

WOMEN IN DIGITAL ACADEMY

AI ACCELERATOR

BUILD, APPLY, LEARN

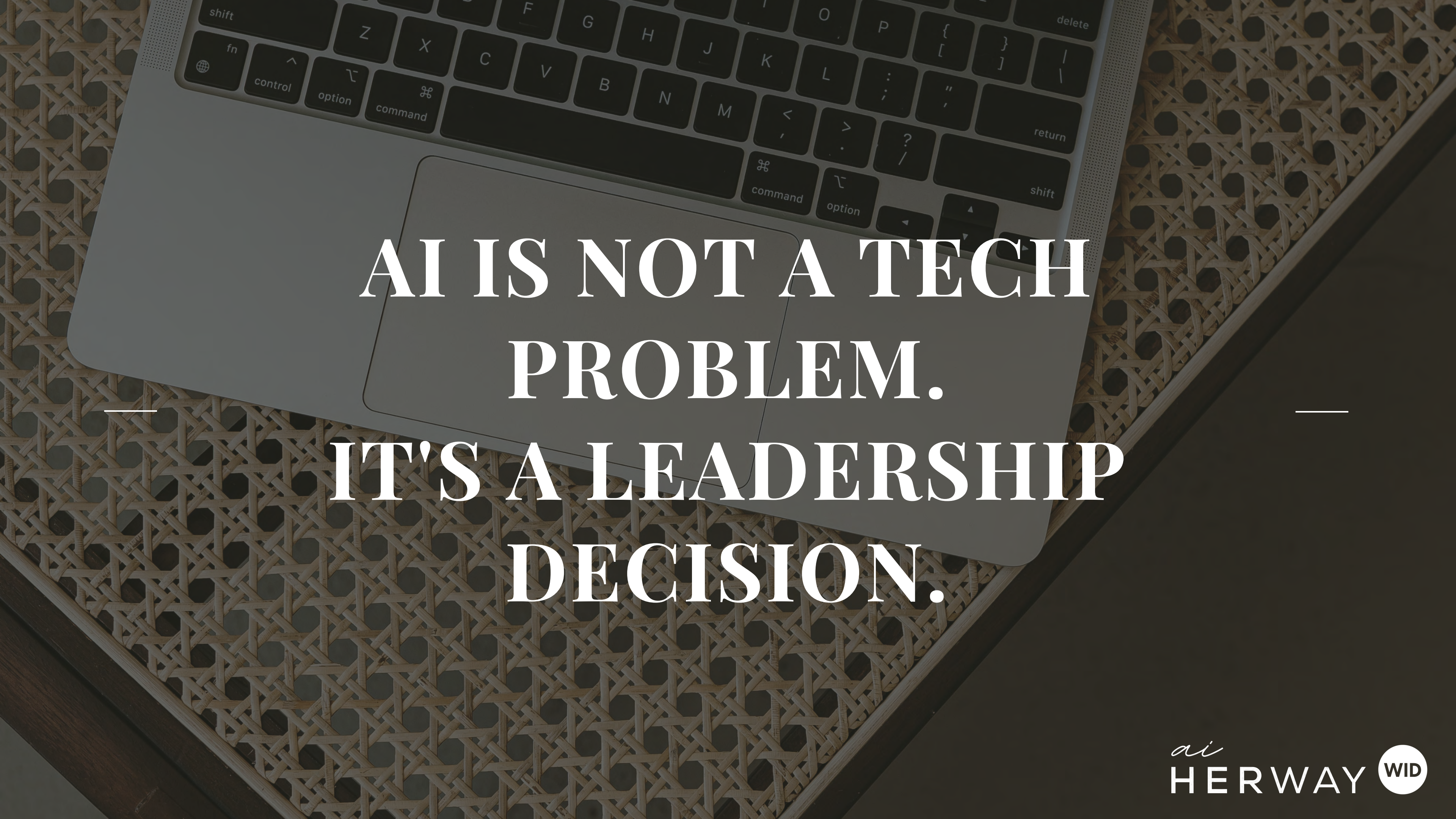
WEEK 1: FOUNDATIONS & THE AI LANDSCAPE

Wednesday 25 March 2026 |

Dr Nici Sweaney | AI Her Way

ai
HERWAY



A close-up, high-angle shot of a laptop keyboard resting on a light-colored, intricately woven surface, possibly a rattan or bamboo mat. The keyboard is dark-colored with white lettering on the keys. The text "AI IS NOT A TECH PROBLEM. IT'S A LEADERSHIP DECISION." is overlaid in a large, white, serif font, centered over the keyboard and the woven surface. The text is split into two lines, with "AI IS NOT A TECH PROBLEM." on the top line and "IT'S A LEADERSHIP DECISION." on the bottom line. The background is slightly blurred, emphasizing the text and the texture of the woven surface.

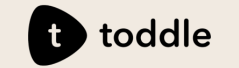
AI IS NOT A TECH
PROBLEM.
IT'S A LEADERSHIP
DECISION.

TRUSTED BY

Forbes HOYTS Canon



TEDx



WOMEN
in MEDIA

ai HERWAY

*Ethical AI, Meaningful AI
Integration for Impact-Led
Leaders and Innovators*

- Launched Ai Her Way in July 2023 to address gender disparity
- Have taught hundreds and spoken at 100+ events including at the United Nations, TEDx and EduTech
- Work with business and education institutes: specialising in ethical AI literacy and strategy
- Passionate about ethical use of AI to make the world a better place

AI HER WAY



ai
HERWAY

WID

TODAY

01



WHERE WE ARE
RIGHT NOW

The AI landscape in 2026

02



HOW IT
ACTUALLY
WORKS

Demystifying the
technology

03



WHERE
YOU ARE

Your cohort & maturity
journey

04



RISK,
GOVERNANCE
& GETTING
STARTED

Ethics, data & first
exercises

01

WHERE WE ARE
RIGHT NOW

PANDORA'S BOX IS OPEN.

...and it's accelerating faster than anyone predicted.

40%

of enterprise apps will
embed AI agents by
end of 2026

GPT-5.4

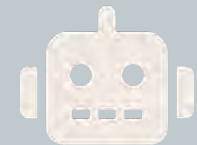
released 3 weeks ago.
Models upgrade every
weeks, not years.

\$52B

projected AI agent
market by 2030
(up from \$7.8B)

THE AGENT EXPLOSION

AI DOESN'T JUST ANSWER QUESTIONS ANYMORE. IT DOES THINGS.



WHAT ARE AI AGENTS?

Autonomous AI systems that can plan, execute, and complete multi-step tasks without constant human input

They browse the web, write code, manage projects, handle emails, and make decisions

1,445% surge in multi-agent system enquiries in early 2026



AI HAS ITS OWN SOCIAL MEDIA

OpenClaw built open-source autonomous agents

Moltbook created a social network for AI agents to interact with each other

Meta acquired Moltbook on 10 March 2026 – two weeks ago

OpenClaw's founder was hired by OpenAI

AI IS LEAVING THE SCREEN.

\$100B

Jeff Bezos is raising to acquire factories and replace workers with AI and robotics. Project Prometheus.

Figure AI

\$675M raised from Bezos, Nvidia, and OpenAI for humanoid robots

Amazon Warehouses

Already testing humanoid Digit robots in fulfilment centres across the US

THE MODEL ARMS RACE

Models are upgrading every weeks, not years

GPT-5.4	OpenAI	5 March 2026	Most capable model for professional work
CLAUDE 4.6	Anthropic	Late 2025	Leading on complex coding & reasoning
GEMINI 3.1	Google	March 2026	Strongest all-round general purpose model
DEEPSEEK	China	Feb 2026	Open-source competitor shaking up the industry

REGULATION IS TRYING TO KEEP UP

AUSTRALIA

NO AI-SPECIFIC LEGISLATION

Standards-led approach – relying on existing laws plus voluntary frameworks

AI Safety Institute launched early 2026

Privacy Act reforms on automated decision-making – December 2026

No mandatory guardrails for high-risk AI

GLOBALLY

EU AI ACT

High-risk rules enforce 2 August 2026

No text & data mining exemption in Australia for AI training

Copyright questions remain unresolved globally

Every organisation needs its own policy – you can't wait for government

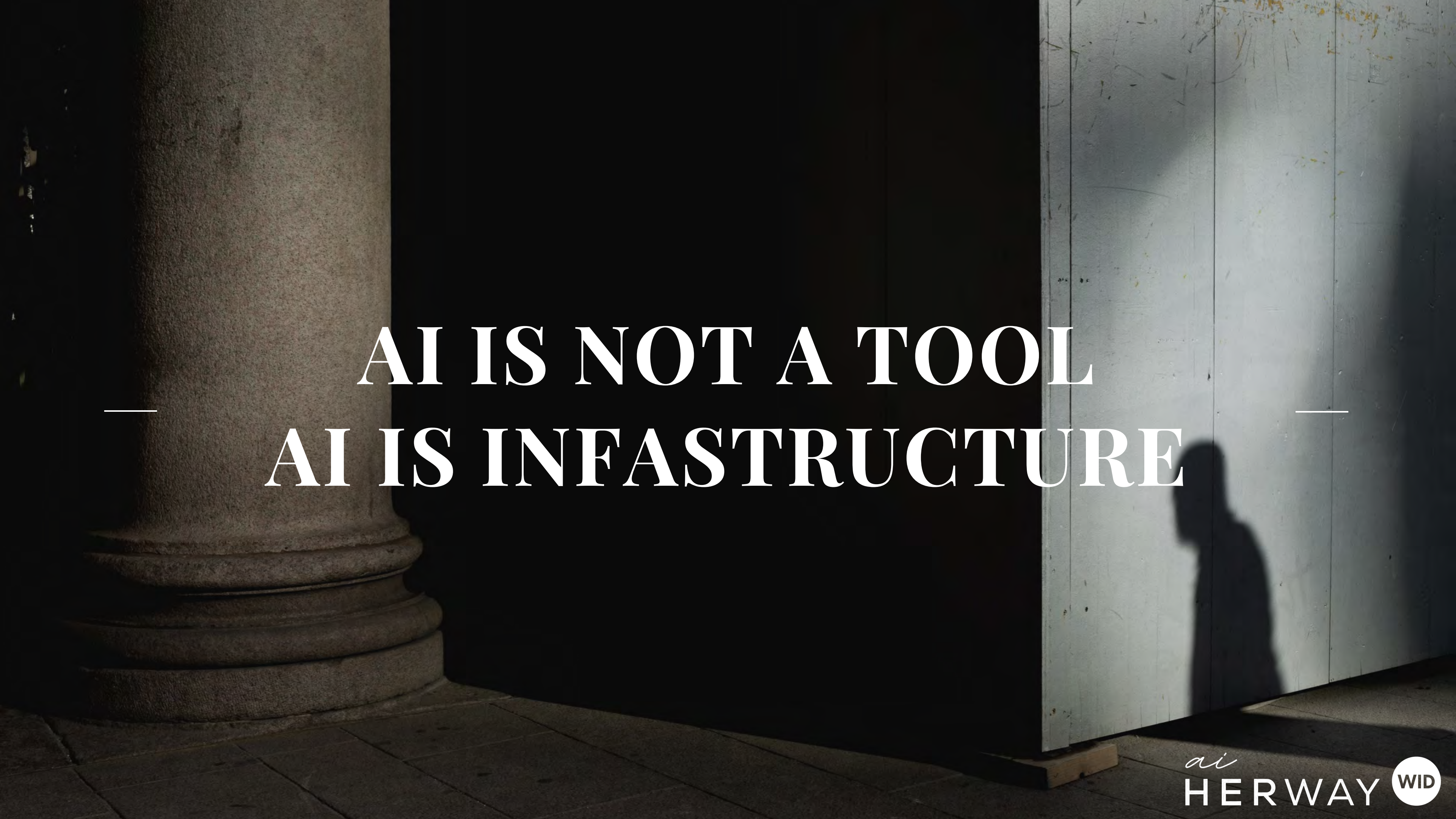
SO WHERE DOES THIS LEAVE YOU?

This is why we're here – to give you the literacy, skills, and frameworks to navigate this confidently.

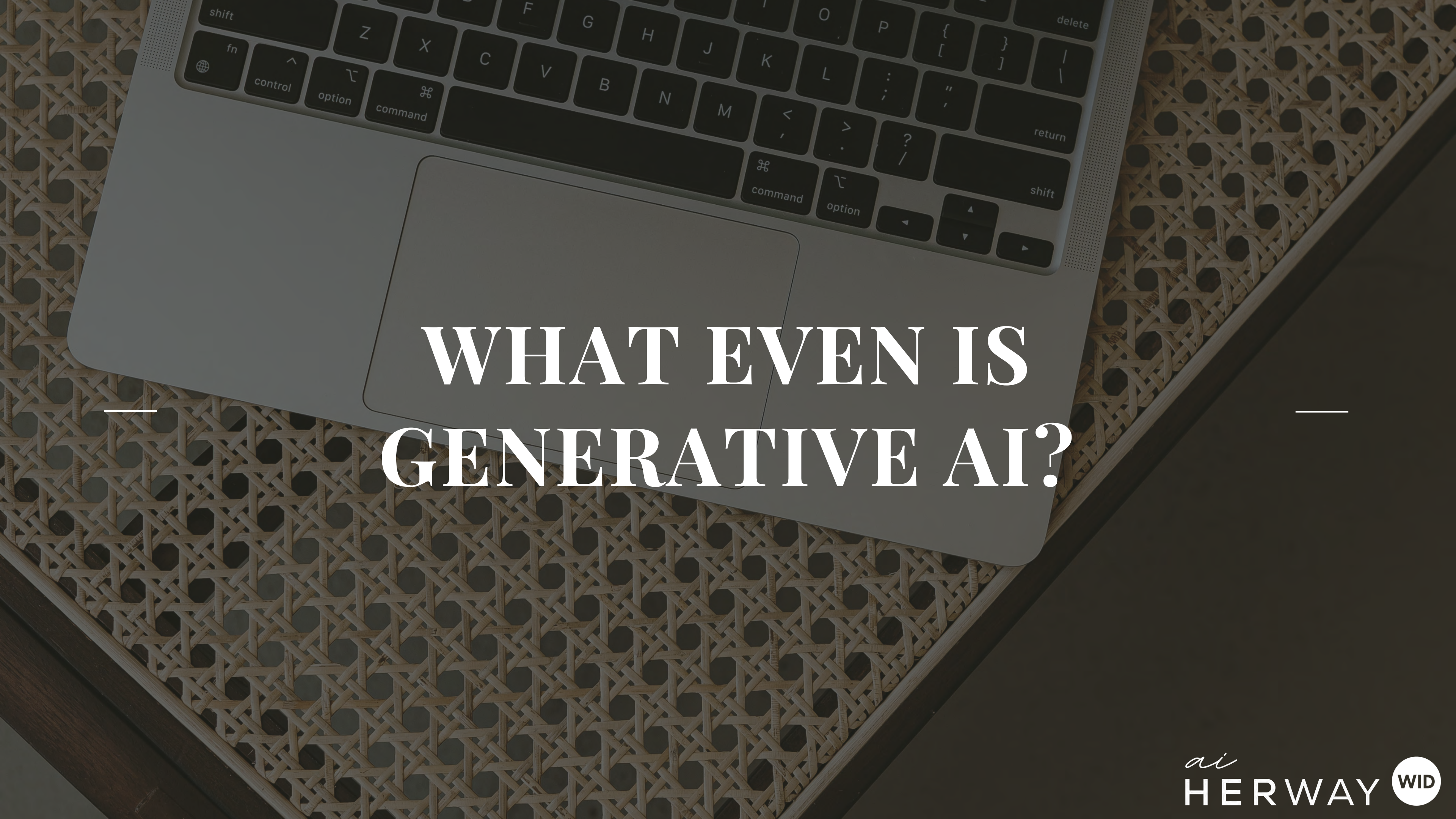
...the great thing is, you're not starting from zero.

02

HOW IT ACTUALLY WORKS



AI IS NOT A TOOL
AI IS INFRASTRUCTURE

A close-up, high-angle shot of a laptop keyboard and trackpad resting on a woven bamboo mat. The keyboard is dark-colored with white lettering. The trackpad is a light-colored, rectangular touchpad. The bamboo mat has a complex, interlocking woven pattern. The overall lighting is soft and even.

WHAT EVEN IS GENERATIVE AI?

01

REPETITION

When humans learn concepts, we need lots of exposure to the object, its environment, and the words/sounds/actions associated with it

HOW IT WORKS

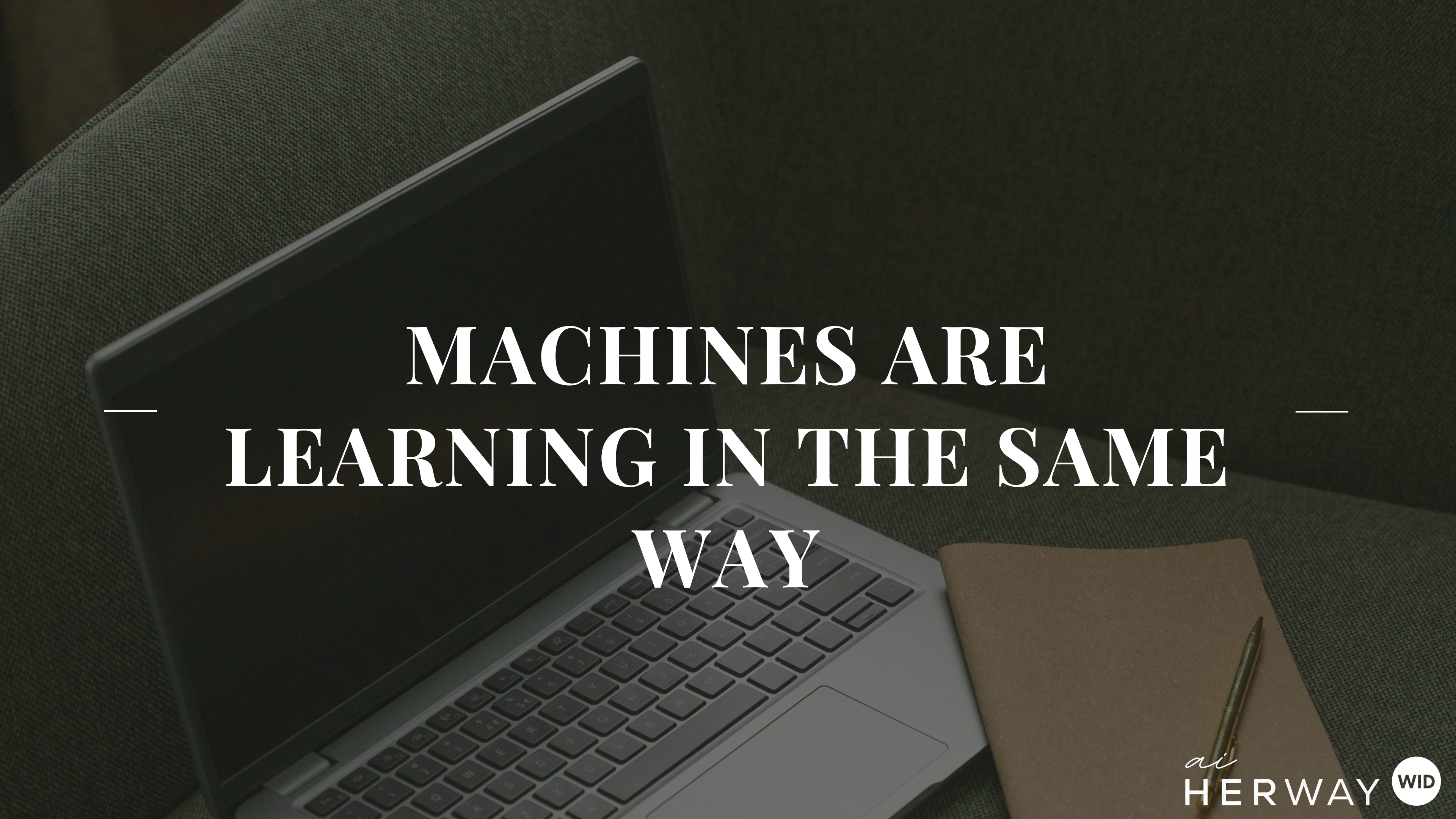


02

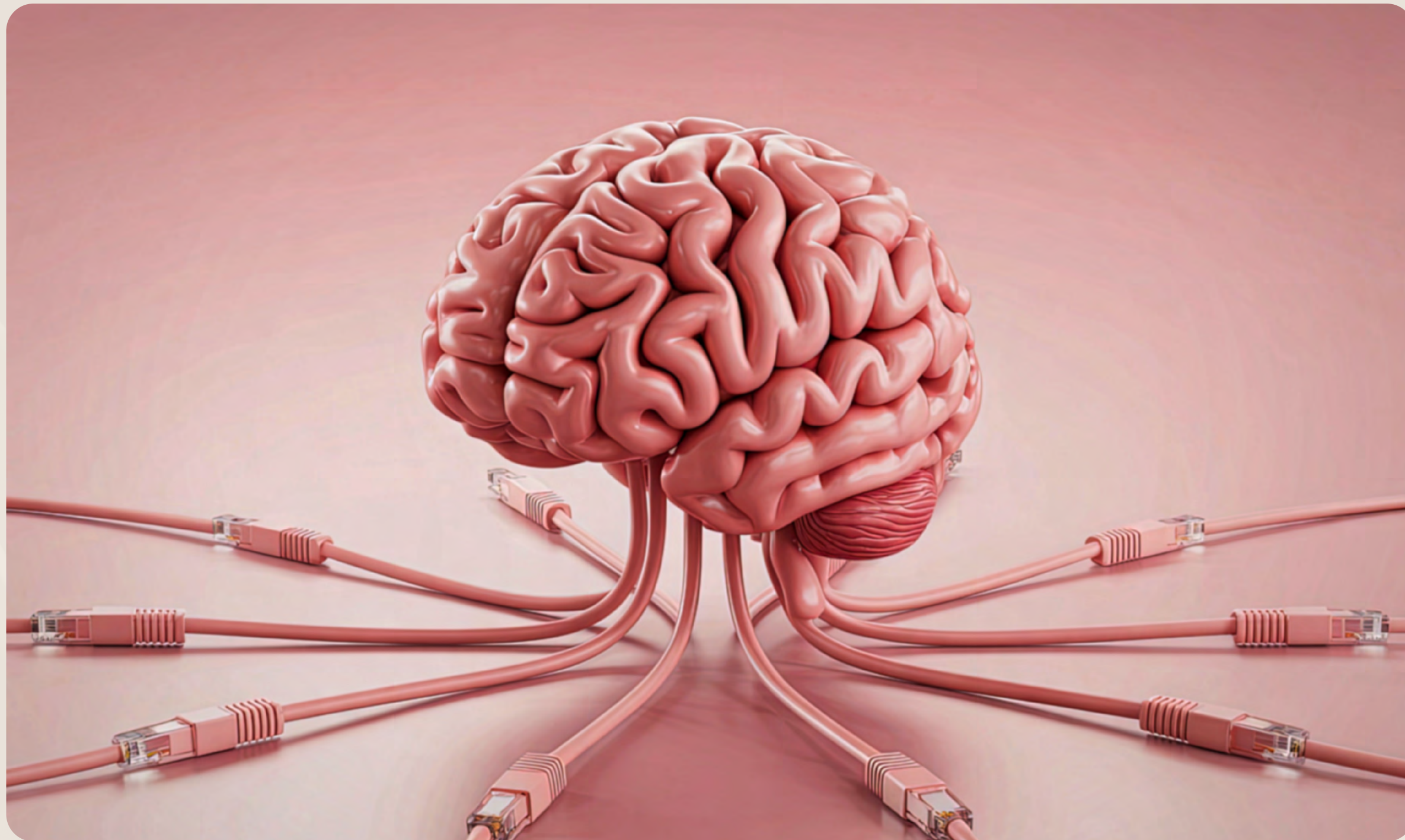
PATTERN RECOGNITION

Our brains are hard-wired to recognise, and remember patterns. We literally code for it.



A dark green textured surface, possibly a book cover or a desk, serves as the background. A silver laptop is open, showing its keyboard. To the right of the laptop is a brown notebook with a pen resting on it. The text 'MACHINES ARE LEARNING IN THE SAME WAY' is centered over the image in a white, serif font. The words 'MACHINES ARE' and 'LEARNING IN THE SAME' are on one line, and 'WAY' is on the line below. There are short horizontal white lines on either side of the text.

MACHINES ARE LEARNING IN THE SAME WAY



THE TOOL ECOSYSTEM

What each one does well – and where each sits

CHATGPT

86% of you

Most popular. Great for general tasks, writing, analysis.

COPILOT

52% of you

Built into Microsoft 365. Best for Teams, Outlook, Word.

CLAUDE

34% of you

Strong at long docs, complex reasoning, nuanced writing.

GEMINI

27% of you

Google's model. Deep Workspace integration. Multimodal.

Plus: Perplexity, Canva AI, internal tools, and hundreds of specialist AI apps

TOKENS & CONTEXT WINDOWS

Why these matter practically

TOKENS

How AI reads text. Roughly 1 token = 0.75 words.
"Artificial Intelligence" = 2-3 tokens.
More tokens = more processing cost.

CONTEXT WINDOW

How much the AI can "remember" in one conversation.
Think of it as working memory.
Bigger window = longer, more complex conversations.

WHY THIS MATTERS FOR YOU

- If your conversation gets too long, the AI starts "forgetting" earlier context
Start new conversations for new topics – don't keep one thread running forever
When uploading documents, the context window determines how much the AI can process at once

WHAT AI CAN AND CAN'T DO

SETTING REALISTIC EXPECTATIONS

AI CAN

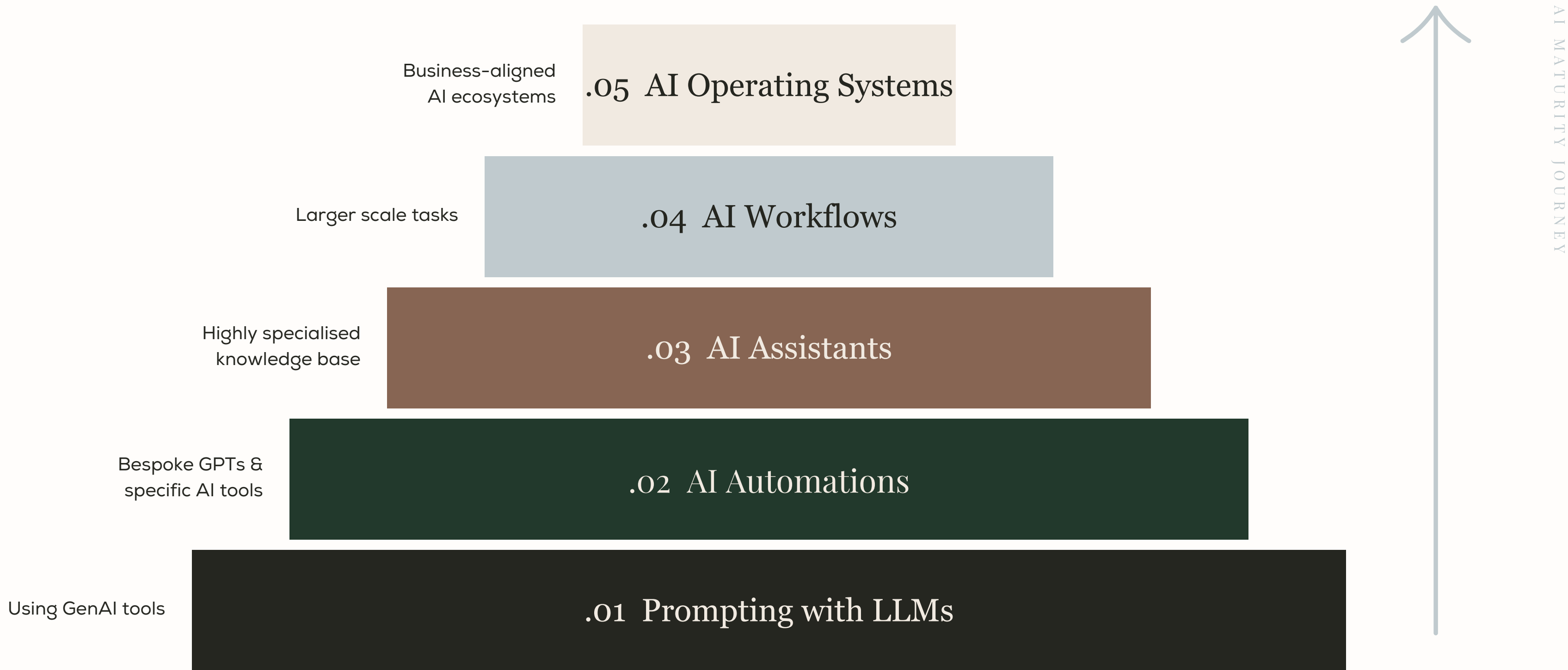
- DRAFT CONTENT AT REMARKABLE SPEED
- ANALYSE DATA AND SPOT PATTERNS
- SUMMARISE LONG DOCUMENTS
- GENERATE IDEAS AND BRAINSTORM
- AUTOMATE REPETITIVE WORKFLOWS
- ACT AS A THOUGHT PARTNER
- PROCESS MULTIPLE LANGUAGES

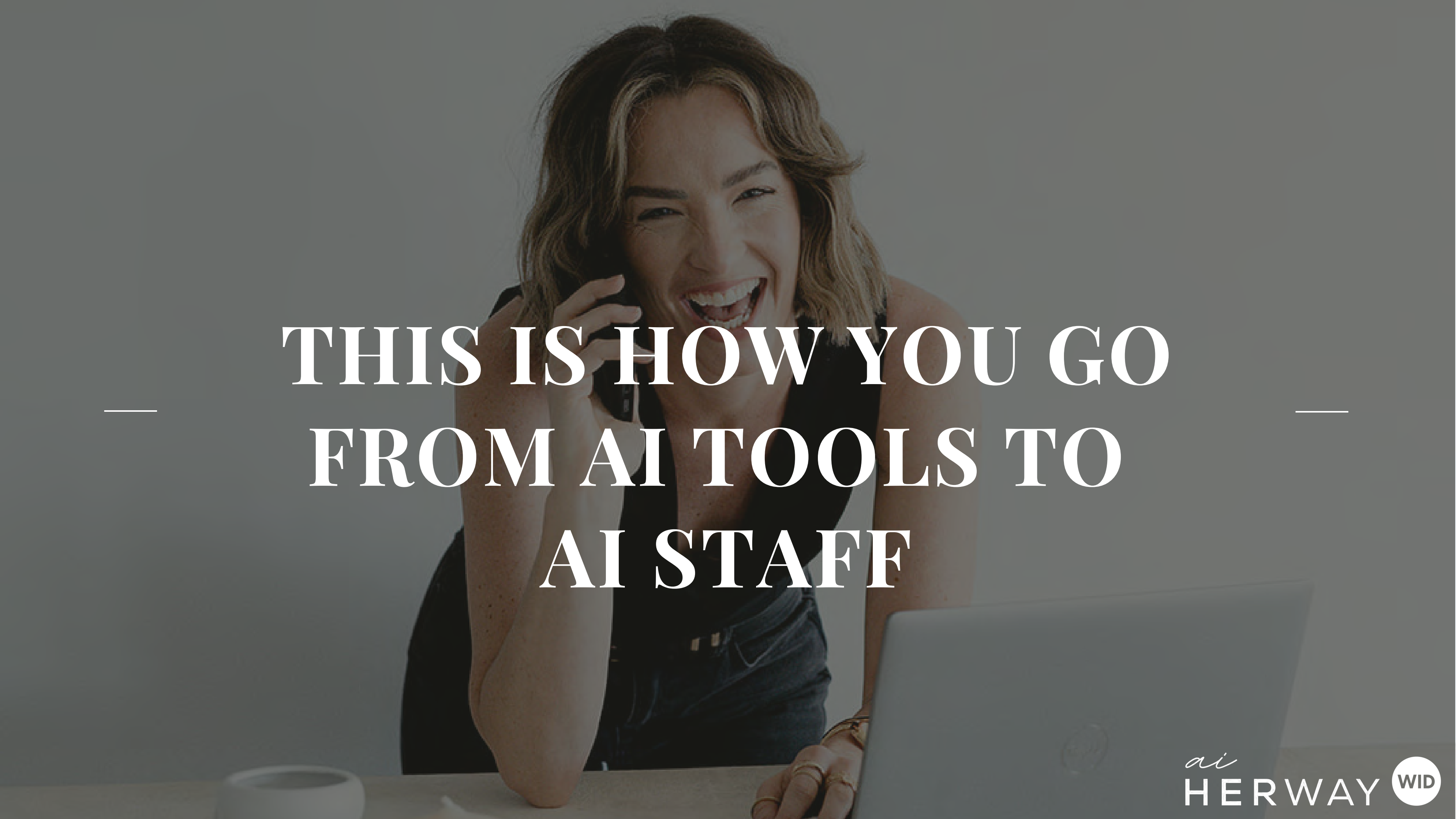
AI CAN'T

- GUARANTEE ACCURACY (HALLUCINATIONS)
- REPLACE HUMAN JUDGMENT
- UNDERSTAND CONTEXT LIKE A HUMAN
- ACCESS REAL-TIME DATA (UNLESS CONNECTED)
- FEEL EMPATHY OR MAKE ETHICAL CHOICES
- KEEP SECRETS (DATA HANDLING VARIES)
- REPLACE EXPERTISE — IT AUGMENTS IT

03

WHERE YOU ARE





THIS IS HOW YOU GO FROM AI TOOLS TO AI STAFF

Humans + AI,
Working Together

3 humans. 29 AI agents. One seven-figure business.



THE HUMANS

H

Eva
Business Manager & Ops

H

EA
Calendar, Inbox & Scheduling

H

Automations Tech
Build & Maintain AI Systems

ADMIN & OPS

- AI Time Blocking & Calendar Prep
- AI Meeting Prep & Briefings
- AI Email Inbox Triage
- AI Writing SOPs
- AI Knowledge Base & Filing
- AI FAQ Answering
- AI Onboarding / Offboarding
- AI HR & Staff Development

MARKETING & CONTENT

- AI LinkedIn Content
- AI Instagram Content
- AI Newsletter Writers
- AI Campaign Officer
- AI Ad Spend & Design
- AI Brand Design
- AI Video Editing (Hub)
- AI My AI Doppelgänger

STRATEGY & GROWTH

- AI Researchers
- AI Strategy
- AI Offer Design
- AI Curriculum Development
- AI Product Development
- AI Board of Advisors

SALES & CLIENTS

- AI Sales Calls & Follow-ups
- AI Hub Q&A Support
- AI Client Onboarding

TECH & SYSTEMS

- AI Notion Expert
- AI Make Expert
- AI n8n Expert
- AI Presentation Helpers

BUSINESS & LEGAL

- AI Finances
- AI Proposals & Contracts
- AI Invoicing
- AI Grant Writing
- AI Legals

HERE'S WHO'S IN THE ROOM

Your cohort at a glance

44

Respondents

39

Organisations

50%

Beginners

70%

Low Confidence

IF YOU'RE FEELING LIKE A BEGINNER, YOU'RE IN GREAT COMPANY.

From Rio Tinto to Queensland Health, Australia Post to Oracle – this cohort spans enterprise, government, health, education, and tech.

41% of you are already using AI daily or often – so there's a brilliant mix of experience levels to learn from each other.

WHAT YOU WANT TO LEARN

YOUR TOP INTERESTS AND CONCERNS

TOP INTERESTS

- 95%** AUTOMATING REPETITIVE TASKS
- 89%** AI IN PROJECT MANAGEMENT
- 82%** DATA-DRIVEN DECISION MAKING
- 68%** AI FOR CREATIVITY
- 68%** AI AS A THOUGHT PARTNER

TOP CONCERNS

- #1 DATA PRIVACY, SECURITY & GOVERNANCE**
- #2 ACCURACY & AVOIDING AI HALLUCINATIONS**
- #3 ETHICS & RESPONSIBLE USE**
- #4 NAVIGATING RESTRICTIVE WORKPLACE POLICIES**

WE'RE ADDRESSING ALL OF THESE – STARTING TODAY.

WHERE ARE YOU?

THINK ABOUT WHERE YOU ARE ON THE PYRAMID.
THINK ABOUT HOW AI MIGHT SERVE YOU.

01

Think about your work and life.
What do you do often?
What could you explain clearly?
What does NOT bring you joy?

02

Write down 3-5 tasks that are
repetitive, time-consuming, or
that you wish you could delegate.
This is your starting list.

04

RISK, GOVERNANCE & GETTING STARTED

AI OR REAL?

ai
HERWAY



AI OR REAL?

ai
HERWAY



AI OR REAL?

ai
HERWAY





Kim Seon Ho falls victim to deepfake tech scam; agency to take legal action - Deets inside



Kim Seon Ho's agency has announced they will be taking legal action against individuals using deepfake technology to impersonate the actor online.

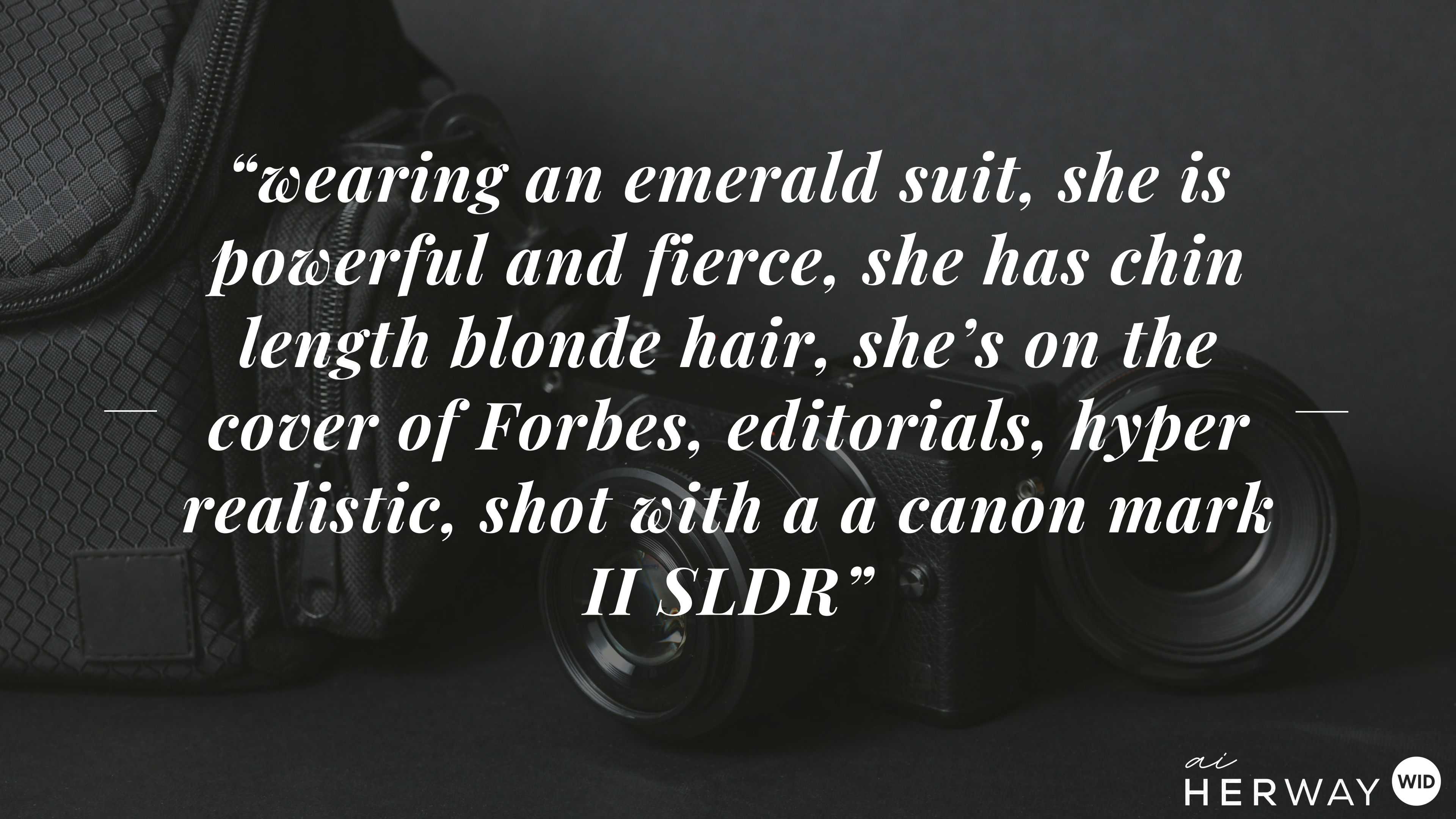
UK engineering firm Arup falls victim to £20m deepfake scam

Hong Kong employee was duped into sending cash to



'New weapon of choice': Australians are reporting fewer scams — but losing more

Australians are being urged to remain alert to "emerging" scam threats powered by artificial intelligence — from voice cloning to deepfake videos.



*“wearing an emerald suit, she is
powerful and fierce, she has chin
length blonde hair, she’s on the
cover of Forbes, editorials, hyper
realistic, shot with a a canon mark
II SLDR”*





...AND 20 MORE TIMES



“a woman in emerald green suit stands in a lush rainforest. She has a SMALL CHEST, chin length blonde bob. She is powerful and determined. This is an editorial style shoot for the cover of Forbes. This is 8K, shot with canon mark II. SHE IS WEARING A SHIRT UNDERNEATH HER SUIT.”

RESULT





THE DARK HORSEMEN

OF THE (POTENTIAL) AI APOCALYPSE

1

WHO IS BUILDING IT?

2

WHERE IS THE DATA FROM?

3

WHO IS USING IT?

4

WHO IS BENEFITING?

ITS NOT JUST DEEPPFAKES & BIAS...

OTHER MAJOR RISKS



PRIVACY & DATA SECURITY

What happens to the data you input? Who does it belong to and how might it be used?



ENVIRONMENTAL COST

How much energy and resources is this using? Is it really worth it?



CREATIVITY LOSS

Are we still using our brains? What risks does this pose to independent thought and choice?



JOB DISPLACEMENT

How is AI reshaping our roles and the job market as a whole? Who do we need to upskill and how do we support them?

WHAT HAPPENS TO YOUR DATA?

PLATFORM	USED FOR TRAINING?	WHAT TO KNOW	
CHATGPT FREE	YES, BY DEFAULT	TURN OFF TRAINING IN SETTINGS	
CHATGPT TEAM/ENTERPRISE	NO	DATA NOT USED FOR TRAINING	
MICROSOFT COPILOT	NO (M365 COMMERCIAL)	STAYS WITHIN YOUR TENANT	
CLAUDE	NO (API/PRO)	NOT USED FOR TRAINING	
GEMINI	YES (FREE), NO (WORKSPACE)	CHECK YOUR PLAN	

Rule of thumb: If you wouldn't put it on a billboard, don't put it in a free AI tool.

THE EQUIAI FRAMEWORK

Ethical implementation principles for responsible AI



HUMAN OVERSIGHT

AI supports decisions – humans make them. Always keep a human in the loop for anything consequential.



TRANSPARENCY

Be open about when and how AI is being used. No hidden automation. Stakeholders deserve to know.



MEASURABILITY

Track outcomes. If you can't measure the impact, you can't manage the risk. Data-driven accountability.

RISK MITIGATION

USING AI RESPONSIBLY IS SOMETHING THAT
EVERYONE HAS OWNERSHIP OF

A

AWARENESS

- understand limitations
- raise AI literacy

P

POLICIES

- form organisational guidelines
- communicate with staff & stakeholders

P

PRACTICE

- make time to play
- share outputs
- trial & error

T

THINK

- use a traffic light system
- remember you're the leader
- only keep what works

TIME TO PLAY.

TEST THE SAME PROMPT

01

Open ChatGPT, Copilot, or Claude. Type the same question into two different tools. Compare the results.

QUICK AUDIT

02

Does your organisation have an AI use policy? What does it allow or restrict? If you don't know, that's valuable data too.

SHARE

03

Drop your findings in the Slack channel. What surprised you? What tool gave a better answer? What did your org say about AI?

YOUR HOMEWORK THIS WEEK



TRACK YOUR TIME ON ONE REPETITIVE TASK

This becomes your baseline for measuring ROI later in the program



JOIN THE SLACK CHANNEL AND INTRODUCE YOURSELF

Share your name, role, and one thing you're hoping to learn



READ THE EQUIAI FRAMEWORK

PDF provided – it's short and practical



FIND OUT: DOES YOUR ORG HAVE AN AI POLICY?

Ask your manager, check the intranet. Bring what you find to Week 2

NEXT WEEK

- **THE ROSE-T PROMPTING METHOD**
ADVANCED PROMPTING TECHNIQUES
BUILDING YOUR PROMPT LIBRARY
HANDS-ON: TRANSFORM YOUR WORK PROMPTS

Wednesday 1 April 2026 | 12:00pm AEST

DR NICI
SWEANEY

WID

THANK
YOU

WWW.AIHERWAY.COM.AU