

You have the tools. Now what?

AI TRAINING FOR SMES
LOOKING TO GROW

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Most SMEs now have access to AI tools — often through the software you already pay for. Some teams use them consistently. Others use them ad hoc. Some quietly avoid them altogether.

That gap between access and adoption is where time and value get lost — especially when you're trying to grow your business.

I help SMEs implement practical, repeatable AI workflows — with processes and safeguards so your team stays in control.



Three steps to successful adoption

1. Prioritise high-impact ROI

Together, we identify the “golden use case”: one workflow where AI can remove a real bottleneck quickly (admin load, customer response time, reporting, quoting, internal coordination).

Start small. Make it stick. Then expand.

2. Processes and safeguards

Clear, lightweight guidance that works for SMEs: what's appropriate, what to keep out of tools, when to anonymise, and what needs human sign-off.

Enough structure to reduce risk, including from shadow AI, and confusion — without enterprise bureaucracy.

3. Workforce upskilling

Hands-on practice using real work, with review built in from day one — so people build confidence and adoption becomes habit.



Emma's approach [to AI training] is non-techy. She shows how to get the most of AI tools without fuss and confusion. Highly recommended.

Testimonial from Google
NotebookLM webinar

How I work

I use these tools daily and test what works in practice — so training is grounded in real experience, not theory.

- I work with the tools you already have, wherever possible (off-the-shelf AI rather than custom builds).
- You won't be learning code. This is pitched to a non-technical audience.
- AI can handle functional work — first drafts, synthesis, admin support, and structured research. Your team stays responsible for judgement, customer relationships, and final decisions.

How can SMEs use AI safely and usefully?

Common SME use cases include:

- **Finance and admin** — Drafting and checking routine correspondence, organising information, supporting invoicing/expenses, and reducing repetitive admin.
- **Customer support and customer experience** — Triage and first-response drafts for common queries, and faster routing of issues (with human oversight).
- **Sales and quoting support** — Turning notes into follow-ups, structuring proposals, improving consistency, and building reusable response libraries.
- **Operations and planning** — Turning fragmented inputs (emails, meetings, documents) into clear actions, roles, and next steps.
- **People and onboarding support** — Drafting onboarding materials, internal FAQs, role templates, and structured interview question banks.
- **Longer-horizon planning support** — Using AI to explore scenarios, sequence activity, and stress-test assumptions — while humans retain ownership of priorities and decisions.



- 📁 Real-world experience
- 👥 No technical knowledge required
- 🛡️ Compliance built in
- ⚡ Immediate wins
- 🎨 Creative integrity protected

Two SME-specific frameworks

1. Grant, tender and funding assistant

A practical workflow to reduce the burden of bids, tenders and funding applications: clearer structure, tighter evidence, and less time spent working between documents.

2. Synthetic customer panel

A structured way to test messaging, offers and customer journeys against realistic customer perspectives — particularly useful when you don't have budget or time for formal research.



Where do I start?

Email emma@bydandstrategic.com to book a **30-minute workflow check**. No obligation.

Investment starts at **£750**. The initial workflow check is complimentary, and I'll provide a tailored proposal based on what I find.