Leveraging Generative AI for Business and Workplace – Course Outline and Schedule

Duration: 2 days training

Training Objectives:

- In-Depth Understanding of AI Tools: Participants will gain a comprehensive understanding of various AI tools and their applications in creating high-quality content for professional purposes, including social media marketing, internal communications, and business reports.
- Enhanced Practical Skills: The course will provide extensive hands-on experience with AI tools, enabling participants to master the techniques required for effective prompt engineering, content creation, and workflow automation.
- Creative and Visual Excellence: Participants will learn to create compelling visual and video content using advanced AI tools, enhancing their ability to produce visually appealing marketing materials and presentations.
- Productivity and Efficiency: The program will emphasize the integration of AI tools into daily workflows to improve productivity, streamline tasks, and enhance project management capabilities.
- Collaborative Innovation: Through group activities and projects, participants will develop collaborative skills and innovative thinking, preparing them to lead AI-driven initiatives within their organizations.

Training Outcome:

By the end of this two-day training program, participants will:

- Have a thorough understanding of AI tools and their applications in various professional contexts.
- Be proficient in using AI tools for written content creation, including social media posts, emails, reports, and more.
- Be skilled in generating and customizing visual content using advanced AI tools like MidJourney, Stable Diffusion, and Leonardo AI.
- Be capable of creating professional-quality videos and digital avatars using tools such as Runway, Luma, and Heygen.
- Understand how to integrate AI tools into their daily workflows to enhance productivity and efficiency.
- Be prepared to collaborate effectively in teams to develop innovative AI-driven marketing campaigns and business ideas.

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Day 1 - Foundations of AI & Workplace Productivity

Enabling Objectives	Content	Methodology	Estimated Time
Introduction, setting expectations & objectives	Overview of the training objectives and expected outcomes.	Icebreaker activities to introduce participants and set the tone for the training.	9:00 – 9:30
Module 1: Understanding AI for Business & Work	• Introduction to AI, Machine Learning, and Generative AI • How AI is transforming workplace productivity • Capabilities, limitations, and risks of AI • Data sensitivity, privacy, and compliance • AI as assistant, analyst, and creative partner	Lecture Case study Discussion	9:30 – 11:00
Module 2: Prompt Engineering for Productivity	• Fundamentals of prompt design • Role-based prompting and context setting • How to craft powerful prompts for business and work use • The core elements of prompt design • Prompt frameworks: Ask-Before-Answer, Emotional, Laddering, and Self-Evaluative • CREATE Framework • Hands-on: Writing prompts for reflection, planning, and productivity	Lecture Demonstration Hands on practice	11:15 – 12:45
	Lunch break		12:45 – 13:45
	Quick Team Activity	Energizer	13:45 – 13:55
Module 3: AI for Administrative & Data Tasks	AI-Powered Document & Report Generation • Create professional letters, memos, and reports using AI • Maintain formatting consistency and compliance	Lecture, Demonstration, Hands-on practice	13:55 – 17:00

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	Data Analysis & Visualization • Automate Excel-based reports and generate charts • Use AI insights for decision-making and forecasting AI-Generated Presentations • Generate PowerPoint slides and speaker notes using AI • Use structured templates for professional presentations Hands-on Activity: • Create a report, analyze data, and generate a presentation using AI **Tools:** ChatGPT, Gemini, Copilot, Claude, Perplexity, DeepSeek		

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Day 2 - AI for Communication, Marketing & Business Use

Enabling Objectives	Content	Methodology	Estimated Time
Recap and Introduction to Day 2	• Brief recap of Day 1 activities and learnings. • Introduction to the agenda for Day 2.	Icebreaker activities to warm up the team	9:00 – 9:15
Module 4: AI for Office Communication & Workflow	• Meeting transcription and summarization • Email drafting, automation, and task management • Translation and multilingual communication • **Hands-on Activity:** Generate meeting minutes and automate follow-ups **Tools:** Otter, TLDV, Transkriptor, ChatGPT, Gemini, Copilot	Lecture Demonstration Hands on practice	9:15 – 10:30
Module 5: AI for Content & Marketing	• Creating social media content using AI • AI-generated visuals, videos, and branding assets • Storytelling and content structuring • **Hands-on Activity:** Create a marketing campaign (post + video) **Tools:** Canva, Ideogram, InVideo, HeyGen	Lecture Demonstration Hands on practice	10.30 – 12.30
	Lunch break		12:30 – 13:30
	Quick Team Activity	Energizer	13:30 – 13:40
Module 6: AI for Business Insights & Strategy	• Market research using AI tools • Competitor and trend analysis • AI for decision-making and reporting • AI-assisted SOP and workflow documentation • **Hands-on Activity:** Solve a business scenario using AI tools	Demonstration, Hands-on practice, Group presentation	13:40 – 15:30

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	Tools: Perplexity, ChatGPT Advanced Data Analysis, Qwen		
Module 7: Building AI Agents for Workplace	• What are AI Agents and how they differ from prompts • Use cases of AI agents in business (customer support, reporting, content generation, internal assistants) • Designing task-specific agents for different departments (Admin, Marketing, Operations) Building AI Agents with Different Platforms • Creating Custom GPTs using ChatGPT (instruction, knowledge, actions) • Building AI Agents in Microsoft Copilot (workflow-based agents for business tasks) • Introduction to Google Opal (agent-based workflows and task automation) Agent Design Principles • Defining roles, goals, and instructions • Structuring knowledge inputs and data sources • Ensuring accuracy, control, and consistency **Hands-on Activity:** Build a simple AI agent (e.g., email assistant / report generator / marketing content agent) **Tools:** ChatGPT (Custom GPTs), Microsoft Copilot Agents, Google Opal		15:30 – 17:00

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