

IN PARTNERSHIP WITH
re: ampd

WOMEN UNLIMITED

BUILDING BUSINESS TOGETHER



**TOGETHER
GREATER**

WOMEN UNLIMITED

IN PARTNERSHIP WITH RE:AMPD

Women Unlimited workshops

Building Businesses Together · Auckland, Hamilton, Wellington and Christchurch · August 2026

WOMEN UNLIMITED

WOMEN UNLIMITED

9:30 • WESTPAC

WELCOME FROM *Cat Feunati*

WOMEN UNLIMITED

WOMEN UNLIMITED

WELCOME

Meet *Marisa* and *Christina*

re:ampd is a growing community of women building businesses together. We do the heavy lifting so you can do what you love.

MARISA

FOUNDER

CHRISTINA

AI CONSULTING MANAGER



THE DAY

How *today* runs

9:30	Welcome and housekeeping
9:45	Module 1, Positioning and Elevator Pitch
10:45	Morning tea
11:00	Module 2, AI
1:00	Lunch
2:00	Module 3, Finance
2:45	Module 4, People and HR
3:30	Networking. Hard finish 4:00

HOUSE RULES

3 *things* before we start

-
- Your workbook is yours to keep.
-
- Questions always welcome.
-
- Laptops out when you want them, not compulsory.

MODULE 1

POSITIONING AND YOUR *Elevator Pitch*

Led by Marisa · 9:45 to 10:45

WHY THIS MATTERS

2.9%

of New Zealand venture capital went to female-only startups. Globally it is under 2.3%.

Most businesses can describe what they do. Far fewer can say who they are for, what they replace, and why they matter. Rudd & Gattung, The Gender Investment Gap, 2024.

THE ICEBERG

What people *see*, and what holds it up



ABOVE THE WATER

Name. Logo. Tagline. Tone of voice.

BELOW THE WATER

Positioning. Purpose and values. Personality and vision.

THE THEORY

POSITIONING IS 3 *questions*

-
- WHO WE ARE FOR
-
- WHAT WE REPLACE
-
- WHY WE MATTER

OUR WORKED EXAMPLE

A GARDEN DESIGN STUDIO

Hedge & Bloom

We will build their positioning and their pitch together, piece by piece, so you can see how each part is made. You then do the same for your own business in the workbook.

3 QUESTIONS

POSITIONING FOR
Hedge & Bloom

- | | |
|-------------------|---|
| • WHO WE ARE FOR | Time-poor homeowners who never use their back garden. |
| • WHAT WE REPLACE | A Pinterest board that never becomes anything, and quotes from landscapers who never asked what you wanted. |
| • WHY WE MATTER | A finished garden, designed in one visit. |

Your turn: write your 3 on page 6.

REFER TO WORKBOOK PAGE 6 EXERCISE

PART 2 STARTS HERE

THE ELEVATOR PITCH

HOOK

10 to 15 seconds

Make people lean in.

FOUNDATION

10 to 15 seconds

Who, what, why.

CLOSE

10 to 15 seconds

What happens next.

REFER TO WORKBOOK PAGE 9 EXERCISE

THE HOOK

Pick the one that is *true* for you

- THE PROBLEM STAT A number that reveals a hidden problem.
- THE PERSONAL MOMENT The day something happened and what you realised.
- THE CONTRAST While everyone does X, we found Y.
- THE HIDDEN PROBLEM An impressive industry number, then what nobody talks about.

REFER TO WORKBOOK PAGE 9 EXERCISE

THE FOUNDATION

FILL IN THE *blanks*

I help [who you are for] who struggle with [the problem] by providing [your solution], so they can [the outcome].

The grandmother test. Could she repeat it back to you?

The breath test. Can you say the whole thing in one breath?

REFER TO WORKBOOK PAGE 9 EXERCISE

THE CLOSE

Ask for the *next* thing

-
- **FUNDING ASK** We are raising to open our second site. Can I send you the deck?
 - **PARTNERSHIP** Your clients need this before they get to you.
 - **CUSTOMER FOCUS** If this sounds like you, we can help.
 - **GENERAL NETWORK** Could you introduce me to anyone you know who is doing this?
-

REFER TO WORKBOOK PAGE 9 EXERCISE

Morning tea, back at 11:00

MODULE 2

AI with *Christina*

The basics for business owners · 11:00 to 1:00

OUR APPROACH

AI SHOULD BUY BACK YOUR *time*

-
- Less time on admin and the stressful, mandatory stuff you don't enjoy. More time for a genuinely balanced life.
-
- Nothing today locks you into one tool. Everything you build should be portable — it should move with you, to another AI, or away from AI altogether, and still work for you.
-
- A human is always in the loop. You approve, you think critically, you make the final call.

“AI should buy back your time — so you can spend it in your zone of genius, on the human work: the creative, the critical thinking, the things you love doing.”

BEFORE WE GO ANY FURTHER

DEMYSTIFYING *jargon*

- AI is genuinely complex — that's exactly why courses like this one exist.
- But some AI experts stretch that complexity further than it needs to go. The more arcane something sounds, the harder that expert is to walk away from, and the more expensive to keep.
- This isn't just our take — it's a known criticism of the wider AI consulting industry: a business model built on manufactured scarcity around skills that don't need gatekeeping.
- Terms like MCP, LLM, agentic, RAG, orchestration get thrown around constantly. Most of it isn't something you need to know to use AI well.

So here's the jargon that's actually relevant for you, as business owners:

PLAIN ENGLISH

LLM

What's an LLM?

Stands for Large Language Model — the technology behind Claude, ChatGPT, and pretty much every AI chat tool you've used.

In plain English: a very well-read prediction engine. It's been trained on enormous amounts of text, and it works by predicting the next most likely word, over and over, based on everything it's seen.

PLAIN ENGLISH

TOKEN



What's a token?

A chunk of text — roughly three-quarters of a word, or about four characters.

AI reads and writes in tokens. Every plan gives you a set amount over time.

Think of it like *petrol*. A short trip to the shops uses a little; a long drive out of town uses a lot more. Same with AI — a quick, simple question uses a few tokens, while a big, complex task uses a lot more, because there's more “distance” to cover.

HALLUCINATION

What's a hallucination?

When it confidently tells you something that isn't true. It's not lying on purpose — it's predicting what sounds right, not fact-checking itself.

Your job is to be the observer, the judge, the critical thinker — always. Never send or publish anything from AI without a human check first.

BEFORE WE BUILD

HOW TO TALK *to it*

- No fluff — no hellos, goodbyes, pleases or thank yous. More words = more tokens.
- Be blunt and demanding — set extremely high expectations, like a strict boss.
- When it gets it wrong, correct with specifics — say exactly what you didn't like and why.
- Always give it a goal — describe what a good outcome looks like before you hit send.
- Give it guardrails — tell it what good looks like and what to avoid, not just the task.

The one to remember: get it to ask you questions. This keeps you heavily in the loop and using your critical thinking.

QUICK COMPARE

VAGUE *vs specific*

VAGUE PROMPT

SPECIFIC PROMPT

“Write a post about our sale”

“Write a 3-line Instagram caption for our 20%-off weekend sale. Casual tone, no emojis, end with a call to check the link in bio.”

“Help with my prices”

“Here are my current prices [paste]. Tell me where I might be undercharging compared to similar businesses. Ask me questions if you need more detail before answering.”

YOUR FOUNDATION

CONTEXT

Context is everything

AI can only work with what you give it. It doesn't automatically know your business, your customers, or your voice.

The most important thing in AI is context — not the newest model, not the newest tool.

Tell it who you are and what your business does, once, properly, at the start of a chat — this changes the quality of everything that follows.

Most tools let you save a standing note about yourself in Settings, so you're not re-explaining yourself every single time.

Heads up: this is one lever we go a lot deeper on in the AI Foundations Masterclass — building proper, reusable context files that travel with you no matter what AI you use.

WHAT IS A *skill*?

- A reusable ability. Once it exists, the AI notices when a task matches and loads it automatically.
- You don't have to remember names or commands — though you can ask for it by name.
- Simple examples: an email-writer that always sounds like you, a brand-styling skill that applies your colours and fonts automatically, a weekly-briefing format you reuse every Monday.
- On any AI platform, the easiest way to make one is just to ask for it directly — e.g. “Build me a branding skill.”

Skills are like a recipe — but for your tasks. They tell the AI how to get the exact result you want, every time, without you re-explaining it from scratch.

PRIVACY, VISIBILITY & SAFE HABITS

WHAT IT *can & can't see*

- **WHAT IT SEES** It can only see what you give it — the chat, or whatever you've attached or connected. Nothing else.
- **NEVER PASTE** NEVER paste highly sensitive data (passwords, financial or medical records) directly into a chat — anything flagged for a safety review can be seen by the AI company, even if you've opted out of training.
- **DATA CONTROLS** Check your data/training controls — every major tool has a version of this setting.
- **CLAUDE** Settings → Privacy → “Help improve Claude.”
- **CHATGPT** Settings → Data Controls → “Improve the model for everyone” (memory is a separate toggle, under Settings → Personalization).

PRIVACY, VISIBILITY & SAFE HABITS

SAFE *habits*

- TWO-FACTOR Turn on two-factor authentication.
- GOOGLE OR EMAIL SIGN-IN If you sign in via Google or email (as with Claude), your AI login is only as secure as that underlying account — so 2FA needs to live there.
- CHATGPT Has its own built-in two-factor authentication, under Settings → Security — worth turning on directly in the app.
- CONNECT, DON'T PASTE Prefer an official connection over pasting, when you can — it grants access only to what's needed, rather than a whole file copied by hand. Only ever connect apps you actually trust.

LIVE DEMO • 30 MINUTES • FOLLOW ALONG OPTIONAL

CHRISTINA BUILDS AN *artifact*

- The one-page business snapshot story — a couple of lines about the business, what it does and who it's for, and it asks the clarifying questions it needs before building. Comes back with a clean, client-ready one-pager: services, pricing tiers, a clear call to action.
- Alt: turn a messy price list into a proper client-facing PDF menu.
- Alt: turn three rough testimonials and a logo into a client-ready one-pager.
- Follow along if you have Claude desktop and haven't made a live artifact before! We'll build a one-page business snapshot using re:ampd's own context files.

PROMPT TO JOIN IN WITH

"I run a [type of business]. Build me a simple one-page summary of my business — what I do, who my ideal customer is, and my top 3 offers. Keep it clean and visual. Ask me any questions you need before you start."

WRAP UP

WHERE THAT *leaves you*

- You don't need to be technical, and you don't need to know all the jargon. You need to talk to it plainly, give it real context about your business, and keep making the final call yourself.
- That's genuinely enough to start using AI properly in your business this week — not “someday,” not once you've done a course, this week.
- If you get to a point where you want it doing more of the repeat work for you — the things you rebuild from scratch every time, the admin that eats your week — that's what the AI Accelerator is for. No pressure, just an option if and when you want it.

MODULE 2 • AI WITH CHRISTINA

QUESTIONS • 15 MINUTES

LET'S

**TALK IT
THROUGH**

WOMEN UNLIMITED

Lunch, back at 2:00

MODULE 3

Finance

Led by Marisa · 2:00 to 2:45

WHERE WE ARE GOING

CASHFLOW

45 minutes on the cash actually moving through your business.

The 7 levers that control that cash, the Power of One, then connecting Xero to Claude and a live demo.

THE POWER OF ONE

The 7 levers control the cash in your business. You do not have to work on all 7 at once.

1%

or a single day. Change any one lever by that much and you end up with more cash than you started with.

TWO DIRECTIONS

What cash *likes*, and what it does not

GOOD FOR CASH

Putting your prices up. Getting paid faster. Paying suppliers later.

BAD FOR CASH

Margins dropping. Running costs going up. Customers paying late.

4 MOVE PROFIT, 3 MOVE WORKING CAPITAL

The 7 levers of cashflow

1	Price	What you charge	Up 1%
2	Volume	How much you sell	Up 1%
3	Cost of goods	What it costs to deliver	Down 1%
4	Operating expenses	Your running costs	Down 1%
5	Debtor days	How long customers take to pay	Down 1 day
6	Inventory and WIP days	How long stock or unfinished work sits	Down 1 day
7	Creditor days	How long you take to pay suppliers	Up 1 day

Pick one. Highest impact, least effort, done this month.

PULLING THE LEVERS

5 THINGS TO *put in writing*

-
- Deposits on custom or large orders.
-
- Payment window, 7 to 20 days is the New Zealand norm.
-
- A Pay-Now link on every invoice.
-
- A late and early-pay policy you actually apply.
-
- A gross margin floor you will never sell below.

MOVE ONE LEVER

see the cash

PULL A LEVER

CLICK HERE to use your own numbers

THE FIRST FOUR MOVE YOUR PROFIT

Price		1 %	+\$5,000
Volume		1 %	+\$2,000
Cost of goods		1 %	+\$3,000
Operating expenses		1 %	+\$1,500

THE LAST THREE MOVE YOUR WORKING CAPITAL

Accounts receivable days		1 days	+\$1,370
Inventory and work in progress days		1 days	+\$822
Accounts payable days		1 days	+\$822

Show the power of one

Reset to zero

THE POWER OF ONE, LIVE

EXTRA CASH IN THE BUSINESS THIS YEAR

\$14,514

DRAWN FROM THESE BASELINES

Revenue	\$500,000
Gross margin	40%
Cost of goods	\$300,000
Overheads	\$150,000
Profit and cash from levers 1 to 4	+\$11,500
Cash timing from levers 5 to 7	+\$3,014

PROFIT NOW → PROFIT AFTER

\$50,000 → \$61,500

CONNECTING XERO TO CLAUDE

How to *connect*

- 1** Open the connectors list and choose Xero.
- 2** Sign in to Xero and pick the organisation.
- 3** Approve read only access.
- 4** Ask for one report and check the number yourself.

MODULE 4

PEOPLE AND *HR*

Marisa and Christina · 2:45 to 3:30. Guided Q&A.

OPEN Q & A

Ask us *anything*

RECRUITMENT

How do I hire when I cannot match a corporate salary?

RETENTION

How do I keep good people as the business changes?

LEADING DIGITAL NATIVES

How do I lead a team who work and communicate differently to me?

ANYTHING ELSE

Pay, contractors, difficult conversations, your own workload.

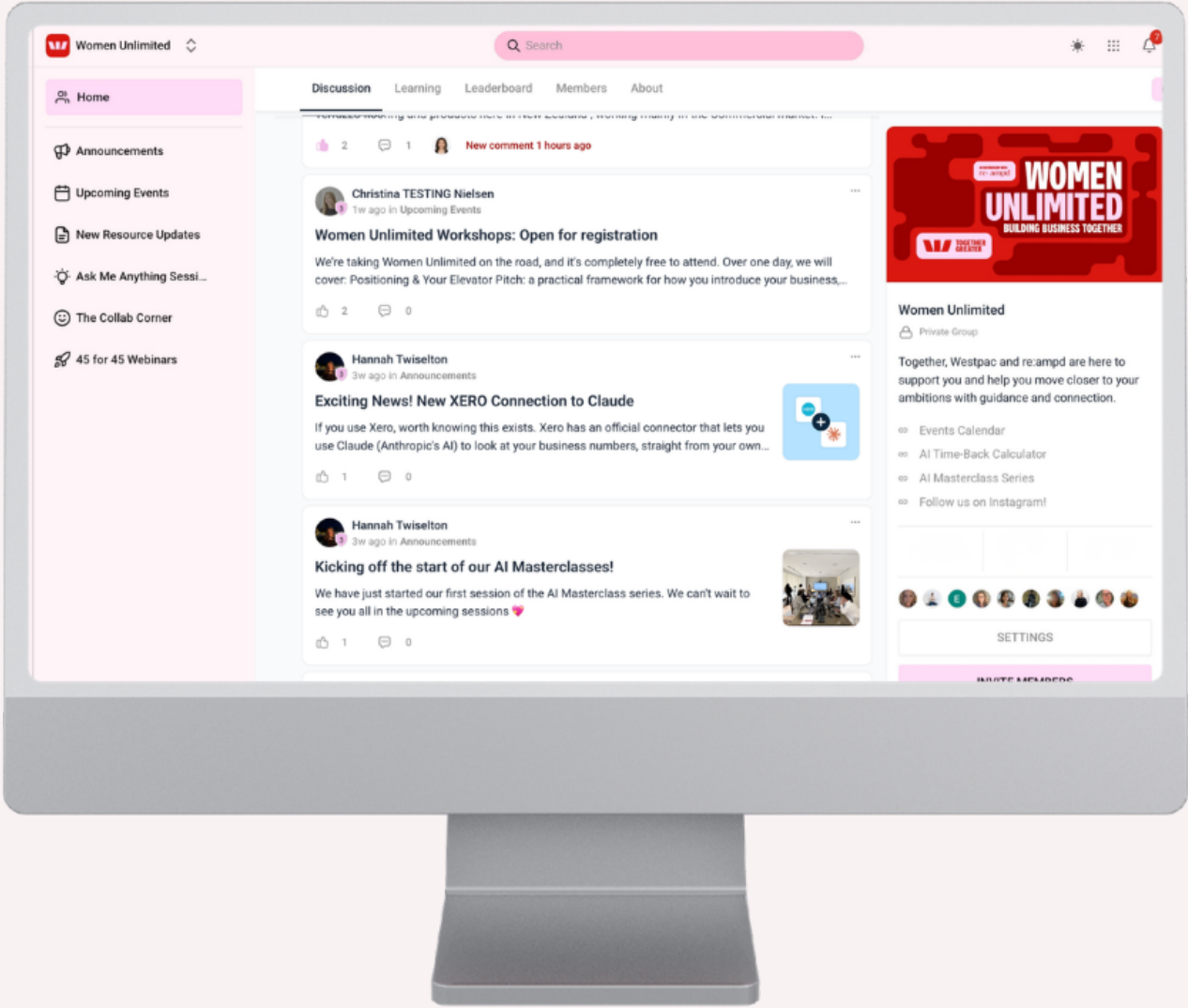
REFER TO WORKBOOK PAGE 15 EXERCISE

KEEP GOING

THE WOMEN UNLIMITED
portal

Together, Westpac and re:ampd are here to support you and help you move closer to your ambitions with guidance and connection.

MENTORSHIP	Led by Marisa, alongside a circle of like minded founders.
LEARNING	Lessons, templates and resources you can use straight away.
EVENTS	Free events and Ask Me Anything sessions.
COMMUNITY	A place to ask the questions you cannot ask anywhere else.
JOIN	QR code to express interest is at the end.



BEFORE YOU GO

3 THINGS THIS *week*

- ☐ Test your pitch on 3 people who do not know your business.
- ☐ Update your LinkedIn summary to match your positioning.
- ☐ Practise your pitch out loud until it is second nature, not read off the page.

Your positioning statement in full is on page 16.

REFER TO WORKBOOK PAGE 16 EXERCISE



THANK YOU. SCAN TO JOIN US.



JOIN THE COMMUNITY

Express interest in the Women
Unlimited membership.

re:ampd

