META-META Club

WORKBOOK · MODULE 1 OF 3

Half-day brief

Consultation & Campus Outreach. For execs. Draws on XR & AI for Leaders and live Virtual is Real demos.

Consultation & Campus Outreach | 1 lessons | ~3 h | 3-question practice quiz | Notes pages

IN THIS MODULE

Half-day brief

For execs. Draws on XR & AI for Leaders and live Virtual is Real demos.

#	LESSON	TYPE	TIME	DONE
1.1	Half-day brief	LIVE	180 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 1.1 · LIVE · 180 MIN

Half-day brief

Bring your leadership team for a focused half day on where XR and AI fit in your organisation. You'll try live demos, filter your own ideas and leave with a short list of next steps.

Key points

Who it's for

Leaders of schools, campuses, employers and civic bodies who need to decide where XR and AI belong, and where they don't. No technical background is needed.

How the half day runs

The brief draws on the XR & AI for Leaders exec intensive and is shaped to your sector before the day.

1. **Live demos (about 45 minutes).** Working Virtual is Real projects: a browser drive through Nairobi, an architectural walkthrough, the Plan → Model → Walkthrough → AR pipeline, and an AI agent building 3D. Headsets are Quest 3 or 3S, with a facilitator for anyone new to them.
2. **Cut through the noise (about 30 minutes).** What XR and AI do reliably today, what is still promise, and how to spot hype in a pitch.
3. **Your use cases (about 60 minutes).** Your team scores its own ideas on a simple grid: user, frequency, value, feasibility and risk.
4. **Risks and readiness (about 30 minutes).** Data, consent, rights in generated content, headset safety, accessibility and the people whose work will change.
5. **Next steps (about 15 minutes).** Agree what happens next, in your words.

What we need from you

- A named lead on your side.
- Five to fifteen decision-makers who can attend the whole session.
- A room with space to stand and move, power, and a stable internet connection. Or we agree a venue together.
- Two or three ideas or problems your team is already discussing.

Steps checklist

- [ ] Book a scoping call at clubmetameta@gmail.com.
- [ ] On the call, share your sector, goals and the ideas on the table.
- [ ] We shape the demos and examples to your context.
- [ ] Run the half day.
- [ ] Receive the written summary within an agreed time.

SHIP IT

You leave with a ranked shortlist of use cases, a risk list for the front-runner, and a written summary with recommended next steps. That might be a pilot plan, a team workshop or a multi-week programme. Pricing is a custom quote, agreed after scoping.

☐ Shipped. Link or file: _____

Check yourself

1. Do you have two or three real problems you want the session to test?

2. Can the people who make the decision attend the whole half day?

3. Are you open to hearing "not yet" about an idea?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. Who is the half-day brief designed for?

(A) Developers only
(B) Leaders deciding where XR and AI fit
(C) Children aged 8–14
(D) Students preparing for exams

2. What does the use-case grid score?

(A) Price, colour, brand and speed
(B) User, frequency, value, feasibility and risk
(C) Only the cost of headsets
(D) Social media reach

3. How is the half-day brief priced?

(A) A fixed published rate
(B) Custom quote, agreed after a scoping call
(C) Free with any purchase
(D) Per headset used

ANSWER KEY

Answers and why

1 · B Leaders deciding where XR and AI fit

The half-day brief is for decision-makers. No technical background is needed.

2 · B User, frequency, value, feasibility and risk

The grid weighs who uses it, how often, what changes, whether it can be built and the risk.

3 · B Custom quote, agreed after a scoping call

Consultation is custom quote only. It starts with a scoping call.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP