

Imagery co-created with Adobe Firefly model; refined w/ Higgsfield; direction and judgment ours.

PROBLEMS

Navigating AI can be thorny...

I can't afford to fall behind.

I love AI, but this doesn't feel like me anymore.

A hamster wheel of new tools & no guidance!

Everything looks the same!

"Did you use AI for this? Couldn't I have just done this?"

Judged one day for using AI, praised the next...so frustrating!

What is my value anymore?

3 HR WORKSHOP (Live Remote)

Build Authenticity in the Age of AI

Use AI without losing yourself.
You don't have to love AI or swear it off.
You just need to know where you stand.

In three hours, you'll decide what AI gets to do, what stays yours, and how to handle the thorny questions, ideally before anyone asks.

Leave with a personal approach & leadership toolset that keeps your work, voice and reputation unmistakably, *authentically* yours.



"Love that you guys are doing this. There's such a need."



Adele Weber
Retail Marketing Leader

Who it's for...

For people whose name goes on the work! *Whether you're an AI late bloomer or an empowered early adopter, we all run into friction over how AI is used. This workshop is for professionals who want to grow their influence in a chaotic transitional time.*

What's different...

It's not about new tools. *Get crisp on where AI fits into your authentic personal brand with a focus on leadership tactics applicable no matter the tools you use!*

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See dates & save your spot! **www.hovermedia.com/buildauthenticity**

OBJECTIVES

Develop authenticity as an intentional leadership skill

Find Your Why. Replace adoption pressure with a personal rationale for when and why you use AI.

Map Your Fit. Sort your own work into what to delegate, where to collaborate, and what to protect.

Keep Your Signature. Name the voice, taste & POV that make your work distinct, and steer AI output to support them.

Navigate the Room. Adopt a clear disclosure stance & the lingo to convey it with colleagues who hold a variety of perspectives.

Own Your Craft. Articulate what you uniquely bring, and commit to it in personal Agreements you can live by and share.



An adaptable framework...

- **Module 01 - Discover**
  Explore what needs to be true based on what you & your audiences value.
- **Module 02 - Decide**
  Actively put structure to your thinking. Codify and evolve your framework over time. Own it!
- **Module 03 - Disclose**
  Articulate & customize your approach in channels that matter; empower others to make informed choices about your work.

... & tools you'll use immediately.

- Self Audit Guide
- Personal Authenticity Framework
- Process Statements
- Conversation Guide
- AI Charter Agreements

EXPERIENCE

Our sessions are small, human & hands-on. (Just the way we like it!)



- **30%** Learn it
- **30%** Apply it to your work
- **20%** Reflect & discuss
- **20%** Collaborate

Pre-work to prepare • *Dynamic learning format* • *Expert facilitation* • *Capped at 40 participants*

WHY US?

Human-centered strategists with 30+ years of building great teams

Today, we run a brand & CX strategy consultancy that improves business outcomes with customer insights & experiences that companies can actually deliver. Our side quest in every client engagement is to mature practices and build strategic capabilities in the teams we work with.

After two years navigating AI & its exciting (yet destabilizing) effects, we've worked out an approach to maintain our authenticity & develop it as a key differentiator in our work. Earlier this year, we developed a talk with a unique framework & transformed it into this public offering: **warm, dynamic sessions with practical tools you can use right away.**

After developing so many workshops & trainings for other orgs, it feels so good to support our network more directly!



SHANNON McGARITY, CPCC

&

Agree. Also excited to craft bespoke versions for internal teams!



ELIZABETH "EZ" ZIETLOW

DON'T TAKE IT FROM US THOUGH...

"AI occupies a lot of cognitive space, so the fact that Hover's offering shows you how to find a balance with ways to realistically implement to your own best benefit is huge!"



Maria Then
Founder & Principal
The Product Collective

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