions with the customer, establish the business issue and consequences of inaction.

Output. A discovery role-play and evidence-backed point of view to test.

05 Customer insight, quantified offer and negotiation

Build. Analysis, scenario and business-case templates.

Practise. Denominators, periods, uncertainty, value and trade-offs; reciprocal concessions and Ackerman negotiation.

Output. A useful customer insight, business case with explicit assumptions and negotiation plan.

06 Shared reason to act and close

Build. A maintained Joint Execution Plan (JEP).

Practise. Business priorities, cost of delay, real deadlines, owners, decision criteria and commitments.

Output. A JEP tested in a buyer role-play, with a shared next step.

Assess the work and the learner's reasoning

Explain sources, correct an AI error, handle a new objection and revise a decision. One case follows a buyer asking for more training: investigate the business outcome and test a comparison before recommending a pilot. Urgency comes from business priorities and the cost of delay.