

ARTIFICIAL INTELLIGENCE

INTERMEDIATE

8 HOURS

Generative AI for Corporate Professionals

Equip corporate teams to use Generative AI productively: structured prompting, GPT Plus workflows, role-specific playbooks, and responsible data practices in one focused programme.

Why Generative AI?

Reliable professional outputs

Teach structured prompting so teams get consistent, usable results instead of vague AI drafts.

Role-specific playbooks

Each participant leaves with tested prompts matched to rank-and-file, supervisory, or managerial work.

Full use of GPT Plus

Cover Advanced Data Analysis, file uploads, memory, custom GPTs, and practical workplace features teams already pay for.

Responsible adoption

Build a foundation for productive AI use within corporate data privacy and governance boundaries.

What you'll be able to do

- ✓ Use structured prompt engineering to get consistent, professional-grade outputs
- ✓ Apply Advanced Data Analysis, file uploads, memory, and custom GPTs to real workplace tasks
- ✓ Apply AI to content creation, report writing, research, presentations, data analysis, customer communications, and proofreading
- ✓ Build a personal prompt library tailored to their role
- ✓ Use AI responsibly within corporate data privacy boundaries

Who this is for

- Business Professionals
- Team Leads
- Managers
- Operations Teams
- Product Teams
- Knowledge Workers
- Communications Teams
- Analysts

Curriculum

01 Prompt Engineering Fundamentals

- Why most AI outputs disappoint: vague prompts, no context, no iteration
- Prompt structure: Role, Context, Task, Format, Constraints
- Prompting for different outputs: emails, reports, tables, summaries
- Refining weak outputs through follow-up turns
- **Hands-on:** Exercise: write, evaluate, and refine a prompt from your own work

02 Advanced Features

- Advanced Data Analysis: upload Excel/CSV, ask questions, generate charts
- File uploads: interrogate PDFs, reports, and policy documents
- Memory: what to configure and what to keep private
- Custom GPTs: useful options in the GPT Store for corporate tasks
- DALL-E: generating visuals for presentations and communications

03 Role-Based Prompt Playbooks

- Rank and File: drafting communications, summarising documents, reusable templates
- Supervisory: feedback, performance notes, structured reports, reviewing team content
- Managerial: executive summaries, scenario analyses, critical review before sharing upward
- Each track builds five tested prompts and shares back with the full group

04 Applied Use Cases

- Content creation and report writing from rough briefs
- Presentations: narrative outlines, speaker notes, and visuals
- Research: synthesising inputs, comparing options, generating questions
- Customer and stakeholder communications: tone, personalisation, escalation handling
- Data analysis: charts, summaries, and plain-English insights from uploaded files

05 Proofreading and Publication Review

- Setting up GPT as a proofreading assistant with style and tone instructions
- Checking grammar, clarity, consistency, and professional tone in one pass
- Reviewing publications for audience appropriateness
- When not to rely on AI: regulatory, legal, and domain-specific text
- **Hands-on:** Exercise: full AI-assisted proofreading pass on a real work document

06 Responsible Use and Data Privacy

- What never to input: client data, personal data, confidential financials
- How ChatGPT handles your data and how to enable privacy mode
- Organisational guidelines to establish before wider AI adoption

07 Personal Prompt Playbook and Wrap-Up

- Document 5-10 prompts tested during the day
- Group shares one best prompt each into a shared reference
- Habits for continuous improvement after the training
- Open Q&A