

BUILDING AI CONFIDENCE

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The Economist Impact Summit Gets Finance Leaders AI-Ready

At the Economist Impact's recent [Global Finance Summit](#), AI dominated the agenda. Yet, beneath the buzzwords and hype, many treasury leaders admitted they weren't sure how to practically use it in their daily workflows. To bridge the gap between AI ambition and action, the summit partnered with ExperiencePoint to deliver **Building AI Confidence**, an experiential workshop designed to turn AI curiosity into capability.

The session guided participants through hands-on, workflow-specific exercises from [Work Better With AI™](#) that tackled real business challenges—from boosting forecasting accuracy to improving working capital ratios—using simple AI tools and frameworks. By demystifying prompt-writing and emphasizing safe usage principles, the workshop empowered finance professionals to see AI as a strategic partner rather than an intimidating concept.

The impact was striking: post-session, daily AI usage jumped from 13% to 59%. More than a learning event, this was a mindset shift—helping finance leaders move from hesitation to confident experimentation in just 90 minutes. The summit's organizer, Chris Clarke, noted that the workshop was the perfect anchor for day three, bringing greater engagement and interactivity to build on the foundational theory introduced earlier.

“By the end of the session, 59% of participants reported using AI daily, a clear sign of how quickly confidence and everyday use can grow with the right support.”

Chris Clarke,
Head of Content & Conference Production,
EuroFinance, The Economist Group

“Workflow-specific” workshops are built around real work, enabling participants to directly apply their new skills to real projects.

Help your people turn AI anxiety into everyday confidence.

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