

KEY TAKEAWAYS AT A GLANCE

RECODED

Three Ways to Bring Your Team Into the AI Era

A quick reference for meeting planners and program leads. Here is exactly what your audience walks away with from each Recoded program, so you can match the right session to the room.

THE RECODED KEYNOTE

Compete on Awesome with AI, Not Overwhelm

Keynote, 45 to 90 minutes. On-site or virtual.

KEY TAKEAWAYS

- A clear, jargon-free understanding of what AI actually does for a business, and what it does not
- Practical, ready-to-use AI tools and workflows for marketing, operations, and customer service
- A simple framework for adopting AI ethically, with the risks named out loud
- Real case studies and real dollar figures from a working operator, not a theorist
- The confidence and momentum to start competing on awesome with AI on Monday morning

THE AI ETHICS & RISK BRIEFING

The Honest AI Risk Briefing

Stand-alone session or paired with the Keynote or Master Class. In-house or conference format.

KEY TAKEAWAYS

- A clear-eyed map of where AI creates real business risk, in plain language
- Real examples and current market data, not hypotheticals or doomsday slides
- A simple, practical framework for setting AI guardrails any team can actually follow
- The right questions to ask before trusting a tool with your data, customers, or brand
- The confidence to move fast on AI without betting the business on it

WHAT WE NAME OUT LOUD

- Data privacy, and what your AI tools really do with your information
- Hallucinations, and why sounding confident is not the same as being correct
- Bias, fairness, and the reputational landmines hiding in automated decisions
- Copyright and ownership, and the gray areas nobody warns you about
- Customer trust, disclosure, and doing right by the people you serve

THE ON-SITE MASTER CLASS

Two to Five Hours. Hands-On. Built for Your Team.

Modular training, on-site and fully customized. Two-hour crash course up to a full-day, hands-on build day.

KEY TAKEAWAYS

- Working AI tools and workflows they built in the room, ready to use the same week
- A jargon-free grasp of what AI actually does for their specific roles, and what it does not
- Custom prompts and systems mapped to your industry, not generic demos
- A clear framework for using AI ethically, with the risks named out loud
- Real case studies and real dollar figures from an operator who has lived it
- The confidence and momentum to keep competing on awesome long after Susan leaves

AI isn't here to replace your people. It's here to recode how they work, so your organization runs smarter, faster, and more profitably than ever.

Book Recoded, and give your audience the future, made doable.

BOOK SUSAN

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Podcast: Compete on Awesome with AI