

ChatGPT Training – Boost Your Productivity and Creativity

Module 1 – Understanding Generative Artificial Intelligence

- Introduction to artificial intelligence and generative AI
- Understanding large language models (LLMs)
- ChatGPT, Claude, Gemini and Microsoft Copilot
- Free vs. paid AI tools
- Strengths and limitations of generative AI
- Choosing the right AI tool for different business needs

Module 2 – Mastering Prompts

- Introduction to prompt engineering
- How to structure an effective prompt
- Providing the right context
- Defining a role, objective and expected response format
- Improving prompts through iteration
- Advanced prompting techniques
- Creating reusable prompts for recurring tasks

Module 3 – Improving Workplace Productivity with ChatGPT

- Writing and improving professional emails
- Preparing meeting summaries
- Summarizing reports and documents
- Creating procedures and instructions
- Preparing presentations and outlines
- Brainstorming and idea generation
- Organizing tasks and saving time
- Using AI as a workplace productivity assistant

Module 4 – Analyzing Documents and Data

- Working with PDF, Word and Excel files
- Extracting important information from documents
- Summarizing large amounts of information
- Comparing multiple documents
- Creating summary tables
- Interpreting simple datasets
- Asking questions about uploaded documents
- Checking and validating AI-generated results

Module 5 – Content Creation and Marketing

- Writing blog articles
- Creating LinkedIn and social media posts
- Writing product and service descriptions
- AI-assisted SEO optimization
- Creating training plans and educational content
- Rewriting and improving existing content
- Adapting content for different audiences
- Generating ideas for marketing campaigns

Module 6 – Custom GPTs, Projects and AI Assistants

- Understanding custom GPTs
- Creating AI assistants for specific business needs
- Using ChatGPT Projects
- Adding reference documents
- Organizing an AI assistant's knowledge
- Creating instructions and rules for an assistant
- Business use cases for:
 - Human Resources
 - Sales
 - Training
 - Administration
 - Customer Service

Module 7 – Web Research, Images and Automation

- Using AI for web research
- Finding and organizing information more efficiently
- Analyzing websites and competitors
- Generating ideas and visuals with AI
- Writing prompts for AI image generation
- Automating repetitive tasks
- Identifying business processes that can be improved with AI
- Combining AI tools with existing workflows

Module 8 – Privacy, Security and Best Practices

- Protecting confidential and sensitive information
- Understanding the risks associated with generative AI
- Identifying AI hallucinations and inaccurate information
- Verifying and validating AI-generated content
- Understanding copyright considerations
- Responsible use of AI in the workplace
- Developing good practices for organizational AI adoption