
Alumni UK Connect & Learn Agenda

Session 1

23 January 2024

16.00 Mexico City | 17.00 Bogota | 19.00 Brasilia time

Part 1

Welcome and presentation (5 min)

British Council

Guest inspirational speaker

Topic: Diversity and inclusion in the workplace

Speaker: Roberta Gregoli, a specialist in gender policies and former student of the University of Oxford. Roberta will share her experiences and insights working on gender, diversity and inclusion.

Part 2

Unlocking AI's Potential with Purpose: The Golden Circle Approach

In today's rapidly evolving technological landscape, artificial intelligence (AI) plays an increasingly prominent role. Simon Sinek, renowned for his insights on leadership and innovation, argues that AI compels us to shift our focus from operational tasks to cognitive thinking. To harness AI's transformative potential effectively, we must apply a concept called the Golden Circle, answering three fundamental questions: What, How, and What for.

What? - Defining Our Purpose:

Understanding the "What" in the Golden Circle refers to defining our purpose. When it comes to AI, it's crucial to clarify our objectives and what we aim to achieve through its application. This involves identifying the specific problems we intend to solve, the opportunities we wish to explore, and the overall purpose behind leveraging AI. By clearly defining our "What," we lay the foundation for meaningful and impactful AI initiatives.

How? - Strategizing for AI Implementation:

Once we have a well-defined "What," the next step is to determine the "How." This involves crafting a strategic approach to harness the power of AI. It encompasses choosing the right algorithms, data sources, and technology platforms. We also need to consider ethical and responsible AI practices, as well as the necessary resources and expertise. A thoughtful "How" ensures that our AI initiatives are aligned with our purpose and capable of delivering the desired outcomes.

What for? - Creating the Prompt:

The final element of the Golden Circle is "What for." This involves setting clear objectives and creating the prompt for our AI systems. The prompt is the instruction or input we provide to AI to achieve specific tasks or solve problems. Defining the "What for" requires precision, as the quality of results obtained from AI depends on the clarity and specificity of the instructions given. It's about aligning the capabilities of AI with our defined purpose.

By mastering the Golden Circle approach, we gain a holistic understanding of how AI can serve our goals and objectives. With a clear "What," a well-crafted "How," and a precise "What for," we are equipped to make informed decisions and leverage AI effectively. The Golden Circle ensures that AI doesn't remain a mere operational tool but becomes a cognitive partner in our pursuit of innovation and progress.

In this session, we'll delve deeper into the concept of the Golden Circle, exploring practical examples and strategies for applying it to AI initiatives. We'll discuss the importance of aligning AI with purpose, setting clear goals, and optimizing AI's performance through effective prompts. Join us as we navigate the dynamic intersection of AI and purpose, uncovering the potential for transformative outcomes in various industries and domains.

Group activity (15 min)

Breakout rooms (30 min)

Group activity (15 min)

Closure (5 min)

Session 2

30 January 2024

16.00 Mexico City | 17.00 Bogota | 19.00 Brasilia time

Part 1

Welcome and presentation

British Council

Guest inspirational speaker

Topic: Consumption and production

Speaker: Hugo Santillan an environmental and IT consultant, former student of the University of Glasgow. He will present ideas around urban consumption patterns, the leadership role in different industries, strategies, and best practices.

Part 2

Mastering Social Selling on LinkedIn: Leveraging Your Network for Success

In the digital age, professional networking has taken on a new dimension, and Social Selling has emerged as a powerful practice for building and nurturing valuable connections. This webinar explores how Social Selling, especially on platforms like LinkedIn, can help you sell not just products or services but, most importantly, yourself. We delve into the art of leveraging your network to its fullest potential.

Understanding Social Selling:

Social Selling is a strategic approach that empowers individuals to sell themselves through their personal network of contacts. It goes beyond traditional sales tactics by fostering authentic relationships and providing value to your connections. In this webinar, we'll discover how Social Selling can be your gateway to building strong, long-lasting professional connections.

LinkedIn: Your Ultimate Social Selling Platform:

LinkedIn, as the world's largest professional networking platform, serves as the ideal stage for Social Selling. We'll explore the unique features and tools LinkedIn offers for optimizing your Social Selling strategy. From your profile to content creation and engagement, we'll guide you through the process of establishing a compelling online presence.

The Power of Categorization:

To make the most of your LinkedIn connections, we introduce a powerful concept—categorizing your contacts into three key groups:

- **Income Generators:** These are the individuals in your network who have the potential to contribute to your income directly. They could be prospective clients, business partners, or decision-makers in your industry.
- **Cost Reducers:** This group includes contacts who can help you reduce your costs or improve efficiency. They may provide valuable insights, resources, or collaborative opportunities that can positively impact your business.
- **Connector Influencers:** These individuals possess the unique ability to introduce you to even more valuable contacts within the first two categories. They are bridges to new opportunities and can expand your network exponentially.

The Algorithm Advantage:

We'll delve into the fascinating world of the LinkedIn algorithm, understanding how it plays a pivotal role in enhancing your Social Selling efforts. Learn how to align your activities with the algorithm to increase visibility, engagement, and the overall reach of your content.

Crafting Your Social Selling Strategy:

Discover practical tips and strategies for harnessing the potential of Social Selling on LinkedIn. From creating compelling content to building a meaningful network, you'll gain insights into how to effectively utilize the platform to achieve your professional goals.

By understanding the power of your network, categorizing your connections strategically, and aligning your efforts with the platform's algorithm, you'll be well on your way to becoming a Social Selling expert. Elevate your professional presence, expand your network, and unlock new opportunities through Social Selling on LinkedIn.

Group activity (15 min)

Breakout rooms (30 min)

Group activity (15 min)

Closure (5 min)

Session 3

02 February 2024

16.00 Mexico City | 17.00 Bogota | 19.00 Brasilia time

Part 1

Welcome and presentation (5 min)

British Council

Guest inspirational speaker

Topic: Sustainable change

Speaker: Mali Marin, a Specialist in Innovation for transformative change and former student of the University of Sussex. She will present ideas around how the top leadership can drive sustainable changes in business, work conditions and economic growth.

Part 2

Empowering Innovation: The Art of Prototyping

In the dynamic landscape of product and service development, the practice of prototyping stands out as a powerful tool for innovation. This webinar explores the concept of prototyping as a means to create low-cost or even no-cost representations of programs, services, and products. The primary objective? To facilitate seamless collaboration with end-users, enabling them to provide invaluable feedback, share ideas, and contribute their perspectives to the development process.

Understanding Prototyping: Prototyping is not just about creating a final product; it's a dynamic process that involves producing tangible representations of ideas or solutions. Whether it's a service, a program, or a physical product, prototyping allows for a hands-on, interactive experience that transcends traditional brainstorming sessions. By bringing ideas to life in a tangible form, prototyping opens the door to meaningful engagement with end users.

Versatility in Forms: Prototypes come in various shapes and sizes, offering flexibility in their presentation. Simple sketches, storyboards, or rough paper prototypes of online interfaces are all viable forms of bringing concepts to life. Even role-playing to act out a service scenario can serve as a prototype. The key is to create a representation that captures the essence of the idea or solution, making it accessible for end users to comprehend and provide feedback.

Focused Prototyping: One of the strengths of prototyping lies in its ability to break down complex solutions into manageable parts. By focusing on specific aspects or features of a solution, developers can create targeted prototypes. This enables teams to test individual elements with end users, ensuring that feedback is specific and relevant to the particular aspects being examined. This iterative process refines and hones the final solution based on real-world user experiences.

Benefits of Prototyping: Throughout the webinar, we will explore the myriad benefits of prototyping. From reducing development costs to accelerating the innovation cycle, prototyping empowers teams to fail fast, learn quickly, and iterate efficiently. It fosters a collaborative environment where end users become co-creators, actively contributing to the refinement of the final product or service.

Discover how this transformative practice can elevate your development process, enhance user engagement, and ultimately lead to the creation of solutions that resonate with your audience. Learn how to leverage the versatility of prototyping to bring ideas to life, gather user feedback, and drive innovation in a cost-effective and efficient manner.

Group activity (15 min)

Breakout rooms (30 min)

Group activity (15 min)

Closure (5 min)