

**DR NAOMI
TYRRELL**
COACHING | TRAINING | CONSULTING

Online AI Workshops

Empowering Your Organisation with AI



with Dr Naomi Tyrrell



NAOMITYRRELL.COM

WHY YOU NEED AI TRAINING

AI is here to stay. Those who use it wisely will gain a genuine competitive edge through deeper insights, faster analysis, and better outcomes. But we all know that adapting to new tools can feel risky. That's why my AI Workshops cut through the hype and technical jargon to give you clear, hands-on strategies you can trust.

My AI Training Workshops are designed to help you use AI effectively, ethically, and in alignment with your values. Whether you're working in user insights, research, evaluation, service design or data analysis, these workshops are built to help you adopt AI in a way that strengthens your work and protects your integrity.

With the right training, AI can become a tool for good, promoting transparency, accountability, and ethical practice, while freeing you and your team from repetitive manual tasks to focus on high-impact work.

Each Workshop helps you to:

- Understand AI tools without the tech overwhelm
- Explore the best AI tools for your needs
- See tools in action so your team can try them out immediately
- Enhance your processes without losing control or rigour
- Navigate challenges and risks around bias, misinformation and data security

Unlike many AI Workshops, these are not tech-heavy or theory-based so they are suitable for everyone. They are designed for beginners and for people who have used AI tools but want to deepen their knowledge and understanding. The Workshops are interactive and grounded in real-world applications many participants have even said they are fun, as well as informative!

*"Naomi's workshops are consistently oversubscribed
- a testament to their quality and impact."*

KAREN PARKS, TRAINING HUB MANAGER, CRANFIELD UNIVERSITY

AT A GLANCE

Online Workshop Title	Level	Time	Places
A Beginner's Guide to AI	Beginner	2.5 hours	Up to 15
A Beginner's Guide to AI for Anyone Who Uses Data	Beginner	2.5 hours	Up to 15
Using AI To Enhance Your Research and Evaluation	Improver	2.5 hours	Up to 15
AI Ethics: What Everyone Needs to Know	Beginner	2.5 hours	Up to 15
How to Use AI to Optimise Your CV, Job Applications and Interviews	Beginner	2.5 hours	Up to 15
Bespoke Training: Building Your Own Custom AI Tool	Improver	3 hours	Up to 5
Bespoke Training: AI Focus of Your Choice	All	3+ hours	Up to 10

PRICING

AI Workshops

£975

Cutting-edge tools and expert-led insights to future-proof your workflows.

Bespoke AI Training

Custom quote on request

Tailored, high-impact training focused on your specific tasks.

NB: VAT is not payable in 2025

If you have any queries or questions, please **get in touch.**

*About Naomi's custom AI tools:
"This is the best career development tool I have ever come across!"*

WORKSHOP PARTICIPANT, CRANFIELD UNIVERSITY

A BEGINNER'S GUIDE TO AI

Are you ready to supercharge your workflows with AI – even if you're a complete beginner? Join this power-packed 2 hour workshop designed especially for people who want to learn more about AI tools and stay ahead of the curve **without needing a tech background**. Whether you're curious about AI but don't know where to start, or you've dabbled and want to go deeper, this session is for you.

You will discover:

- Easy-to-use AI tools (including the latest 'deep research' innovations)
- How to streamline your workflows - extract evidence, summarise data, work faster
- Ways to confidently interpret and evaluate AI outputs
- Ethics and privacy considerations everyone needs to understand

You will receive:

- Workshop Slides and Notes
- AI Prompts for Your Repetitive Tasks

The world of AI is moving fast, but you don't have to get left behind! This workshop is very popular and slots are limited, so book yours as soon as you can.

A BEGINNER'S GUIDE TO AI FOR ANYONE WHO USES DATA

Take your data analysis further and faster with the power of AI. This practical, hands-on workshop is the perfect next step for anyone who's ready to dive into how AI can transform data analysis, insights, research and evaluation. Designed specifically for people who need to cut through administrative and data overload and spend more time doing the critical thinking, analysis and writing.

You will:

- Get hands-on experience with AI data analysis, insights and research tools
- Learn how to integrate AI into your data workflows
- Unpack ethical questions with clarity and confidence
- Discover how AI can enhance – not replace – your expertise

You will receive:

- Workshop Slides and Notes
- AI Prompts for your Data Tasks

This workshop is your next step toward a more focused, efficient, and empowered research practice. Spaces are limited – reserve yours today.

"This AI workshop changed my life!"

DR JO HOWE, ASTON UNIVERSITY

USING AI TO ENHANCE YOUR RESEARCH & EVALUATION

Take your AI skills to the next level with this workshop designed for researchers who are already familiar with AI basics and want to harness its full potential. This is the next step for those who are ready to work smarter, not harder. In this session, you'll move beyond general tools and explore how to tailor AI to your specific research context – saving time, improving quality and boosting confidence in your outputs.

You will:

- Use AI for advanced analysis, summarising, synthesis and idea development
- Learn prompt engineering techniques to get more accurate, relevant results
- Experiment with AI tools tailored to academic and applied research settings
- Address complex ethical and practical issues around automation and transparency

You will receive:

- Workshop Slides and Notes
- Customisable Prompt Templates
- Recommended AI Tools List

This session is ideal for researchers who want to go from experimenting with AI to integrating it confidently into their day-to-day practice.

AI ETHICS: WHAT EVERYONE NEEDS TO KNOW

Curious about using AI in your workflows but unsure how to do it ethically? This practical workshop will guide you through how to use AI tools to enhance your work whilst managing risk and maintaining integrity.

You will:

- Get hands-on experience with AI tools that support research, evaluation, and insight generation
- Learn how to spot and avoid common ethical pitfalls such as bias, misinformation, and lack of transparency
- Explore how to use AI responsibly in tasks like literature reviews, data analysis, and report writing without compromising high standards
- Begin shaping your own Responsible AI Adoption Plan

You will receive:

- Workshop slides and resources
- Ethical AI Prompts and Checklists
- A draft Responsible AI Action Plan template

This workshop is perfect for professionals who want to upskill in AI and have the confidence to use AI effectively and as ethically as possible.

HOW TO USE AI TO OPTIMISE YOUR CV, JOB APPLICATIONS & INTERVIEWS

This workshop will show you how to use AI tools to tailor your CVs, cover letters and job applications with greater speed, clarity and confidence.

You will learn:

- How to prompt AI tools for career success
- How to use AI to highlight your skills and strengths without losing your own voice
- How to navigate AI Applicant Tracking Systems
- How to optimise AI as a mock interviewer, assisting in your preparation and boosting your confidence!

You will receive:

- Workshop slides and resources
- AI Prompts and Checklists for CVs and job applications
- CV templates optimised for Applicant Tracking Systems

This workshop is ideal for anyone who wants to upskill in AI whilst seeking a more strategic, time-saving approach to career development and success!

BUILDING YOUR OWN CUSTOM AI TOOL

Have you started using AI and now want to optimise it to support your research processes, teaching or public engagement work? In this practical, hands-on workshop, you'll learn how to create your own custom version of ChatGPT – tailored to your specific needs, interests, and workflows.

Whether you're looking to build a literature review assistant, automate routine tasks or develop a Custom GPT that reflects your area of expertise, this session will give you the skills and confidence to get started.

In this workshop, you will:

- Learn what Custom GPTs are and how they work
- Explore real-world use cases of Custom GPTs for research and academic practice
- Build your own Custom GPT with easy, step-by-step guidance – no coding required
- Discover tips for testing, refining and using your Custom GPT effectively

This is an ideal session for researchers who are curious about AI but don't have a technical background. Bring your ideas and leave with your own working Custom GPT!

Please Note: You will need access to ChatGPT Plus or Pro - see [ChatGPT Pricing](#) | [OpenAI](#).

ACCESS NAOMI'S BESPOKE AI TOOLS

Unlock the power of AI with a curated collection of private ready-to-use AI tools designed by Dr Naomi Tyrrell for researchers, evaluators, and career changers.

Whether you're writing reports, analysing data, planning your next career move, or saving time on repetitive tasks, these bespoke AI tools give you the edge without the overwhelm. Perfect for professionals who want to work smarter!

Each tool is crafted to help you get high-quality outputs but no coding or technical knowledge required.

These tools will help you to:

- Use AI with clarity and confidence
- Get practical, reliable results faster
- Access advanced AI and expert insights for an affordable price

If you're concerned about data privacy, data sharing and compliance these tools are just what you need - what you put into the tools is not used for AI training or stored.

Talk to me about access and/or licensing for your organisation. Prices start at £250.

Naomi has been interviewed as an expert for:


THE SUNDAY TIMES
The Sunday Telegraph

BBC
NEWS

nature
DEVONLIFE

TatlerAsia
THE SUNDAY POST

METRO **Khaleej Times**

*"Naomi's advice has proved
invaluable to our PGR students and ECRs."*

DR STEPHEN LING, UNIVERSITY OF SALFORD

TERMS

Workshops have limited capacity because they are interactive, with time for feedback and questions. You can choose either Zoom or Teams as the online platform for delivery. You are responsible for advertising and taking bookings for the workshop in your organisation.

Should you need to postpone a Workshop, we will work with you to arrange a new date and time. Workshops that are cancelled within 21 days will incur a charge of 50% of the workshop price. Workshops that are cancelled within 7 days of the booked date will incur a charge of 100% of the workshop price. Invoices are payable in advance. Payment is via BACS transfer. All invoices must be paid within 30 days of the invoice date.

Dr Naomi Tyrrell & Tyrrell Studio Ltd hold Professional Indemnity and Public Liability Insurance, and is registered with the ICO. Dr Naomi Tyrrell also has Enhanced DBS.

Some of Naomi's trusted partners:



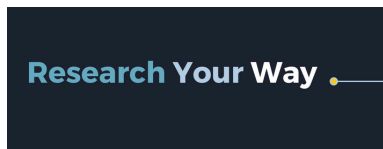
South West Doctoral Training Partnership

ABOUT DR NAOMI TYRRELL



Dr Naomi Tyrrell

International Coach Federation Accredited Coach
Director of Research Your Way Ltd & Tyrrell Studio Ltd



I'm the founder of Tyrrell Studio Ltd and Research Your Way Ltd, where I work with social purpose organisations across sectors to deliver high-impact research, evaluation and knowledge exchange (RYW) and training and coaching (TS).

I'm an Accredited Coach with the International Coaching Federation, and I specialise in supporting individuals and organisations to make evidence-informed decisions, navigate change and thrive.

I also lead Europe's largest alternative academic career network AltAc Careers - Leaving Academia with over 3,000 members. Through this work, I'm proud to champion career development beyond academia and provide practical, empowering support to researchers exploring new directions.

I'm an active member of Tech for Good, FutureDotNow, Consultants for Good, and the International Coaching Federation, and I hold a Visiting Research Fellowship at the University of Plymouth.

My academic background includes publishing over 40 papers and chapters, authoring three books, and building a strong research profile (H-index 13 in Scopus, 21 in Google Scholar)—experience I draw on every day in my consultancy, training and coaching practice.



Contact Me



www.naomityrrell.com



naomi@naomityrrell.com



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