



# Integrating AI Into Your Business Today

*A Roadmap for Women Entrepreneurs*

SEHG-WIT-101 · 4 contact hours · Online, four modules · Cohort launch November 1, 2026

## Credential statement

On completion, participants receive a Synergy Education Holdings Group verified certificate of completion, issued with a certificate number and a public verification link, at no charge. An optional Global Academy of Finance and Management (GAFM) professional credential is available on completion for \$39. This course awards no degree, diploma, academic credit or transcript, does not satisfy any licensure requirement, and Synergy administers no licensure examination.



Register free  
Code **CHAMBER2026**

## Course Description

Leave with three AI tools working in your business, a marketing system you can run in under an hour a week, and a written rule for what you will and will not hand to a machine.

Women business owners, solo practitioners and small-team leaders who have not yet used ChatGPT, Claude or similar tools in their business, or who have tried once and stopped.

## Learning Objectives

On successful completion, participants will be able to:

- Explain in plain language what generative AI can and cannot do for a business your size
- Select and set up three tools matched to your own bottlenecks, not a generic list
- Produce a month of marketing content — email, social and web copy — from one working session
- Use AI for quotes, proposals, customer replies and bookkeeping prep without exposing client data
- Write a one-page AI use policy for your business

## Course Structure — Standard Full Course Format

Four modules, delivered online with sequential progression. Each module contains downloadable fillable assignments completed and re-uploaded for assessment against defined criteria; two discussions, one synchronous and one asynchronous, each tied to a specific video, article or ebook reviewed first; and a knowledge check of ten multiple-choice questions with a pass mark of 70. The capstone is required for the certificate.

| MODULE                                             | TOPICS                                                                                                                                                               | DISCUSSIONS (SYNC · ASYNC)                                                                                                          | ASSIGNMENT                                                                                             | CHECK          |
|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------|
| 1. What AI Actually Does for a Business Like Yours | How the tools work, in the language of a business owner · Where they save hours; where they get things wrong · The three questions to ask before trusting any output | A short interview with a women founder who uses AI daily (video) · A one-page vendor comparison of the leading assistants (article) | Your Bottleneck Inventory — list the ten tasks that eat your week and mark which are candidates for AI | 10 Qs, pass 70 |



| MODULE                                 | TOPICS                                                                                                                                                                                              | DISCUSSIONS (SYNC · ASYNC)                                                                                                                             | ASSIGNMENT                                                                         | CHECK          |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------|
| 2. Your First Three Tools              | Hands-on setup of an assistant, a writing tool and a scheduling or admin tool · Prompting that works: context, role, format, example · Saving and reusing prompts                                   | A five-minute screen recording of a real setup (video) · A prompt library built for service businesses (ebook chapter)                                 | Prompt Card Set — build and test five reusable prompts for your own business       | 10 Qs, pass 70 |
| 3. Marketing With AI in an Hour a Week | A repeatable content system: one core message, then email, social and web variants · Image and design tools · Keeping your own voice · What to check before anything goes out                       | A case study of a small brand that grew on a one-hour weekly system (article) · A worked example of one message turned into a month of content (video) | The 30-Day Content Calendar — produce four weeks of real content for your business | 10 Qs, pass 70 |
| 4. Guardrails, Data and Your AI Policy | Client confidentiality, what never goes into a public tool, paid versus free tiers, and disclosure · Tools inventory for women entrepreneurs: funding databases, grant finders, procurement portals | A plain-language guide to data privacy for small businesses (article) · A short explainer on paid-tier data protections (video)                        | Your One-Page AI Policy — the document you can show a client or a bank             | 10 Qs, pass 70 |

Capstone: The AI Roadmap: a two-page plan naming the three tools you adopted, the tasks each now owns, your weekly marketing system, and your written guardrails — presented as the artifact you would hand a new hire.

## Course-Level Assets

| ASSET                | DESCRIPTION                                                                                          |
|----------------------|------------------------------------------------------------------------------------------------------|
| Course Quick Guide   | One-page orientation to the course, its schedule and its platform tools                              |
| Student Handbook     | Policies, expectations, accommodations and the assessment criteria                                   |
| Intro video          | Instructor welcome and a walk-through of the four modules                                            |
| Participant Workbook | 28-page fillable workbook — included free with registration                                          |
| Workshop kit         | Facilitator Workshop Kit and Train-the-Trainer Kit, available for organizations licensing the course |
| Capstone             | Assessed final artifact; required for the certificate                                                |
| Resource supplement  | Curated readings, tools and organizations for continued practice                                     |

## Additional Resources

- Your AI tool provider's published data and privacy terms
- U.S. Small Business Administration guidance on technology for small business ([sba.gov](https://www.sba.gov))
- SCORE mentoring for women entrepreneurs ([score.org](https://score.org))
- Women's Business Centers, U.S. SBA
- Chamber of Commerce of the Palm Beaches member programs



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Accommodations: large-print and screen-readable materials available on request to [CEO@SynergyEducation.AI](mailto:CEO@SynergyEducation.AI) · (561) 502-1978 · [www.synergyeducation.ai](http://www.synergyeducation.ai)