CASE STUDY · AI IN PRACTICE

Building AI confidence and capabilities

Queensland Farmers' Federation · AI productivity program · 2026

Over six months, the Queensland Farmers' Federation moved its whole team from uneven, ad-hoc AI use to confident, everyday productivity. The results below are drawn from two surveys the team completed themselves: the same questions asked before the program began, and again six months later. Every figure is self-reported by participants.

The outcome at a glance

5.1 → 7.6
AI confidence, out of 10 (+48%)

3.5 → 5.0
Hours saved per week, per person (+43%)

7.7 / 10
Satisfaction across six sessions

10% → 0%
Staff who rarely or never used AI

Behind the numbers is a simple shift: the team did not use AI more, they used it better. Confidence rose, hesitation fell, and the time saved turned into real capacity. Because the skills are transferable rather than tied to one product, that capability stays with the team whatever tools they choose next.

Estimated return on investment

PER PERSON	FOR A TEAM OF 15	PAYBACK
$2,440	**$36,700**	**~13 weeks**
a year, 69 hours each	a year	on a $10,000 investment

Illustrative estimate on deliberately conservative assumptions.[1]

[1] *Figures are self-reported by participants in pre- and post-program surveys; individual results vary. Illustrative estimate assuming the additional 1.5 hours saved per person per week across 46 working weeks (allowing for annual leave and public holidays), at an indicative $70,000 salary including superannuation (about $35 an hour), deliberately conservative against ABS average full-time earnings of $108,350 a year (May 2026 release). Percentages and dollar values are calculated from unrounded averages. Payback assumes a total investment of about $10,000 (trainer fee plus associated costs such as venue, catering and travel) for a team of 15. Not a guarantee of results.*

The organisation

The Queensland Farmers' Federation is the united voice of agriculture in Queensland: the peak body representing 20 state and national agricultural industry organisations, which together represent more than 13,000 primary producers across the state.[2] It is a research-heavy, advocacy-driven team whose work turns on submissions, policy and stakeholder communication, exactly the kind of knowledge work AI can accelerate when it is used well.



The challenge

QFF's team was already using AI, but unevenly. Some reached for it daily; others rarely touched it. Confidence sat at a mixed 5.1 out of 10. Tellingly, the heaviest users were not always the ones saving the most time. The gap was not access, and it was not effort. It was technique.

The solution

QFF took a six-module productivity program from the modular AI in Practice library, customised to the way the team actually works and delivered online to fit their calendar. Two ideas shaped it.

The answer was not more tools. It was better technique, taught so it stuck.

The Monday Morning Test

One principle shaped every session: if a technique could not be used the next working day, it did not make the cut. No hype, no chasing the latest shiny tool, just capability the team could put to work straight away, with any AI tool they use.

That does not mean skipping the fundamentals. The early sessions deliberately build a shared baseline and a common vocabulary, so the whole team can make sense of a fast-moving field and feel less overwhelmed by the steady stream of AI news. The craft is in the delivery: complex ideas explained simply, in plain English, with analogies that stick, and always in service of something the team can actually do. Solid foundations first, then straight to application.

A deliberate six-module arc

The six modules follow a deliberate order. The first three, fundamentals, safe use and prompting, are the essential foundation, and they come first for good reason: little else works well without them. The later modules are chosen to match the team's priorities. For QFF, that meant writing, research and workflows, the everyday knowledge work that fills their week.

[2] *Source: Queensland Farmers' Federation, qff.org.au (accessed 2026).*

Session	Focus	What it built
1	AI Fundamentals	A shared mental model, and a wider view than a single chatbot
2	AI Safety & Responsible Use	A simple framework for what is safe to share
3	Prompting Essentials	A repeatable structure for better results, first time
4	Writing with AI	Directing AI, not just writing, through advanced prompting
5	Research & Summarisation	Breaking work into structured, verifiable steps
6	Time Management & Workflows	Folding AI into everyday work



The design met the team where it stood. The less confident group got the mental model and safety guardrails they needed first. The more confident group met techniques most had never seen, from meta-prompting to building a reusable prompt library. Nobody was bored, and nobody was left behind.

Same program, your format

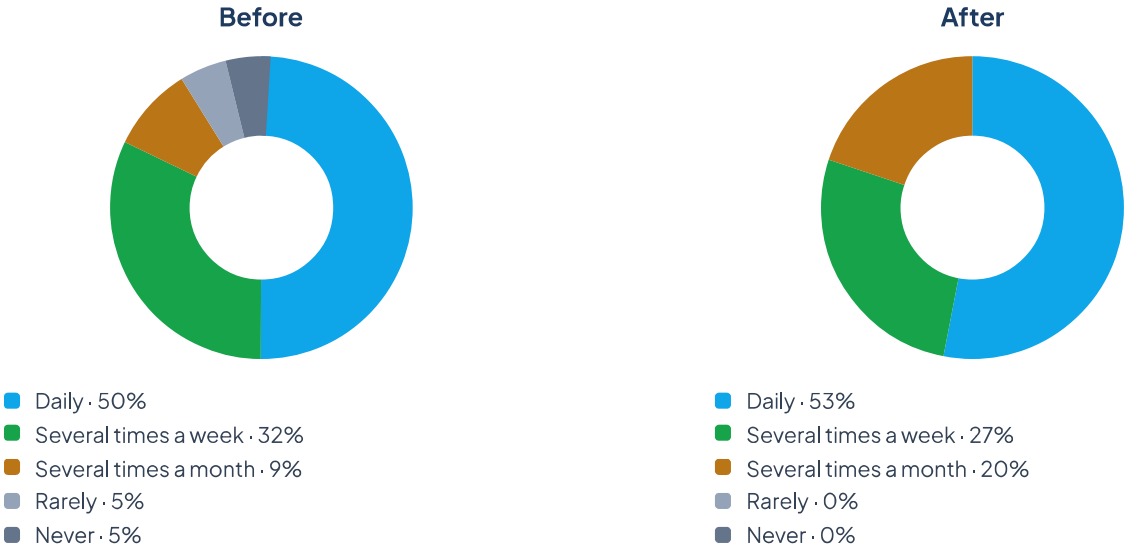
The curriculum flexes to how a team can free up time. QFF ran it as a series of shorter sessions to fit around a busy calendar. When a team can commit the time, the same six-module curriculum runs as a single focused day, **AI in Practice: Productivity Essentials**: the fastest route to capability, and, delivered in person, a genuine team-building day with shared discussion about how the team will put AI to work together. On-site or online, and tool-agnostic throughout, so the skills transfer to Copilot, ChatGPT, Claude or whatever comes next.

Confidence and time, before and after



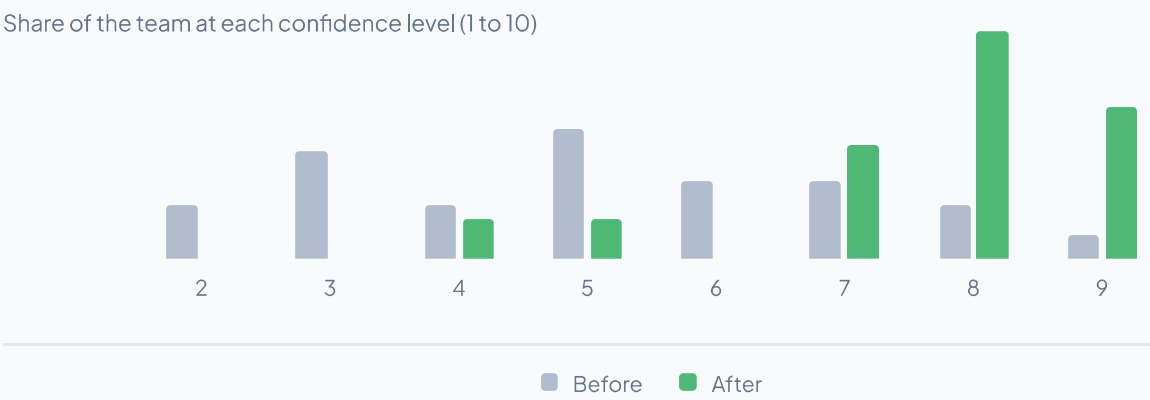
The two gains compound: as confidence grows, people attempt more ambitious tasks, which saves more time, which builds more confidence.

How often the team uses AI



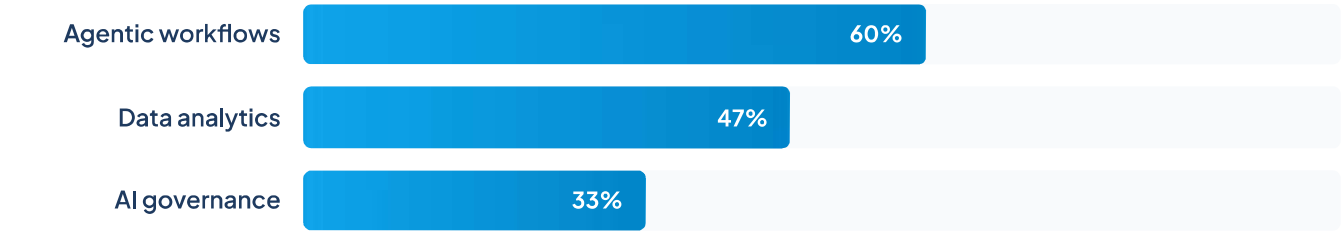
The change was not that the team used AI more often; most already used it regularly. The change was that they got more from the same use. The "rarely" and "never" categories disappeared entirely: every respondent now reaches for AI at least several times a month. The technique gap, closed.

The whole team moved up



Before the program, over half the team rated their confidence at 5 or below. Afterwards, only a small handful did, with the group clustering at 8 and 9. The program lifted the whole team, not just the already-confident.

The appetite for more



By the end, around half the team named at least one advanced area they wanted to push into next. A program that leaves people wanting the next level has done its job.

What the team said

> *"Guy's AI training was genuinely useful, not just the concepts, but the practical tools he handed us to actually put them to work. I walked away with things I am applying immediately. Well worth the time."*
>
> **Adam Curcio,** Project Manager, Workforce and Innovation, Queensland Farmers' Federation

> *"Such a great series of sessions, and Guy was very helpful and supportive to all queries. I have learnt a lot of new methods for using AI, particularly saving time."*
>
> **QFF team member**

About Guy



With 15+ years at the intersection of technology and business, I help teams actually use AI, not just talk about it. My background spans embedded software engineering, project management and SME consulting across three continents. I hold a Master's in Software Engineering and a Master's in Business and Innovation Management, and I build agentic AI systems myself, so the tools I teach are tools I use.

I focus on one thing: practical AI training with learnings that can be applied the next day. I make complex ideas simple, design for teams rather than individuals, and refine every session based on what works in the room.

Master's in Software Engineering | Master's in Business & Innovation Management | Gold Coast, serving Australia and New Zealand

A FEW OF THE TEAMS I'VE WORKED WITH

sskb · QFF · Nova Systems · QFVG · LACTALIS · Metro South Health · Queensland Government · AHRI Australian HR Institute · ING · Australian Government Defence · ARDC Australian Research Data Commons · QUT Queensland University of Technology

Ready to lift your team's AI capability?

Safely, and without the hype. A few ways in:

- **AI in Practice: Productivity Program.** The modular, pick-and-choose program. Choose the modules that fit, delivered to suit your team's availability.
- **AI in Practice: Productivity Essentials.** The same six-module productivity curriculum in a single focused day: fastest to capability, and a genuine team-building day in person.
- **Going further.** Beyond productivity, I also deliver on agentic workflows, AI strategy and governance, and data analytics, the advanced areas most teams move toward next.

Every technique comes with the same promise: usable the next morning, with whatever AI tools you choose.

Book a Call

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