
TAA-101 · THESMO TRAINING COURSES

AI FOUNDATIONS FOR THE MODERN PROFESSIONAL

Two days of practice on your own work — not a presentation about AI.

Strategy and Performance in synergy

FORMAT

Two days

12 hours · live online

TIER

Foundation

No prerequisites

FEE

GBP 750

Instalments available

COHORTS

Monthly

12 dates published

YOU WILL NOT WATCH A PRESENTATION ABOUT AI

Over two days you will write prompts for tasks from your own job. You will read a dashboard that is subtly wrong and work out why. You will triage a queue of AI-generated alerts under time pressure and decide which ones to act on. You will discover something about your own judgement that is considerably more useful learned than told.

Then you will identify one opportunity in your own role, write down what you are going to do about it, and hear from us thirty days later to see whether you did.

Ten modules. Four interactive simulations. One question behind all of it: **what will you do differently on Monday morning?**

WHY THIS COURSE EXISTS

THE GAP IS NOT ACCESS. IT IS CONFIDENCE

Employers are now paying a wage premium of around 56% for roles requiring AI skills — up from 25% the year before. Meanwhile most organisations have deployed tools and assumed capability would follow. It has not.

Almost everyone has an AI tool available. Far fewer know when the output is good, when it is wrong, when to use it, and when to ask a person instead.

That gap is what these two days close. Not with theory. With practice, on the kind of work you actually do.

56%

wage premium for roles
requiring AI skills

25%

the same premium a year
earlier

WHAT MAKES IT DIFFERENT

01 FOUR SIMULATIONS, NOT SLIDES

You do things. You will make judgements, get them checked, and find out where your instincts serve you and where they do not.

02 DESIGNED BY PEOPLE WHO DO THE WORK

These courses are built by a strategy and performance consultancy, not a training company. The examples come from consulting practice and the frameworks are ones we use.

03 WE FOLLOW UP

Thirty days after the course we come back to the commitment you made and ask how it went. Almost no training provider does this, which is precisely why most training changes nothing.

04 EVERY CLAIM IS SOURCED

Figures come from Stanford's AI Index, the World Economic Forum, PwC and peer-reviewed studies — not vendor marketing. Facilitators are briefed on which findings are contested and why. If you challenge a number, you will get a straight answer.

WHO IT IS FOR

Administrators, analysts, coordinators, officers, specialists, supervisors — any function, any sector, any level. No management responsibility assumed. No technical background required. If you are sceptical or anxious about AI, this course was designed with you in mind.

No prerequisites. TAA-101 is the entry point to the full Thesmo Training Courses pathway.

WHO WILL TEACH IT

Wale Buraimoh MBA

FOUNDER AND OWNER — THESMO · THESMO EVENTS · THESMO AI

Thirty-five years across the three things this course sits on: building systems, running the projects that put them into a business, and advising the management that has to live with the result. Every Thesmo course is delivered by the person who designed it — which is why a hard question in the room does not get answered with *I will come back to you on that*.

21 YEARS IN STRATEGY AND PERFORMANCE

Most recently Director of Strategy and Risk Management at Sharjah Maritime Academy (2023–2026), where the strategy, risk and project management function was established from nothing — frameworks, policies, processes and the system beneath them. He left in January 2026 to run Thesmo full time.

14 YEARS IN UK FINANCIAL SERVICES

Seven at Barclays Funds leading software development teams, then project management at Newton Investment Management and, as Strategic Projects Manager at Mellon Financial Europe, a strategy implementation programme across five lines of business, eight shared services and 1,500 staff.

Two decades of public and in-house delivery across the Gulf and the UK, as a Balanced Scorecard Certified Trainer and a regular trainer on the four-day Certification Boot Camp. Currently a year into two MSc programmes — Artificial Intelligence at the University of Leeds and Financial Management at Alliance Manchester Business School — which is why technical claims here are checked against the primary literature, and why an AI investment is taught as a capital allocation decision rather than a supplier's return figure.

CONSULTING SINCE 2005

Central Bank of Saudi Arabia; Emirates Nuclear Energy Corporation, a \$40bn civil nuclear programme; ADWEA and DEWA; RTA Dubai, Transport for London, and 26 ministries under the Abu Dhabi Executive Council; a federal higher-education system of 17 campuses and 23,000 students.

A BUILDER, NOT A COMMENTATOR

Architect of PRIiSM, a production performance platform with AI evidence verification, predictive KPI forecasting and Bayesian risk intelligence. The governance material comes from decisions taken on a live system carrying real institutional data.

QUALIFICATIONS AND CERTIFICATIONS

POSTGRADUATE	MSc Artificial Intelligence, University of Leeds (2025–27) · MSc Financial Management, Alliance Manchester Business School (2025–27) · MBA, The Open University (1997)
EARLIER	Graduate Diploma in Computer Science, South Bank University (1989–90) — first-class BSc equivalent · Higher National Diploma in Computer Studies, University of East London (1987–89)
CERTIFICATIONS	Balanced Scorecard Certified Trainer · Future Foresight Certified Trainer, Specialist and Practitioner (The Futures School)
EXECUTIVE EDUCATION	MIT Economics for Business · Oxford Executive Finance Programme

Corporate in-house delivery is by the same facilitator. There is no associate pool and no sub-contracted delivery.

YOUR FUNCTION, YOUR SECTOR

Every practical exercise is set in the work you actually do. At the start of the course you choose your function, and the scenarios follow. A finance manager does not spend the day working through an HR case.

SEVEN FUNCTIONS

HUMAN RESOURCES	Recruitment, performance reviews, policy, employee queries
FINANCE	Budgets, forecasts, variance analysis, reporting
INFORMATION TECHNOLOGY	Service requests, incidents, change management, documentation
OPERATIONS	Process performance, capacity, quality, supplier management
CUSTOMER SERVICE	Case handling, complaints, service levels, escalations
MARKETING	Campaigns, content, audience analysis, performance reporting
PROJECT MANAGEMENT	Plans, risks, status reporting, resource decisions

NINE SECTORS

Scenarios are built around nine detailed fictional organisations, each with its own history, pressures and data. They are fictional so the work can be realistic without being anyone's — and so nothing said in the room is about a real employer.

GOVERNMENT	Crestholm City Authority	TELECOMMUNICATIONS	Nexbridge Telecoms
BANKING	Ardent Commercial Bank	RETAIL	Harlow Retail Group
HEALTHCARE	Vantage Health Network	PROFESSIONAL SERVICES	Clarendon Advisory Group
EDUCATION	Meridian University	PROPERTY AND INFRASTRUCTURE	Stonepath Development Group
ENERGY	Coreland Energy Corporation		

In-house: case material rewritten around your sector

WHAT YOU WILL BE ABLE TO DO

- 01 Explain what AI is and is not in plain language, without jargon or hype
- 02 Identify three ways AI is already present in your working day, whether or not you had noticed
- 03 Write prompts that produce useful, structured output for a real task in your own role
- 04 Read an AI-generated dashboard or report and know what to question
- 05 Apply a three-step check to any AI output before you act on it — claim, evidence, does this make sense?
- 06 Recognise where AI fails, including the failures that look like successes
- 07 Use AI responsibly — what not to put into it, where bias enters, and when to ask a person instead

STRUCTURE

Ten modules across two consecutive days. Two live sessions of three hours per day, with a thirty-minute break in each. Twelve contact hours in total.

DAY 1

UNDERSTANDING AND USING AI

What AI actually is, without jargon or hype

AI in your working day

How to talk to AI: prompting that works

AI and data, and why poor data produces confident nonsense

The Five-Domain Flow

DAY 2

CHECKING, QUESTIONING AND APPLYING

Reading AI-generated management information

Verifying what AI tells you

Bias and fairness in practice

Responsible use and the three lenses

Your AI opportunity

WHAT IS INCLUDED

FOUR INTERACTIVE SIMULATIONS

THE AI CAPABILITY LAB Meet one situation from your own function five different ways — summarise, analyse, compare, triage, act. Each one fails differently, and not once by making something up.	THE MONDAY TASK A real deliverable with the actual source material. Three attempts to get it right, then find out what was in the task that nobody read.
THE MERIDIAN DASHBOARD Read an AI-generated performance dashboard for a university and work out what it is actually telling you — and what it is not.	THE ALERT QUEUE Triage a queue of AI-generated alerts under time pressure. Which do you act on, which do you escalate, which do you ignore?

ASSESSMENT AND MATERIALS

Quiz — 20 questions from a 30-item bank, 70% to pass, with a written rationale for every answer	Pre-course primer, so you arrive ready rather than warming up
Sector case pack covering five sectors	The prompt reference card — one page, designed to live next to your desk
Learner workbook containing your own completed work from both days	Completion record and digital badge
Six short videos for reinforcement, before and after the course	Documented contact hours, which may count towards CPD with your organisation's approval
	Your AI Opportunity Card, and a follow-up thirty days later

BEFORE THE COURSE	
WHEN YOU BOOK	The pre-course primer — fifteen minutes on the vocabulary we will use, so nobody spends the first hour on definitions
TWO WEEKS BEFORE	The course videos — short, watchable in any order, and yours to keep
ONE WEEK BEFORE	Your cohort profile: the function your exercises are set in, and your sector
ONE WEEK BEFORE	One real task from your own work. Every practical exercise runs on it — it is the only preparation that changes what you get out of the two days
TWO WORKING DAYS BEFORE	Joining instructions and your link, with a two-minute technical check
AND NOTHING ELSE	No reading list, no pre-work to submit, and nothing you will be tested on before you arrive

DATES AND TIMES

TAA-101 runs every month. Twelve cohorts are published at a time, so you can always book a date up to a year ahead — and pay for it by instalments in the meantime.

COHORT	DATES	SESSION 1	SESSION 2
★ October 2026	Thu 22 – Fri 23 October 2026	08:00 – 11:00 BST	11:30 – 14:30 BST
★ November 2026	Thu 12 – Fri 13 November 2026	08:00 – 11:00 GMT	11:30 – 14:30 GMT
★ December 2026	Thu 17 – Fri 18 December 2026	08:00 – 11:00 GMT	11:30 – 14:30 GMT
January 2027	Thu 28 – Fri 29 January 2027	08:00 – 11:00 GMT	11:30 – 14:30 GMT
February 2027	Thu 25 – Fri 26 February 2027	08:00 – 11:00 GMT	11:30 – 14:30 GMT
March 2027	Thu 25 – Fri 26 March 2027	08:00 – 11:00 GMT	11:30 – 14:30 GMT
April 2027	Thu 22 – Fri 23 April 2027	08:00 – 11:00 BST	11:30 – 14:30 BST
May 2027	Thu 20 – Fri 21 May 2027	08:00 – 11:00 BST	11:30 – 14:30 BST
June 2027	Thu 24 – Fri 25 June 2027	08:00 – 11:00 BST	11:30 – 14:30 BST
July 2027	Thu 22 – Fri 23 July 2027	08:00 – 11:00 BST	11:30 – 14:30 BST
August 2027	Thu 26 – Fri 27 August 2027	08:00 – 11:00 BST	11:30 – 14:30 BST
September 2027	Thu 23 – Fri 24 September 2027	08:00 – 11:00 BST	11:30 – 14:30 BST

Both days follow the same schedule. All times are UK local time; the clock shifts by an hour across the UK spring and autumn changes so that every cohort keeps the same working window in all three markets. Highlighted rows carry the Founding Cohort rate.

A cohort runs when it reaches eight delegates. If one does not, you transfer to any other date in this calendar at no charge — which is the point of publishing a year of them at once.

FEES

FULL COURSE — TWO DAYS · PER DELEGATE

Standard fee **GBP 750**

★ Founding Cohort rate — book by 16 October 2026 **GBP 595**

Group of 3 or more from the same organisation **GBP 675**

★ Founding Cohort + group of 3 or more **GBP 535**

DAY 1 ONLY · PER DELEGATE

Standard fee **GBP 415**

★ Founding Cohort rate **GBP 340**

Day 1 covers understanding and using AI. It does not include the verification, bias and responsible-use content, and does not satisfy the prerequisite for Practitioner-tier courses.

FOUNDING COHORT

The rate applies to the October, November and December 2026 cohorts only. These are the first delegates through a new programme, and the rate reflects that.

PAYING BY INSTALMENTS

You do not have to pay for a course in one payment. Choose a cohort, choose what you can pay and when, and pay the balance off before the course begins.

HOW IT WORKS	As many instalments as you like, of whatever amounts, on whatever dates suit you
THE ONE CONDITION	The full fee must be cleared before the first day of your chosen cohort
SECURING YOUR PLACE	A first instalment of 20% confirms your place and fixes your price — including the Founding Cohort rate
COST OF SPREADING IT	None. No interest, no administration fee, no credit check, no third-party lender
BALANCE DATE	Seven days before the course starts
IF IT IS NOT CLEARED	Your place moves to any later cohort at no charge and everything paid carries across

RESERVING A COURSE THAT IS NOT YET DATED

Several courses in the pathway open during 2027 and do not yet carry dates. Reserve a place now, pay towards it at your own pace, and choose your cohort when the calendar opens.

WHEN IT OPENS	On the day its own brochure publishes, and not before. We will not take money towards a course you cannot yet read about in full
WHO IT IS FOR	Individuals booking and paying for their own place. Employer-funded and in-house bookings are arranged directly
WHAT YOU PAY	Whatever you like, whenever you like. No minimum and no schedule to keep to
WHAT IT FIXES	Your price — locked at the rate published on the day your first payment reaches us, and it does not move afterwards
WHEN DATES OPEN	You hear first and choose your cohort ahead of general booking; the balance is then due seven days before the course
IF YOU CHANGE YOUR MIND	Everything paid is refundable on request at any time until you choose a cohort, less processing fees. No reason needed
IF IT DOES NOT GO AHEAD	A full refund with no deduction of any kind, or move everything paid onto any other course in the pathway. Your choice
RESERVING MORE THAN ONE	Permitted, and common where someone is working towards the full pathway. Each reservation is separate and each price is locked on its own first payment

CORPORATE IN-HOUSE DELIVERY

Your own cohort, your own dates, no waiting for a public course to fill. Available now.

WHOLE GROUP, NOT PER DELEGATE	GBP
Per delivery day, up to 20 participants	4,875
With sector tailoring — case material rewritten for your industry	6,375
On-site delivery, in addition	+1,875

Ten or more delegates? In-house gives you a private cohort where everyone shares the same context, dates that fit your calendar, and case material written around your own sector.

BOOKING

ONLINE BOOKING	Complete the booking form at thesmo.co.uk
PAYMENT	We email you an invoice with a secure Stripe link to pay by card, in pounds sterling — the price shown is the total payable
INSTALMENTS	Tick “Pay by instalments” on the booking form, or email us to set up a plan
INVOICING	Within one working day; can be addressed to your employer
CORPORATE IN-HOUSE	Email training@thesmo.co.uk with your preferred dates and delegate numbers
REGISTER INTEREST	Tier 2 and above: email us naming the course codes — TAA-201, TAA-301 and so on — with your role and organisation. Nothing to pay and nothing to commit to

Confirmation and joining instructions within 24 hours; your Zoom link two working days before. Fees are set in pounds sterling and are fixed — not recalculated at the exchange rate on the day. The price shown is the total payable.

CANCELLATION, TRANSFER AND REFUND

Your contract is with The Strategy Management Office Limited.

NOTICE GIVEN	REFUND	TRANSFER
15 or more days before	Full refund, less processing fees	Free transfer to any later cohort
8 to 14 days before	50% refund, less processing fees	Free transfer to any later cohort
7 days or fewer	No refund	One transfer permitted

Processing fees. Card payments carry a fee charged by our payment provider, and it is not returned to us when we make a refund — so refunds on your cancellation are made less that fee. Bank transfers carry no processing fee and nothing is deducted. Where we cancel or postpone, you receive everything you have paid with no deduction of any kind.

Substitutions are free at any time — send a colleague, just tell us their name before the session starts.

Minimum cohort size is eight delegates; below that we postpone and contact you at least five working days ahead, and you transfer or take a full refund. If The Strategy Management Office Limited cancels, you receive a full refund with no conditions and no administration fee.

IF YOU ARE BOOKING AS A CONSUMER

These rights apply if you are booking your own place, for purposes outside your trade, business or profession. They are in addition to the terms above, and wherever they are more generous they take precedence over them. If your employer books or pays, that is a business contract and these particular rights do not apply to it.

YOUR 14-DAY RIGHT TO CANCEL	You may cancel within 14 days of making your booking, without giving a reason, and receive a full refund of everything you have paid. This is a statutory right under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, and it applies however far ahead your cohort falls.
HOW TO CANCEL	Email us saying clearly that you are cancelling. No particular form of words is needed. We refund within 14 days of receiving your notice, by the method you paid.
IF YOUR COURSE BEGINS INSIDE THOSE 14 DAYS	If you book fewer than 14 days before your cohort starts and ask us to proceed anyway, you keep the right to cancel, but we may charge for the proportion of the course already delivered by the time you cancel.
PAYING BY INSTALMENTS	Makes no difference to any of the above. Everything paid to date is refunded in full.
PROCESSING FEES ARE NOT DEDUCTED	The cancellation table above deducts card processing fees from a refund. That deduction does not apply to your statutory 14-day cancellation. Regulation 34 of the 2013 Regulations requires us to reimburse every payment we have received from you, and we do — in full, with no deduction of any kind.
THE INSTALMENT OPTION IS NOT CREDIT	Your fee clears before the course begins, never after it, so no credit is extended and no loan is made. It is not a regulated credit agreement and not deferred payment credit: there is no lender, no credit check, no interest, no fees, and nothing is recorded with a credit reference agency.
COMPLAINTS	Email us and we will reply within five working days. If we cannot resolve matters between us, you can seek advice from your local Trading Standards service through the Citizens Advice consumer helpline.

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WHERE THIS SITS

Thesmo Training Courses form a twelve-course pathway across four tiers, plus a separate series of one-day executive briefings.

TIER 1 · FOUNDATION No prerequisites — you are here	TAA-101 · 102 · 103	2-3 days	GBP 415 – 1,315
TIER 2 · PRACTITIONER Strategy, risk, operations, projects, finance, performance	TAA-201 – 206	2 days	GBP 1,125
TIER 3 · ADVANCED The AI-Augmented Manager	TAA-301	3 days	GBP 1,690
TIER 4 · LEADERSHIP & EXECUTIVE Senior leaders and the executive immersion	TAA-401 · 501	3-5 days	GBP 2,215 – 5,215
B-SERIES · EXECUTIVE BRIEFINGS In-house, no prerequisites	TAA-B01 – B04	0.5-1 day	GBP 4,875 per day

Any one Foundation course opens the whole of Tier 2. Practitioner courses and above are delivered on PRiISM, our own strategy and performance platform, and open in 2027.

ABOUT THESMO TRAINING COURSES

Developed by Thesmo Artificial Intelligence Consultancy and Training L.L.C S.P.C of Abu Dhabi, and delivered in the UK by The Strategy Management Office Limited, trading as The SMO (UK). Every course is built against one test: what will you do differently on Monday morning? Anything that does not survive that question does not make it into the room.

www.thesmo.co.uk · training@thesmo.co.uk

THE STRATEGY MANAGEMENT OFFICE

Strategy and Performance in synergy

Thesmo Training Courses are developed by Thesmo Artificial Intelligence Consultancy and Training L.L.C S.P.C of Abu Dhabi, United Arab Emirates. In the UK they are delivered and contracted through The Strategy Management Office Limited (trading as The SMO (UK)), registered in England and Wales, company number 17446660, registered office 128 City Road, London EC1V 2NX. Your booking contract is with The Strategy Management Office Limited. Fees are quoted in pounds sterling; the price shown is the total payable. Course content is reviewed continuously; the published outline is indicative and may be refined. TAA-101 Brochure · UK · v3.2 · issued 13 September 2026.