CASE STUDY · AI IN PRACTICE

Turning everyday AI use into safe, deliberate practice

Queensland Fruit & Vegetable Growers · AI productivity program · 2026

Over three months, Queensland Fruit & Vegetable Growers took a team that was already using AI and made it safer, sharper and more consistent with it. The results below come from two surveys the team completed themselves: the same questions asked before the program began, and again at the end. Every figure is self-reported by participants.

The outcome at a glance

6.9 → 8.2
AI confidence, out of 10 (+19%)

3.1 → 4.9
Hours saved per week, per person (+56%)

0% → 45%
Staff using AI every day

8.4 / 10
Satisfaction across four sessions

This team did not need convincing to start. Most already used AI weekly and saved time with it. What they asked for was to use it safely and to know which AI application suits which task. By the end, every respondent was saving time with AI, nearly half were using it daily, and nobody remained in the "rarely or never" group. 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
$2,880	**$43,200**	**~11 weeks**
a year, 81 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 1.8 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). One response of 34 hours a week is counted as 10 hours, the highest any other participant reported. 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



Queensland Fruit & Vegetable Growers (QFVG) is the state industry body representing Queensland's commercial fruit, vegetable and nut growers, with roots going back to 1923. It combines advocacy for the industry with Growcom, its program and project delivery arm.[2] Its work runs on submissions, reporting, research and grower communication: exactly the kind of knowledge work AI can accelerate when it is used well, and where getting it wrong carries real reputational risk.

The challenge

QFVG's team arrived ahead of most. Before the program, confidence averaged 6.9 out of 10, and nearly four in five were already saving time with AI, a median of four hours a week. But use was ad hoc, the range was wide (from one person who had stayed away from AI on principle to daily power users), and the team's own top requests were telling: how to use AI safely (64%) and how AI applications differ, so they could choose the right one for each task (57%). The gap was not adoption. It was safe, deliberate practice.

The solution

QFVG took the six-module productivity curriculum from the modular AI in Practice library, shaped around what the team asked for and delivered online to fit their calendar: a half-day Foundation Workshop, then three one-hour sessions spread over the following ten weeks.

Not more AI. Safer, sharper AI, with a common baseline for the whole team.

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 tool, just capability the team could put to work straight away, with any AI application they use.

For an experienced team, that still starts with the fundamentals. The Foundation Workshop gave everyone the same language and the same safety guardrails, so a confident majority and a cautious minority could work from one shared baseline. The follow-on sessions then went straight to the techniques this group had not yet met.

[2] *Sources: Queensland Farmers' Federation, qff.org.au/our-members/qfvg; Good Fruit & Vegetables, "Growcom rejigs to QFVG, Horticulture Queensland", 3 February 2023.*

Session	Focus	What it built
Foundation Workshop (half-day)	AI Fundamentals, Safety & Responsible Use, Prompting Essentials	A shared mental model, a simple framework for what is safe to share, and a repeatable prompting structure
Session 1	Writing with AI	Directing AI rather than just writing: reverse prompting and meta-prompting
Session 2	Research, Summary & Synthesis	Verifying rather than over-trusting, and managing long research threads
Session 3	Time Management & Workflows	Folding AI into everyday work, with reusable prompts and knowledge files



The design followed the team's own priorities. Safety came first, in the Foundation Workshop, and it stuck: one participant realised mid-session that their own environment already had enterprise data protection they had not known about. Choosing the right AI application for the task ran through every session rather than sitting in one. And the follow-on sessions answered the most experienced users' request for depth, from reverse prompting to building knowledge files that cut the re-briefing between projects.

Same program, your format

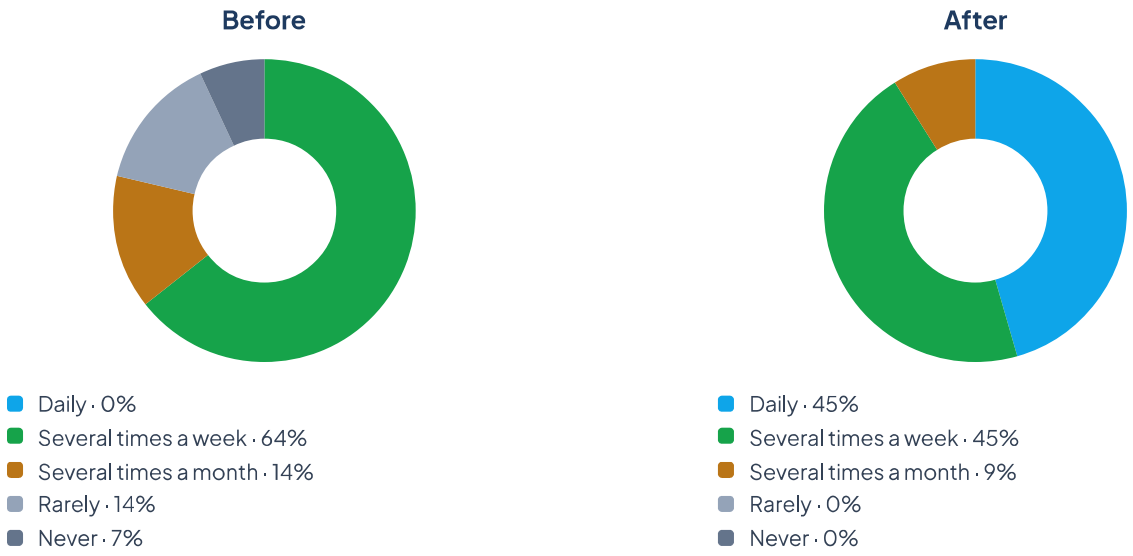
The curriculum flexes to how a team can free up time. QFVG ran it as a half-day foundation followed by three shorter sessions, to fit around a busy calendar. When a team can commit the time, the same six-module curriculum runs as a single focused day, **AI in Practice: Productivity Essentials**: the 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



Starting from a higher base than most teams, both measures still moved clearly: the team is more confident, and the hours saved per person rose by more than half.

How often the team uses AI



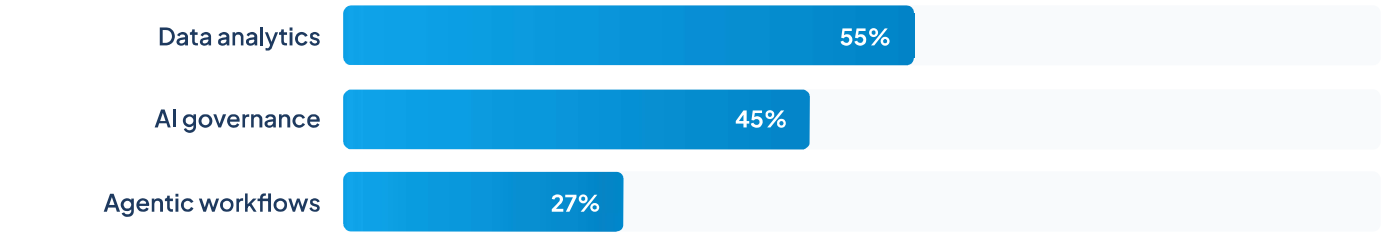
Before the program, nobody on the team used AI every day, and one in five used it rarely or never. Afterwards, nearly half use it daily, nine in ten use it at least several times a week, and every respondent now saves time with it. AI moved from an occasional tool to part of the working week.

The whole team moved up, and closer together



Before the program, confidence ranged from 3 to 9. Afterwards, the lowest score was 6, most of the team clustered at 8, and the first 10 out of 10 appeared. The less confident caught up, and the confident consolidated.

The appetite for more



More than eight in ten participants named at least one advanced area they wanted to take further, led by data analytics. A program that leaves an experienced team asking for the next level has done its job.

What the team said

Safety was the team's top request before the program, and the first thing their leaders mention afterwards.

> *"Guy helped our whole team understand how we can safely and effectively integrate AI into our business. He taught everyone how AI actually works, so we can think more effectively about how to use it day-to-day. The training has sparked several conversations and collaboration amongst everyone. Highly recommend!"*
>
> **Scott Kompo-Harms,** CEO, Queensland Fruit & Vegetable Growers

> *"This course has provided me with the understanding I needed to safely and confidently use AI in the workplace."*
>
> **Elise Parups,** Head of Partnerships, Queensland Fruit & Vegetable Growers

> *"Very valuable for any organisation trying to understand the AI landscape."*
>
> **Tracy Artiach,** CFOO, Queensland Fruit & Vegetable Growers

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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