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Learning Style: Online Instructor-Led

Technology:

Difficulty: Beginner

Course Duration: 1 Day

QuickStart to Prompt Engineering for Everyday Business Users (TTAI2009)



About This Course:

Ever wonder how some people get AI to work effortlessly for them while others struggle with generic or irrelevant responses? The secret is prompt engineering - the skill of crafting clear, structured prompts that guide AI to deliver useful, business-ready results. QuickStart to Prompt Engineering is a one-day, hands-on course is designed to give you practical, job-ready skills to maximize AI tools like ChatGPT.

Led by an engaging AI expert, you'll learn how to create effective prompts, fine-tune AI outputs, and seamlessly integrate AI into your daily work - whether automating reports, streamlining customer responses, or generating business insights.

With about half the course dedicated to interactive labs and guided activities, you'll gain hands-on experience in writing prompts, refining AI-generated responses, and troubleshooting common issues. You'll learn how to adapt AI for different business scenarios, use advanced techniques to improve accuracy, and explore automation opportunities. Labs will also cover integrating AI into workflows, experimenting with prompt styles, and fine-tuning AI for industry-specific needs.

By the end of the course, you'll have the confidence to apply AI effectively in your role, optimize responses for accuracy and efficiency, and ensure responsible AI usage in your organization. Whether you're a business professional looking to improve productivity or a technical user wanting to strengthen your AI foundation, this course will equip you with the skills to make AI work for you.

Course Objectives:

This class is a business user friendly, hands-on course that will have you work through a ton of relatable examples showcasing how to prompt AI into assisting you in a wide variety of ways day to day. No technical experience needed,

Working in a hands-on learning environment, guided by our engaging AI expert, you will learn how to:

- Write Clear AI Prompts - Craft structured prompts to get accurate and useful AI responses for business tasks.
- Improve AI Interactions - Refine prompts and troubleshoot AI outputs for better results.
- Use AI in Daily Workflows - Integrate AI tools to automate tasks, enhance decisions, and streamline operations.
- Ensure Secure & Ethical AI Use - Follow best practices for data privacy, compliance, and responsible AI adoption.
- Apply Advanced Prompting Techniques - Leverage AI tools effectively for problem-solving and creative business applications.
- Customize AI for Business Needs - Adapt AI-generated responses to fit company goals, brand voice, and specific use cases.
- Collaborate with AI Tools - Work alongside AI to boost efficiency in content creation, data analysis, and customer engagement.

If your team requires different topics, additional skills or a custom approach, our team will collaborate with you to adjust the course to focus on your specific learning

objectives and goals.

Audience:

This course is ideal for business professionals looking to improve productivity, streamline workflows, and enhance decision-making using AI - without needing a technical background.

Roles that would benefit include marketing managers, customer service leads, business analysts, project managers, HR professionals, and operations specialists.

It's also a great starting point for technical professionals like junior data analysts, software testers, UX designers, and entry-level developers who want to build a strong foundation in AI prompting before advancing to more complex AI and automation skills.

Prerequisites:

This course is designed for a non-technical audience and doesn't require any prior coding or technical experience. The hands-on exercises will be done using pre-built GPT tools and interfaces that are user-friendly and easy to use.

The good news is that you don't need technical skills to benefit from this course. You just need to have:

- Basic Business Communication Skills - Ability to write clear and structured instructions, as this helps in crafting effective AI prompts.
- Familiarity with Common Digital Tools - Experience using business software like email, document editors, or chat platforms, which will make it easier to integrate AI into workflows.

Course Outline:

1. Starting your AI-Powered Journey

Throughout history, every major leap in productivity and creativity has been driven by new tools. Today, artificial intelligence stands out as the latest and most versatile addition to this tradition. By working with AI, you can process information faster, generate creative ideas, and handle complex language tasks that once took hours or days. Large Language Models, the engines behind tools like ChatGPT, are trained on enormous amounts of text and learn to mimic human language patterns with remarkable fluency. However, while AI can assist with writing, summarizing, and even creating images or analyzing data, your expertise and judgment remain at the core of every successful outcome. This lesson explores how AI works, what makes it possible, and the ways you can use it to amplify your own skills, all while

understanding why your input is more valuable than ever.

· Explore how tools have historically expanded human abilities.

· Explain the role of human expertise when using AI tools.

· Describe what a Large Language Model (LLM) is and how it works.

· Outline how LLMs learn from digital text data.

· Summarize the key breakthroughs that enabled modern AI.

· Illustrate the scale of internet data creation and its impact on AI.

· List practical applications of AI, including multimodal and image generation capabilities.

· Recognize the limitations of AI and the importance of human oversight.

2. Working with Chatbots

Artificial intelligence is quietly reshaping how you communicate, learn, and work. With tools like ChatGPT, you now have the ability to generate ideas, solve problems, and create content by simply typing a prompt. This lesson introduces you to the world of modern AI assistants, focusing on ChatGPT and the technologies that power it. You'll explore the architecture behind these systems, discover how AI interprets your requests, and see how platforms like Google Gemini and Microsoft Copilot are integrated into familiar applications. You'll learn the differences between general-purpose and specialized AI agents, and how each fits unique professional and creative needs. Understanding how to guide AI effectively leads to better results, so you will also uncover best practices for crafting prompts and refining responses. As AI becomes a daily utility, it's important to consider not just its benefits, but also the ethical, privacy, and environmental factors that come with widespread adoption. By the end, you'll have a clear grasp of how today's AI tools work, how to use them wisely, and what to expect as they shape the future of digital interaction.

· Explain the origins and rapid growth of ChatGPT.

· Identify the key features and impact of Generative Pre-trained Transformer (GPT) technology.

· Describe how modern AI models generate and refine text and images.

· Compare leading AI platforms including ChatGPT, Google Gemini, and Microsoft Copilot.

· Summarize best practices for effective and responsible use of AI chat tools.

· Recognize the environmental impact of AI technologies.

· Understand privacy controls and data usage in major AI tools.

· Lab: Working with ChatGPT

· Lab: Exploring language models and parameters

3. Introduction to Prompt Engineering

You will learn how to guide AI systems to deliver exactly what you need by mastering the art of prompt engineering. Instead of settling for generic answers, you will see how refining your instructions and providing clear objectives can transform the quality of AI-generated content. By understanding each component that makes up an effective prompt, you can shape responses that are not only accurate, but also relevant and easy to use in any professional setting. This skill is practical, widely applicable, and empowers you to collaborate with AI as a productive partner in your daily work. Whether you are refining marketing copy, technical guides, or creative content, knowing how to communicate with AI will give you an edge in getting results that truly fit your goals.

· Define prompt engineering and its purpose in AI interactions.

· Identify the core steps of the prompt engineering loop.

· Recognize the importance of specificity and clarity in prompts.

· List and describe the building blocks of an effective AI prompt.

· Explain how context, examples, roles, structure, and tone influence AI responses.

· Apply the full prompt engineering formula to craft high-quality prompts.

· Lab: Exploring AI Prompts

4. Prompting Best Practices

Getting the most out of AI starts with how you structure your prompts. When you organize your instructions clearly, the AI can interpret your needs more accurately, resulting in responses that are both useful and aligned with your intent. By learning to use visual elements like headings, bullet points, and lists, you will make your requests much easier for any AI model to understand. This lesson will show you how to break down complex instructions into manageable sections, choose the right format for the task, and apply techniques that boost the quality of your results. You will also see how examples, constraints, and clear language can shape the output

you receive. By the end of this lesson, you will be able to write prompts that not only guide the AI but also save you time on editing and revisions, making your interactions with AI more productive and reliable.

- Explain why structured prompts improve AI accuracy and usefulness.
- Identify Markdown and XML as common formats for organizing prompts.
- Describe how headings, bullet points, and delimiters create visual structure.
- State the role of lists in defining prompt constraints.
- Summarize the value of Chain-of-Thought prompting.
- Demonstrate how few-shot examples guide AI responses.
- Define self-attention and its impact on language understanding.
- Recognize the importance of clear language and repeated subjects in prompts.
- Outline the process of reverse prompting for better prompt generation.
- Lab: Interacting with an AI

5. Staying Safe and Smart with AI Tools

AI tools can produce responses that seem knowledgeable and trustworthy, but sometimes the information is completely made up. When working with AI, it is important to understand why these mistakes happen and what can be done to prevent them. You will learn how AI systems generate answers, why they occasionally get things wrong, and how issues like data bias and lack of context contribute to errors. By exploring practical examples and simple strategies, you will see how to spot problems, verify information, and use AI more effectively and safely in your work. This knowledge empowers you to get the most out of AI while protecting your organization from avoidable mistakes.

- Define AI hallucinations and explain why they happen.
- Identify factors that cause AI to generate false or misleading information.
- Describe how bias and data voids affect AI outputs.
- Recognize the risks of over-reliance on AI-generated content.
- List practical steps to reduce AI hallucinations and bias.
- Explain the importance of AI policies and guidelines in the workplace.

· Apply safe practices for reviewing and using AI-assisted communication.

· Lab: Hume.ai

6. The Ethics and Responsibility of AI

AI is transforming the way businesses operate, but this transformation comes with new responsibilities. When using AI tools, it is important to think not only about efficiency and results, but also about fairness, privacy, and the impact on people. AI systems can influence decisions about hiring, pricing, and access to services, so the way you design, deploy, and monitor these systems matters. In this lesson, you will learn how to recognize the ethical and legal considerations that are essential for responsible AI adoption. You will also see how data privacy and security practices protect both your organization and the individuals whose data you handle. By understanding these principles and following best practices, you can ensure that the benefits of AI are realized while minimizing risks and maintaining trust with customers, employees, and stakeholders.

· Define ethical AI and describe its importance in business.

· Identify the potential risks and challenges of AI in business settings.

· Explain data privacy and security considerations when using AI tools.

· Recognize common ethical challenges in generative AI, including bias and misinformation.

· Distinguish between public and private data, and outline best practices for data handling.

· Key data protection laws and regulations affecting AI use.

· Identify roles and responsibilities for accountability in AI projects.

· Explain the importance of transparency and explainability in AI decision-making.

· Lab: AI Image Analysis and Generation

· Lab: Developing a Voice assistant

7. Introduction to Agentic AI

Agentic AI goes beyond simple text generation or answering questions. With Agentic AI, you work with systems capable of taking initiative and independently completing multi-step tasks to achieve real-world goals. This lesson shows how

Agentic AI differs from traditional chatbots and predictive models by handling planning, decision-making, and action. You will see how Agentic AI leverages tools, manages context, and follows a structured cycle to deliver solutions, not just insights. Through examples, you will explore the flexibility and power of modular AI, and understand how this technology is already transforming customer service, automation, and daily workflows.

- Define Agentic AI and explain how it differs from traditional chatbots.
- Describe the role of context windows in AI interactions.
- Identify the reasoning and planning steps in Agentic AI workflows.
- Compare predictive AI with Agentic AI in terms of action and outcomes.
- Outline the Agentic Cycle: goal, planning, action, and reflection.
- Explain the Modular Compositional Paradigm and its benefits for AI systems.
- Lab: Supercharge Your Research with NotebookLM