



PROVEN PATH ACADEMY

Real world expertise. AI powered future.

THE PROVEN PATH TO AI

Three courses. One path. From your first prompt to boardroom strategy.

AI@WORK · AI@SCALE · AI@THE TOP

PRACTICAL, IN-PERSON AI TRAINING · CAPE TOWN

Always live, never recorded · Limited seats per cohort

www.proven-path-academy.com

WELCOME

Practical AI training that actually changes how you work.

Proven Path Academy runs hands-on, in-person AI training for working professionals — the curious individual, the busy team, and the leadership table that needs an AI strategy that holds up.

No code. No fluff. No theory for theory's sake. You walk in with a real question and walk out with answers, working tools and the confidence to use them. Every concept is paired with a real workplace use case — and half of every day is hands-on.

WHY PROVEN PATH

1

Adapted to your level

Three distinct courses — for individuals, teams and leaders. Take only the one you need, when you need it.

2

No weeks blocked out

One or two days — not a multi-week bootcamp. Learn it, then get straight back to work.

3

Fair, transparent pricing

From R2,500 a seat. No enterprise contracts, no lock-in, no hidden costs.



THE PROVEN PATH

From “I've heard about AI” to “I use it every day.”

Three courses, one path. Start with the foundation, layer on team-level workflows and agents, then build the leadership layer for AI strategy, governance and OKRs. Each course stands on its own — take only what fits your role today.

AI AT WORK

Beginner · Individual · 1 day

Get past the chatbot demo. Pick the right tool for the right job, write prompts that actually work, and leave with three workflows you'll use this week.

AI AT SCALE

Intermediate · Teams · 2 days

From prompts to saved agents. Build a personal helper that runs your weekly chores, learn when to chain tools, and ship a 3-step workflow you actually use.

AI AT THE TOP

Leadership · Leaders · 1 day

Walk in with the question, walk out with a one-page AI strategy, a governance map, a 90-day change plan and one OKR — defensible at your next board meeting.

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"Really insightful — I'd recommend it to anyone who needs a kick-start with AI. I love the practicality and relevancy of the course."

PAST STUDENT · AI AT WORK



COURSE 01 · FOUNDATION · 1 DAY

AI AT WORK

OVERVIEW

AI at Work takes you from “I’ve never really used AI” to a confident, safe daily user — in a single day. You’ll learn to pick the right tool for each job, write prompts that reliably work using the R-C-I-C-F formula, run the checks that keep AI honest, and build a personal toolkit of workflows you’ll use the very next morning. Half the day is hands-on.

WHO IT'S FOR

Every professional — no tech background required. Ideal for individuals who want to stop watching AI from the sidelines and start using it for real, everyday work.

AT A GLANCE

Duration	1 day · 09:00–16:00
Format	In-person · Remote · Hybrid · Cape Town
Audience	Individuals, all levels
Investment	R2,500 (≈ €125 / \$125) per seat
Certificate	Yes — after a 10-question knowledge check

“

"Brilliant introduction to AI — even for the most beginner-level attendee. Geoff is a fantastic presenter. Well worth the time and expense!"

PAST STUDENT · AI AT WORK

AI AT WORK

What you'll walk away with

- Master the R-C-I-C-F prompting formula on real work, not toy examples.
- Use Claude, Microsoft Copilot and Google Gemini safely and effectively.
- Spot and manage the six core AI risks — privacy, hallucination, bias and more.
- Turn AI into a strategic partner with personas, projects and the “AI interview” technique.
- Leave with a personal AI toolkit and three workflows you'll use this week.

HOW THE DAY RUNS

- Welcome & the AI showcase — what AI is, how it works, why it hallucinates.
- Prompt like a pro — the R-C-I-C-F formula and five techniques beyond it.
- Use AI safely — the six risks, what never to paste, POPIA in plain English.
- Hands-on: draft real replies in three tones on a live workplace inbox.
- Build your toolkit — reusable prompts, tool-picking, your Monday plan.
- Knowledge check & Proven Path certificate.



TOOLS YOU'LL USE



Claude



Copilot



Gemini



NotebookLM



Notion

All via their visual interfaces - no coding, ever.



COURSE 02 · BUILDER · 2 DAYS

AI AT SCALE

OVERVIEW

AI at Scale turns power-users into builders. Over two days you move from per-chat prompts to reusable prompt systems, grounded assistants, designed workflows and live automations — then you red-team and harden what you've built. Every exercise runs on free tools, and you bring a real, repeating use-case that you build across the two days.

WHO IT'S FOR

AI at Work graduates and confident power-users — and small teams who want a shared way of building. Some exposure to prompting and everyday AI tools is assumed.

AT A GLANCE

Duration	2 days · 09:00–16:00 each day
Format	In-person · Remote · Hybrid · V&A Waterfront
Audience	Teams & power-users
Tools	100% free-tier — nothing to buy
Investment	R5,000 (≈ €250 / \$250) per seat

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"Without doubt this session will quicken up the learning curve, get you AI conversant and boost your productivity. Thanks Geoff and the PPA team."

PAST STUDENT · PROVEN PATH ACADEMY

Two days, design to shipped

DAY 1 • DESIGN

- Prompt systems — saved instructions: role, rules, examples, forced format.
- Grounding — RAG vs long context; NotebookLM and Gems on your own docs.
- Workflow design — the five agentic patterns and the one-page canvas.
- Automate the boring part — free-tier automations you can ship this month.

DAY 2 • BUILD

- Agents in depth — anatomy, the ReAct loop, the three builder checks.
- Wire it together — triggers, template galleries, ship one live automation.
- Evaluate & harden — golden sets, prompt injection, three guardrails.
- Ship it & certify — your 30-day build plan, then the knowledge check.

YOU BUILD ACROSS SIX HANDS-ON EXERCISES

A reusable prompt system · a grounded assistant · a workflow canvas · your first agent · one live automation · a red-team & hardened v2 — all on a real use-case you bring.

TOOLS YOU'LL USE

Google AI Studio · Gemini Gems · NotebookLM · Make · Zapier · Claude Pro (demo) — every exercise runs on free tiers.

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"Great hands-on training — you leave knowing which AI tool to use for different use cases, and how to apply it to your real challenges."

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COURSE 03 · LEADERSHIP · 1 DAY

AI AT THE TOP

OVERVIEW

AI at the Top is for the people who decide. In one focused day you learn to prioritise AI bets, model their cost and value, align them to your OKRs, govern human-and-agent teams, and lead the change through to adoption. You leave with four concrete, signed leadership artefacts — including a 90-day change plan for your own organisation.

WHO IT'S FOR

Team managers, project and portfolio managers, department heads, directors and decision-makers — anyone who organises work and owns business decisions in an AI-shaped environment.

AT A GLANCE

Duration	1 day · 09:00–16:00
Format	In-person · Remote · Hybrid · V&A Waterfront
Audience	Leaders & decision-makers
Investment	R3,500 (≈ €175 / \$175) per seat
Certificate	Yes — after a 10-question knowledge check

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"Geoff presents complex material in a very accessible way. An enjoyable and genuinely useful course."

PAST STUDENT · PROVEN PATH ACADEMY

AI AT THE TOP

Decide and lead with AI

- Prioritise AI bets — score initiatives on value, effort, readiness and risk.
- Model cost vs value — tokens, licences and run cost in a 12-month model.
- Align to OKRs — retire, refactor and add the metrics AI-enabled teams need.
- Govern human + agent teams — role clarity, escalation, error ownership.
- Lead the change — announce → adopt → embed, through the adjustment dip.
- Measure impact beyond efficiency — the triple-impact scorecard.

YOU LEAVE WITH FOUR SIGNED ARTEFACTS

One-page AI strategy

defensible at your next board meeting

A governance map

who owns what when a human and an agent both decide

A 90-day change plan

for your own organisation, not a case study

One OKR

connected to an AI bet, with leading and lagging indicators

WHAT YOU'LL WORK WITH

A portfolio scorecard · a 12-month AI cost & value model · an OKR reframing board · a change & comms calendar.

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

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HOW YOU'LL LEARN

A small room, real exercises, an experienced trainer.

1

Pragmatic by design

Every concept paired with a real workplace use case.

2

50% hands-on

Half the day is exercises — bring your own real problem.

3

One experienced trainer

In the room with the person who designed the course.

4

Knowledge checks

A short test confirms what stuck — pass and you're certified.

5

Industry guest speakers

Working practitioners drop in for candid, off-the-record sessions.

6

Live — always

Every session live with the trainer, never recorded.

7

Limited participation

Small cohorts — every question gets answered.

8

Transparent pricing

One price, no hidden costs. What you see is what you pay.



A real classroom, not a webinar — Workshop 17, V&A Waterfront, Cape Town.

Don't take our word for it.

"What I appreciated most was the balance. Geoff gives enough theory to understand what's happening behind the scenes — but the focus stays firmly on practical application. I came away with a clearer understanding of AI and several ideas I could use immediately."

PAST STUDENT

"Brilliant introduction to AI — even for the most beginner-level attendee. Geoff is a fantastic presenter."

PAST STUDENT

"Really insightful. I love the practicality and relevancy of the course — I'd recommend it to anyone."

PAST STUDENT

"I was clueless about AI. Now I have the confidence, the background and useful tools to go forward. Thank you!"

PAST STUDENT

"Great starter training — you leave knowing which AI tool to use for different use cases, and how to apply it."

PAST STUDENT

Verbatim quotes from past sessions · shared with permission, names withheld.

WHO YOU'LL LEARN FROM

Your trainer — and a guest you'll meet on the day.



Geoff Lousse

Founder & Lead Trainer · Proven Path Academy

Two decades in operating roles — building, scaling and turning around teams across South Africa, the UK and the US.

Geoff 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'll use the following week. He explains complex material in a way beginners find genuinely accessible — and keeps the whole room engaged for the full day.

THE SECRET GUEST SPEAKER

Every session gets one industry leader dropping in for a candid Q&A — a working practitioner who has shipped AI or OKRs inside a real organisation, with the scars to prove it. We don't announce them in advance; we want the conversation, not the LinkedIn buzz. Real numbers, real mistakes, Chatham House rules.

READY WHEN YOU ARE

Pick a course. Book in 60 seconds.

Pay securely by card via Paystack — instant receipt plus a Confirmation Pack with venue, agenda, pre-reads and what to bring.



SCAN TO BOOK · proven-path-academy.com

AI at Work

Foundation · 1 day

R2,500

AI at Scale

Builder · 2 days

R5,000

AI at the Top

Leadership · 1 day

R3,500

≈ €/£ equivalents on the site · International & non-Rand payments welcome

GET IN TOUCH

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