



ARTIFICIAL  
INTELLIGENCE  
MORE TANGIBLE  
THAN EVER BEFORE



## **DISCOVER MARKET OPPORTUNITIES THROUGH TARGETED THINKING AND ACTION.**

Everything we do is based on the belief that successful people not only pursue a goal, but also have a reason for their actions. We believe that you can increase your impact when you find your “why” and take responsibility for it. To accompany our clients on their journey, we prepare for each appointment professionally, just as a competitive athlete prepares for a competition. So if, during our work together, it becomes apparent that the situation is different than expected, we use our creativity and experience to spontaneously take a different path. But the focus remains the same.

**Our goal at Tree Consulting is to create an environment where learning and development are not only possible but also sustainable.**

We understand that change takes time and that every small step counts. That's why we focus on long-term partnerships based on trust, respect, and a shared commitment to progress. Guided by the 70/20/10 principle\*, we work to ensure that our clients not only achieve their goals, but also have a positive impact on the people and community around them. (\*People learn 70% by doing, 20% from others, and only 10% through technical input.)



## DIVE INTO AI

**Welcome to the AI Hub, your workshop for artificial intelligence, which will gradually introduce you to the topic of AI in a business context. Here you will acquire the necessary tools to explore and utilize the diverse possibilities that AI offers. Immerse yourself in a world where innovation and practice go hand in hand, and discover how AI can transform your business.**

## RESULTS

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**01**

**Basic understanding:** Acquire a solid foundation of knowledge about AI and its application in a business context.

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**04**

**Strategic implementation:** Learn how to effectively integrate AI into your business processes and create measurable added value.

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**02**

**Practical use cases:** Discover how AI can solve specific business problems and optimize processes through realistic examples.

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**05**

**Direct kick-off & further support:** After the workshop is before the workshop. From now on, the journey really begins. Through intensive sprints, the projects are realized and supported by our consultants.

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**03**

**Direct relevance to the company:** based on the experiments, our own projects are formulated and validated on site.

## OVERVIEW OF THE PROCESS

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### PREPARATION

- The first step is to gain a deep understanding of the current and target situations so that we can design a completely customized solution.
- Clarification of the framework conditions (*company vision, strategy, and market*)
- Selection of relevant AI use cases tailored to the product, customer, industry, and pain points

### PROGRAMM OVERVIEW

#### THEORY:

- Introduction to AI and the AI workshop.
- Fundamentals of AI

#### DOING:

- Participants experiment with AI projects and learn how to use AI tools effectively.
- Evaluation of case studies on the application of AI in business areas
- Discussion of the ethical aspects of AI and corporate social responsibility.

#### TRANSFERRING:

- Brainstorming and developing AI project ideas for your company.

### FOLLOW-UP

- Review of the appointment with you as the client
- What measures do we recommend to help you achieve your goals?
- Photo record of the results

### OPTIONAL

- Support for AI projects arising from the workshop in 6-week sprints.

### WORKSHOP QUICK FACTS

**Result:** You immerse yourself in an AI HUB, where you are introduced to the topic of AI from station to station, ultimately discovering your own opportunities and projects.

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**Duration:** from 2 days

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**Participants:** minimum of 10 participants

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**Costs:** €2,300 daily rate (plus design costs and applicable VAT)



# THAT'S WHY TREE

Our core business is the holistic transformation of organizations. With this experience, we take a data-driven yet people-oriented approach to the heart of every company: its employees. We are optimistic about the future, believe in the sustainable and digital innovative strength of small and medium-sized enterprises, and see transformation as an opportunity for a successful European economy and a society worth living in. Driven by this conviction, we support companies with good concepts, creative ideas, and effective product and service solutions to become successful and resilient organizations. In doing so, we also draw on our unique network of top experts from business and science.

TRANSFORMATION COMPETENCE – SME FOCUS – OPPORTUNITY

ORIENTATION – PARTNER NETWORK

Let's get started together.



I am happy to be available for a  
non-binding conversation.

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