

Practical GenAI for Business Judgment

Using AI to Think Clearly, Analyze Rigorously, Communicate Effectively, and Decide Better

GenAI is already part of everyday professional work. But too often it is used narrowly: to summarize, draft, rewrite, or produce faster output.

That misses the deeper value.

Used well, GenAI can strengthen the judgment behind the work. It can help people clarify ambiguous problems, surface hidden assumptions, pressure-test weak logic, synthesize complex information, sharpen communication, and make better business decisions.

This hands-on session shows participants how to use tools like ChatGPT, Claude, Gemini, and Microsoft Copilot as practical thinking and judgment partners, not just shortcuts for content generation.

The session is designed for business, leadership, communication, strategy, and professional decision-making contexts. It is not focused on coding or technical implementation.

The Core Framework

The workshop is built around four connected capabilities.

Structure the Thinking

Clarify the problem, organize ambiguity, define the real question, and identify assumptions.

Strengthen the Analysis

Synthesize information, compare options, review evidence, explore scenarios, and surface risks.

Sharpen the Communication

Improve stakeholder messaging, executive summaries, meeting preparation, presentations, and client communication.

Improve the Decision

Challenge reasoning, evaluate tradeoffs, preserve accountability, and decide what action makes sense.

The point is not to outsource judgment to AI.

The point is to use AI to make human judgment more structured, explicit, and defensible.

Participants Explore Practical Use Cases In

- Business problem framing
- Research synthesis
- Strategic analysis
- Meeting preparation
- Stakeholder messaging
- Executive communication
- Decision support
- Workflow design
- Prompt improvement
- Output evaluation

Participants Leave With

- A practical framework for using GenAI as a thinking, analysis, and communication partner
- High-value business use cases beyond basic content generation
- Techniques for improving prompts, evaluating outputs, and preserving judgment
- A clearer understanding of where AI adds value and where human expertise remains essential
- Repeatable practices participants can apply immediately in professional work

Suggested Formats

- 60- to 90-minute keynote or guest lecture
- Half-day applied workshop
- Executive education session
- Custom module for MBA programs, executive education, or corporate learning curricula



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- Lecturer in Business Communications, Wharton School
- Former Head of UX Research, Pennsylvania's digital services agency, CODE PA
- Led a year-long GenAI adoption study with OpenAI and the Governor's Office of Emerging Technologies

TO DISCUSS A KEYNOTE, GUEST LECTURE, WORKSHOP, OR CUSTOM MODULE

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