

PROVEN PATH ACADEMY

Hands-On AI Training for Business Professionals

AI Training for business professionals

Real-world expertise. AI-powered future

Introduction

AI has moved from novelty to necessity. Working professionals across every department are now expected to use it well — not as a party trick, but as a genuine productivity tool that changes how work gets done.

The gap most people hit isn't access to AI — it's knowing which tool to use, how to prompt it properly, and how to turn a clever demo into a routine that survives contact with a real inbox and a real deadline.

Proven Path Academy closes that gap with hands-on, trainer-led courses built for working professionals, not developers. Every session is practical, hybrid, and capped at 13 participants so everyone actually builds something before they leave the room.



Program Overview

Proven Path Academy's AI Training Programs help working professionals move from curiosity to competence in a single focused day per level. Each course is self-contained — take one, or stack all three to become a certified Proven Path Professional.

The journey covers three levels: Foundation (AI at Work), Practitioner (AI at Scale) and Leadership (AI at the Top). Each is a standalone one-day, hybrid, hands-on course capped at 13 participants — delivered in person at Workshop17, V&A Waterfront, or live online, never pre-recorded.

By the end of any level, participants leave with routines, builds and frameworks they can use immediately — not just notes from a slide deck.

75%

of global knowledge workers now use AI tools regularly at work — up from a minority just two years ago.

Source: Microsoft 2025 Work Trend Index Annual Report

85%

of employees say the AI training they've received doesn't actually help them use AI in their role — generic training isn't closing the gap.

Source: HR.com / Skillsoft Workforce Readiness Report, 2026

Learning Outcomes

Across the three levels, participants will:

- Choose the right AI tool for the task at hand, and write prompts that reliably produce usable output
- Apply AI to everyday work — email, documents, research and meeting notes — with routines that stick
- Design reusable prompt systems and ground AI output in their own data and documents
- Map a workflow before automating it, and build a working AI agent using no-code tools
- Build a defensible AI strategy, set governance guardrails, and prioritise use cases by value
- Lead an AI-shaped team with a practical, board-ready 90-day implementation plan



Program Highlights

One Day, Fully Focused

No multi-week bootcamp. One focused day per level — learn it, then get straight back to work.

Small, Hybrid Cohorts

Max 13 participants, in person at Workshop17, V&A Waterfront, or joining live online — never pre-recorded.

100% Hands-On

Every session includes real, hands-on builds using free-tier tools — not slideware.

SA CPD Accredited

Every course counts toward your CPD hours, accredited and verifiable.

Trainer-Led Throughout

Learn directly from an experienced facilitator, not a video library.

Certificate on Completion

Pass a short knowledge check and receive a digitally verified certificate.

Proven Path Professional

Complete all three levels to earn PPA's flagship Proven Path Professional certificate.

Private & In-House Available

Bring any course to your organisation as a private session — contact us for details.



Choose Your Path

Three modular, one-day levels. Take one, or stack them in any order that fits you.



Level 1 · AI at Work — Foundation

For individuals at any level. Pick the right tool, write prompts that work, and build routines you'll use this week.



Level 2 · AI at Scale — Practitioner

For teams and power-users. Build the automations and agents that scale your output — Make, Power Automate, n8n, Zapier.



Level 3 · AI at the Top — Leadership

For leaders and decision-makers. Leave with a defensible AI strategy, a governance map and a 90-day plan.



Proven Path Professional Certificate

Complete all three levels to earn PPA's flagship certificate and join the Proven Path Professionals community.

Note: session dates and format are subject to change — see proven-path-academy.com for the current schedule.

AI at Work

LEVEL 1 · FOUNDATION

The Productive Professional. Get past the chatbot demo — pick the right tool, write prompts that actually work, and leave with routines you'll use this week.



Choosing the Right Tool

Compare the major AI assistants and know when to reach for which one.



Prompting That Works

Move from vague requests to prompts that reliably produce usable output.



AI in Your Inbox

Draft, summarise and triage email and documents faster without losing your voice.



Meetings & Research

Turn meeting notes and research into clear, usable output in minutes.



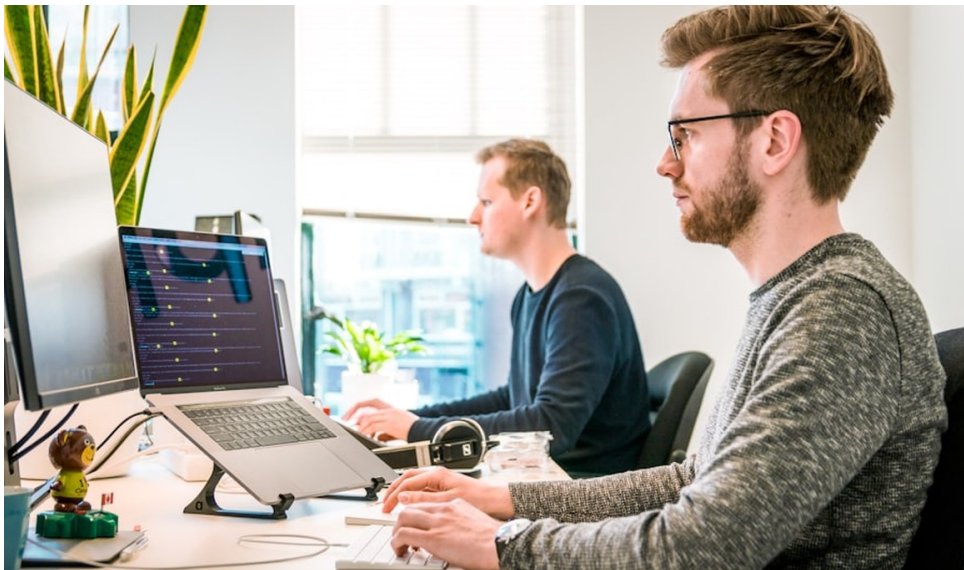
Responsible Use Basics

Understand data privacy, accuracy checks and where AI shouldn't be trusted blindly.



Your Personal Routines

Leave with three routines you'll actually use again next week.



AI at Scale

LEVEL 2 · PRACTITIONER

The Automation Builder. Turn effort into leverage — build the automations and agents that scale your output, and ship something that keeps working after the day ends.



Prompt Systems

Design reusable prompt systems for recurring tasks — not one-off prompts.



Grounding & RAG

Ground AI output in your own documents and data so answers are actually reliable.



Workflow Design

Map a workflow properly before you automate it, so the automation actually holds.



Your First Agent

Build and test a working AI agent from scratch.



No-Code Automation

Connect tools with Make, Power Automate, n8n or Zapier — 100% free-tier.



Evaluation & Hardening

Test, evaluate and harden what you build before you rely on it.



AI at the Top

LEVEL 3 · LEADERSHIP

The Strategic Leader. Lead the change with confidence — walk out with a defensible AI strategy, a governance map and a 90-day plan for your team.



AI Strategy

Build a defensible AI strategy for your team or organisation.



Governance & Guardrails

Set practical guardrails for data, risk, ethics and accountability.



Prioritising Use Cases

Rank opportunities by value and feasibility instead of chasing every idea.



Aligning with the Business

Connect AI investment to the OKRs your board actually cares about.



Leading the Change

Bring your team with you — lead change without losing their trust.



Your 90-Day Plan

Leave with a board-ready implementation plan for the next quarter.



Tools & Hands-On Builds

Every course is built around real tools and real builds — participants leave with something working, not just notes. A sample of what's covered:



Personal AI Assistant Setup

AI at Work — configure and prompt a general assistant (ChatGPT, Claude or Gemini) for daily tasks.



Inbox & Meeting-Notes Workflow

AI at Work — build a repeatable routine for email drafting and meeting summarisation.



Your First Automation

AI at Scale — connect two apps with Make or Zapier, no code required.



RAG Mini-Build

AI at Scale — ground an AI assistant in your own documents for reliable answers.



A Working AI Agent

AI at Scale — build and test a simple autonomous agent in n8n or Power Automate.



90-Day AI Roadmap

AI at the Top — draft a board-ready implementation plan for your team.



Meet the Trainer

Proven Path Academy's courses are led directly by an experienced facilitator — trainer-led throughout, never a video library.

Geoff Lousse

Founder & Lead Trainer, Proven Path Academy

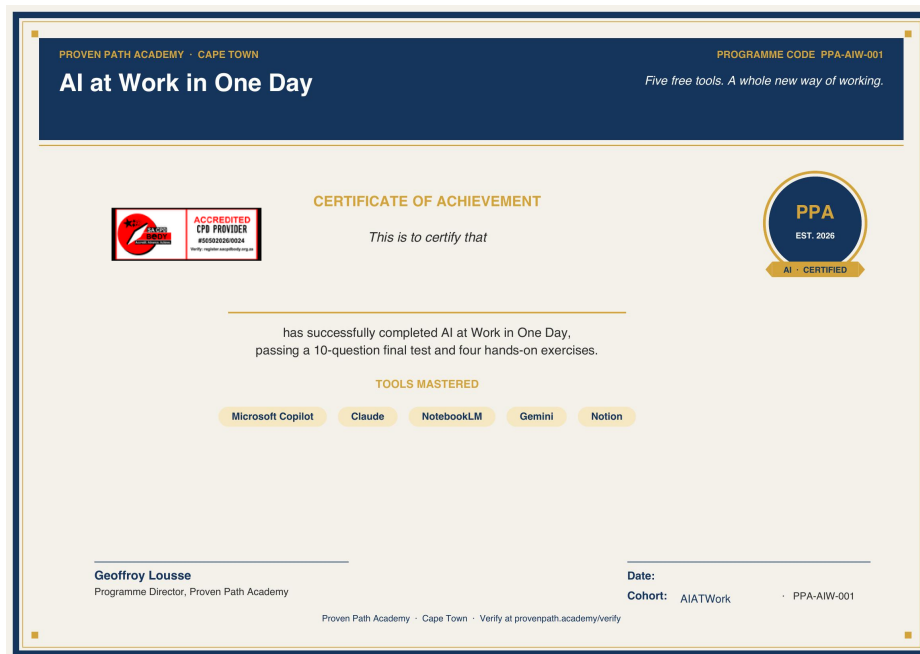
Geoff has spent two decades in operating roles — building, scaling and turning around teams across South Africa, the UK and the US. He holds an MBA from HEC Paris and lectures on operational efficiency at SKEMA Business School in France. He is a Microsoft Certified Trainer and a member of the South African Artificial Intelligence Association.

He built Proven Path Academy because the AI training market is full of theatre and short on practice. His promise is simple: every course is 50% hands-on, every group is capped, and every student leaves with a practical solution they will use the following week.



SA CPD Accreditation

Proven Path Academy's courses are SA CPD accredited. Every course counts toward your CPD hours, and every certificate is digitally verified.



On completing a course and passing its short knowledge check, participants receive a digitally verified Certificate of Achievement — issued in their legal name and emailed at no additional cost.

Complete all three levels — AI at Work, AI at Scale and AI at the Top — to earn the flagship Proven Path Professional certificate and join PPA's community of certified professionals.

Hear from Our Participants



"I have walked anyway knowing a lot more about AI and how it works. I'm looking forward to implementing what I've learnt."

· **Logistics, Cape Town**



"I would recommend this course for anyone in the early stages of their AI journey. Without doubt this session will quicken up the learning curve, get you AI conversant and boost your productivity. Thanks Geoff and PPA Team."

Cape Town



"I was clueless about AI and had only tried out Copilot a few times but now I have more confidence and AI background with useful tools to go forward. Thank you so much !"

· **Manufacturing, Paarl**



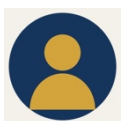
"I have walked anyway knowing a lot more about AI and how it works. I'm looking forward to implementing what I've learnt."

· **Events – South Africa**



"Very useful AI beginner training with hands on practical exercises that provides a good understanding of variety of AI models and tools."

· **Education - Cape Town**



"The session was incredibly insightful and practical. Geoff brings a wealth of multifaceted business experience, which enables him to explain not only what AI is, but how it can be strategically applied across real business environments. His ability to connect AI concepts with practical business challenges made the training highly relevant and engaging. I left with a much clearer understanding of how AI can create value within an organisation and would highly recommend this course to any business professional looking to embrace AI."

Operations executive – Cape Town



"I am very excited to start my AI journey with a far better understanding of how it works and how each element integrates with each other."

Owner – Pirates Steakhouse – Cape Town

Who Should Attend

Proven Path Academy's courses are built for working professionals — not developers or data scientists.

Ideal for

- Working professionals across any department — not just tech or marketing
- Team leads and managers looking to multiply their team's output
- Founders and executives setting AI direction for their organisation (AI at the Top)

Participants should have

- No prior AI or coding experience required
- A laptop, and a willingness to try things hands-on
- For AI at the Top: decision-making authority or influence over team tools and process



Booking Details

Next intake: rolling cohorts — see live dates and book at proven-path-academy.com/register



Choose your date & course



Register online



Confirm your seat



Attend & get certified

Course

Inclusions: teaching, materials, Confirmation Pack (agenda, pre-reads, what to bring) and a digitally verified certificate on completion. Exclusions: travel, accommodation and other personal expenses not listed.

Prices rise as each date nears (early / mid / standard tiers, roughly 6, 4 and 2 weeks out) — book early to lock in the lowest price. Private & in-house sessions: contact info@proven-path-academy.com for a tailored quote.

Book Your Seat

About Proven Path Academy

Proven Path Academy is Cape Town's hands-on AI training academy for working professionals. Every course is built around real tools, real workflows and real time in the room — not slideware.

Courses are delivered hybrid from Workshop17 at the V&A Waterfront, with cohorts capped at 13 participants, always live and never pre-recorded. Every course is SA CPD accredited.

Proven Path Academy was founded in 2026 because the AI training market was full of theatre and short on practice. Every course is built the same way: one experienced trainer, half the day hands-on, and a deliberately capped room so nobody hides at the back.



Get in Touch



Ready to bring your team up to speed on AI? Reach out to discuss dates, private sessions, or which level is the right place to start.

Email: info@proven-path-academy.com

Phone: +27 (0)66 254 7735

Venue: Workshop17, V&A Waterfront, Cape Town

Web: proven-path-academy.com

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