

# Unlocking AI Potential: Prompt Engineering with Gen AI For Business

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## Overview

Elevate your organization's efficiency and boost office productivity with this AI- focused workshop tailored specifically for non-technical executives. Discover how the latest cutting-edge Generative AI technologies like ChatGPT and Deep seek can streamline your workflows and transform your business operations.

## Course Duration

- 2 Days – 14 Hours

## Learning Outcomes/Objectives:

Upon successful completion of the course, you will able to:

- Using ChatGPT Plus as the primary learning tool, participants will learn how to
  - (i) Leverage the latest LLM technologies for file handling, content generation, and prompt engineering,
  - (ii) Visualize data and develop AI-driven solutions for diverse business needs,
  - (iii) Automate tasks using robust, free AI tools, boosting efficiency and productivity.
- Have the skills to deploy Generative AI tools effectively, responsibly, and with clear business value in mind.
- Have practical knowledge to design and implement advanced AI solutions that deliver real impact within your organization.

## Who Should Attend

Ideal for entrepreneurs, business executives, administrative and clerical staff, personal assistants (PAs), customer service representatives, HR executives, marketing and sales personnel, purchasers, training and development professionals, and PR officers. Whether aiming for personal growth or professional advancement, this workshop offers a springboard to stay ahead in an AI-driven world.

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## Training Outline

### Day 1

#### Module 1: Introduction to Artificial Intelligence

- A Brief History of Artificial Intelligence
- Evolution and Trends in Generative AI.
- What's New and Trending?

#### Module 2: Understanding LLM, Prompts Responses

- Comparing and Contrasting LLMs
- How Intelligent is LLM?
- Selecting the Best LLM for Your Organization
- Fundamental Prompt Elements C Rule-of-Thumbs

#### Module 3: General Business Applications

- Marketing Copy
- Simulated QCA, FAQ
- Business Plan, Marketing Plan, Value Stream Mapping
- Pitching and Tagline
- Application C Proposition
- Roadshow, Poster, C Ads

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### Day 2

#### Module 4: Data Handling and Analysis

- OCR, Document Extraction, and Format Conversion
- Data Analytics and Visualization
- Capitalizing Business Intelligence (Sales, Finance, Operations)
- Techniques for Improving Prompts C Responses

#### Module 5: GPT Automations

- Automated Workflows with GPTs
- Integrating with Your Own Dataset
- Building AI Solutions for Internal Collaboration
- Create you own automated AI tool that impacts your workplace.
- Creating a Personal Retrieval-
- Augmented Generator for Corporate Knowledge

#### Module 6: Powerful Add On-Ons Tools for Office Productivity

- Recommended Chrome Extensions C Microsoft Store Tools
- Popular C Free Gen AI Tools
- Emerging LLMs: Deep seek, and Others
- What's new in the market?