



**APPLIED THINKING LAB**

Prague | Delivered in English

**UNIVERSITY PROGRAMME | BUILD | YEARS 2-3**

# Applied Problem-Solving & Persuasion Lab

Frame It. Prove It. Pitch It.  
with AI-Augmented Analysis

Solve real local problems the way professionals do,  
and persuade the people who decide.

**BUILD Years 2-3**

**Elective | Mini-series | Module**

Prepared for academic directors, deans, vice-deans for studies  
and careers and employability teams.

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**Tosin Adebayo, MA | Founder, Applied Thinking Lab**

oluwatosin7c@gmail.com | +420 776 248 492 | [linkedin.com/in/tosinadebayo](https://www.linkedin.com/in/tosinadebayo)

BUILD | YEARS 2-3

# Applied Problem-Solving & Persuasion Lab

Frame It. Prove It. Pitch It. with AI-Augmented Analysis

Solve real, local problems the way professionals do: structure the question, build the evidence, stress-test with AI, persuade the people who decide, and stand out to employers.

THE PROMISE

Employers want graduates who can take an unclear problem, reach a defensible recommendation and win support for it. BUILD trains that full chain in a lab setting: framing problems, using economic reasoning and data, building and defending arguments, negotiating, and pitching to different stakeholders. AI is an analyst students must question, verify and overrule, never an author. Students leave with portfolio evidence they can show in interviews.

AT A GLANCE

|                |                                                                                                                                            |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Who it is for  | Second- and third-year undergraduate students, any faculty (strong fit for business, economics, social sciences and technology programmes) |
| Formats        | Semester elective (12-14 sessions), mini-series (6-8), club, intensive or embedded module                                                  |
| Session length | 45, 60 or 90 minutes with mini-breaks                                                                                                      |
| Group size     | About 15-30 students, working in teams of 3-5                                                                                              |
| Evidence       | A Case Portfolio scored on a shared rubric, a recorded pitch and an AI-use log                                                             |
| First step     | Free 30-minute masterclass: AI vs. You                                                                                                     |

WHY IT MATTERS

7 in 10

companies rank analytical thinking as an essential skill, the most sought-after core skill (World Economic Forum, 2025)

AI + data

are the fastest-growing skills worldwide, with creative thinking and resilience also rising (World Economic Forum, 2025)

1%

of Czech firms consider graduates fully job-ready, citing gaps in decision-making and pushing back (employer survey, 2026)

Sources: World Economic Forum, The Future of Jobs Report 2025; Czech employer and employee survey by recruitment firms, 2026, as reported by Expats.cz.

## THE PROGRAMME

# What students learn and do

## CORE OBJECTIVES

- Frame ambiguous problems into structured, testable questions.
- Reach recommendations that hold up under scrutiny, using evidence and economic trade-offs.
- Persuade different audiences and negotiate positions.
- Use AI to widen options and speed analysis, with documented verification of every output.
- Present themselves convincingly: personal pitch, interview story and career narrative.

## KEY TOPICS

- Frame it: issue trees, hypotheses, priorities
- Prove it: finding, testing and visualising evidence
- Think like an economist: incentives, trade-offs, opportunity cost
- Argue it: counterarguments and fallacies in the wild
- Pitch it: one-page recommendation and a 5-minute pitch
- Negotiate it: interests vs positions
- AI-augmented analysis: prompt, verify, red-team
- Stand out: personal pitch and interview storytelling

## SIGNATURE EXPERIENCES

Local case sprints • Red Team rounds • AI-versus-human audit • Interview lab • Mock-client panel capstone

## STUDENTS LEAVE WITH

A **Case Portfolio** (2-3 evidence-backed recommendations), a recorded pitch, a decision journal, an AI-use log and a personal pitch.

HOW IT WORKS

# How the programme unfolds

A sample arc for a semester elective. Phases are adjusted to your calendar and group, and the same arc compresses into a mini-series.

**1. Frame it**  
Turn messy real-world problems into structured questions with issue trees and hypotheses.

**2. Prove it**  
Find, test and visualise evidence. Apply economic reasoning to compare options.

**3. Pitch and negotiate it**  
Build the argument, anticipate objections and persuade different stakeholders.

**4. Stand out and showcase**  
AI-augmented analysis, interview lab and a capstone pitch to a mock-client panel.

A SESSION IN PRACTICE

Example session: Frame It

|          |                                                                   |
|----------|-------------------------------------------------------------------|
| Spark    | A messy local problem, for example why student rents keep rising. |
| Tool     | The issue tree and a testable hypothesis.                         |
| Rep      | Teams build an issue tree in 15 minutes.                          |
| Debrief  | A Red Team challenges each tree for gaps and bias.                |
| Transfer | Apply the method to a current assignment or internship brief.     |

HOW PROGRESS IS MEASURED

A Case Portfolio scored on five criteria (problem framing, evidence, argument, persuasion, AI verification), peer-panel scoring on the capstone pitch, an AI-use log and a short student survey, summarised in an anonymised report for faculty.

## FLEXIBLE BY DESIGN

# Complementary to what you already offer

The Applied Thinking Lab does not compete with your existing programmes. It adds practical, in-demand skills that sit between courses, giving your students an academic and practical edge that students, parents and partner organisations notice. **Nothing here is set in stone:** format, session length and content are co-designed with you.

## FORMATS

|                                                                                  |                                                                                          |                                                                                             |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>Semester elective</b><br>12-14 weekly sessions with a full practice arc.      | <b>Mini-series</b><br>6-8 sessions focused on one skill set.                             | <b>Club or extracurricular track</b><br>Open, recurring and student-led with coach support. |
| <b>Weekend or summer intensive</b><br>A concentrated programme for fast results. | <b>Embedded module</b><br>Slotted into an existing course and co-designed with its lead. | <b>Faculty and staff track</b><br>Workshops and ongoing sessions on request.                |

**Session length:** 45, 60 or 90 minutes with mini-breaks. **Group size:** about 15-30. **Needs:** a room with a screen. **Prerequisites:** none. **Language:** English.

## YOUR RISK-FREE FIRST STEP

## Free 30-minute masterclass: AI vs. You

|                  |                                                              |
|------------------|--------------------------------------------------------------|
| <b>0-3 min</b>   | Hook: an AI-generated recommendation that sounds convincing. |
| <b>3-8 min</b>   | How to audit: verify, challenge, decide.                     |
| <b>8-20 min</b>  | Teams hunt for the flaws in the recommendation.              |
| <b>20-27 min</b> | Teams defend a better recommendation in 60 seconds.          |
| <b>27-30 min</b> | Feedback form.                                               |

Students complete a five-question feedback form (engagement, usefulness, whether they would join a full programme, one word to describe it, and what they would like to practise). Within 48 hours you receive a one-page summary of the response.

## WHAT'S IN IT FOR YOU

# Why BUILD works for your university

## FOR THE INSTITUTION

- **Employability evidence:** portfolios and recorded pitches for your careers office and internship partners.
- **Employer relevance:** a capstone with a mock-client panel, which can include industry guests.
- **Responsible AI practice:** verification and documentation built into the method.
- **A distinctive offer** for admissions, open days and your reputation narrative.
- **Showcase evenings** that impress students, parents and partner organisations.
- **Measurable outcomes:** a pre/post rubric and an anonymised report to support documented learning outcomes.
- **Low faculty burden:** an external expert, repeatable every semester and co-designable with existing courses.
- **A low-risk start:** one free 30-minute masterclass before any commitment.

## FOR YOUR STUDENTS

- A portfolio that proves skill to employers and interviewers.
- A method for solving any messy problem, beyond one subject.
- Practice pitching and negotiating before the stakes are real.
- Practice with AI that builds judgement, not dependence.
- Standout material for CVs, internships and interviews.

## QUESTIONS YOU MAY HAVE

## Does this replace anything we teach?

No. It complements existing courses and can be embedded in them, co-designed with the course lead.

## How is AI handled?

Tool-agnostic and aligned with your institution's AI policy. Students prompt, verify, challenge and document, and keep authorship of their work.

## What do you need from us?

A room with a screen, a group of students and a time slot. Students' own devices are welcome but optional.

## How do we begin?

With a free 30-minute masterclass and a one-page summary of student response within 48 hours. Format, schedule and content are then co-designed with you.

## ABOUT

# Tosin Adebayo, MA

## Founder, Applied Thinking Lab

Economist, educator, practitioner and poet. Tosin has taught and guest-lectured at institutions including Newton University, the Academy of Sciences of the Czech Republic, Charles University, Robert Gordon University and the University of Cape Town, and has mentored young people for over a decade with JA Worldwide (Junior Achievement). He has led summer programmes for teenagers and coached debaters and public speakers.

A Valedictorian of his Master's class in Applied Economics and a multiple-time inter-university debate winner, he combines academic rigour with real industry experience across global marketplaces and AI (including Shutterstock), logistics, manufacturing, automotive, medical sciences, market research, consultancy and entrepreneurship. He has worked and trained colleagues across Europe, Africa, the Americas and the Middle East.

His belief is simple: **skills are built by doing, not by listening**. Students know his classes as relatable, energetic and refreshingly unconventional. Sessions are delivered in English.

### NEXT STEP

A **20-minute conversation** about your students and priorities, then a free 30-minute masterclass with a group of your choice. Reply to the email that brought you this document, or contact Tosin directly:

[oluwatosin7c@gmail.com](mailto:oluwatosin7c@gmail.com) | +420 776 248 492 | [linkedin.com/in/tosinadebayo](https://linkedin.com/in/tosinadebayo)

### ALSO IN THE APPLIED THINKING LAB

#### SPARK | Applied Voice Lab

Critical thinking, live speaking and AI fluency for first-year students.

#### LEAD | Decision Edge Lab

Decisions, influence and AI-powered leadership for postgraduate and mature learners.