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Learning Style: Online Instructor-Led

Technology:

Difficulty: Beginner

Course Duration: 1 Day

AI Basics for Everyday Business Users: Getting Started with AI Tools & Techniques (TTAI2005)



About This Course:

Curious about AI and how it can actually help you in your role? AI Basics for Everyday Business Users: Getting Started with AI Tools & Techniques is a workshop-style, hands-on workshop-style event is built for business professionals who are new to AI and want to learn how to apply it with confidence. No technical background required!

Discover how AI can become your most valuable workplace assistant in this hands-on, instructor-led course designed for business professionals who want to work smarter, not harder. You will explore the real-world applications of AI across a wide range of business tasks and gain practical experience using user-friendly GPT tools (like ChatGPT, Gemini and others) to improve communication, generate content, analyze data, and support decision-making. Guided by an expert who understands the needs of non-technical users, you will learn how to craft effective prompts, automate repetitive tasks, and integrate AI into your existing workflows using tools you already know, such as email, spreadsheets, and document editors.

Along the way, you will develop key skills in prompt engineering, data-aware AI usage, and responsible AI practices, giving you the confidence to handle business data securely and ethically. Whether you are managing projects, handling customer inquiries, analyzing data, or writing reports, you will discover practical ways AI can make your work easier and more impactful.

Course Objectives:

This hands-on workshop is designed to help you get comfortable with AI. No tech background needed. With the support of a friendly expert instructor, we'll break things down into easy-to-follow steps and show you how to make the most of today's AI tools in your everyday work.

Whether you're just starting to explore AI or want to use it more effectively in your role, you'll walk away with practical skills and the confidence to apply them right away.

Here's what you'll learn in this interactive, hands-on session:

- What AI actually is (in plain English) and how it can help with your job. We'll cover the basics, different types of AI, and how it's already making an impact in business.
- How to use popular tools like ChatGPT and Gemini to support everyday tasks, like writing, researching, brainstorming ideas, and more.
- How to write simple, clear prompts that guide AI to give you helpful and relevant responses so you can get better results with less effort.
- Ways to use AI for daily work activities like summarizing documents, drafting emails, planning projects, or organizing information, saving you time and energy.
- Tips to streamline your workflow with AI, from automating routine tasks to managing your to-do list more efficiently.
- How to use AI for creative work, like building presentations, creating content, or designing visuals to communicate your ideas clearly.
- How AI can help you make sense of data, spot patterns, and support smart

decision-making with tools that assist in reporting and analysis.

- Best practices for using AI safely and ethically, including how to protect sensitive data, respect privacy, and stay on the right side of company guidelines.

Audience:

- This beginner-friendly workshop is perfect for business professionals who are curious about AI and want to learn how to use it with confidence in their everyday work. It is especially helpful for people in roles like operations, marketing, human resources, customer service, project management, or administrative support.

- You do not need any technical background to join. If you are comfortable using tools like email, documents, and spreadsheets, and you're interested in finding ways to work smarter and save time, this course is a great fit for you.

Prerequisites:

- No technical skills or pre-reqs required! This course is great for anyone looking to learn basic AI tool skills, without having to have a technical background. Looking to improve efficiency at work using easy to learn tools and skills, or apply these skills to make your personal life easier leveraging computer-based, user friendly assistants who are always ready to help? This course can get you there.

- You just need to have basic familiarity with using computer applications and digital tools in a professional setting, such as email clients, office suites, and project management tools. It is also helpful to have a general understanding of how businesses operate, including knowledge of your own business operations and processes.

Course Outline:

1. Explore AI in Today's Business
    - What is AI and how it works
    - Common myths and misunderstandings about AI
    - Types of AI and key traits
    - How AI learns from data

- Real-world AI uses across industries
- Challenges businesses face using AI
- Lab: Getting Started with ChatGPT

2. Getting Started with ChatGPT
    - Background of ChatGPT and OpenAI
    - How GPT architecture generates text
    - Evolution from GPT-3.5 to GPT-4o
    - Writing effective prompts for ChatGPT
    - Real business uses of ChatGPT
    - Privacy and ethical AI usage
    - Understanding model settings: temp, Top-K, Top-P
    - Intro to DALL·E for image generation
    - Tips for better ChatGPT results
    - Lab: Working with ChatGPT
    - Lab: Explore language models and parameters
3. Role-Based Prompting for Business Use Cases
    - What is prompt engineering
    - How prompts affect AI responses
    - Language tone and structure matter
    - Building effective, targeted prompts
    - Assigning roles to guide AI replies
    - Use open-ended questions strategically
    - Lab: Role-Based Prompting for Business Use Cases
    - Lab: Processing Survey Responses using AI
4. Work Smarter, Not Harder: Boost Your Productivity with AI

- Use AI to streamline work
- Automate tasks and processes with AI
- AI tools to support better decisions
- Improve personal productivity with AI apps
- AI’s role in evolving work skills
- Lab: Creating business proposals using AI
- Lab: Enhancing Business reports

5. Powering Your Business with AI
    - Finding insights from business data
    - Getting your data AI-ready
    - Spotting trends and forecasting needs
    - Boosting service with automation tools
    - Personalizing outreach using AI
    - Common startup challenges with AI
    - Lab: AI Image Analysis and Generation
    - Lab: Creating AI-Powered Business Videos with HeyGen
6. AI Tools for Informed Decision Making
    - Using AI to streamline operations
    - AI for smarter marketing strategies
    - Enhancing sales with AI support
    - Improving HR tasks with automation
    - AI for content creation and delivery
    - Tools for developers and coders
    - Forecasting trends with predictive analytics
    - Examples of AI use in industries

- Lab: Using Grok
- Lab: Supercharge Your Research with NotebookLM

7. Staying Safe and Smart with AI Tools
    - Debunking myths about AI safety
    - Understanding AI’s limitations and risks
    - AI and data privacy concerns
    - Where AI helps in business functions
    - Overview of key data laws for AI
    - Keeping humans in the loop with AI
    - Spotting and managing bias in results
    - Creating responsible AI use policies
    - Lab: Creating a Voice Clone in Descript
8. The Ethics and Responsibility of AI
    - Why ethical AI builds trust
    - Key ethics: fairness, safety, transparency
    - Spotting and reducing AI bias
    - Boosting fairness with diverse data
    - AI privacy and protection strategies
    - Making AI explainable and open
    - Knowing who’s responsible for decisions
    - How to support ethical AI culture
    - Lab: Perplexiti AI