



HRDC-Claimable Workshop

Generative AI for Business Productivity

SUMMARY

Welcome to Hustle, we believe creativity and skills go hand in hand. As a creative academy, we design engaging, practical courses that equip learners and organisations to unlock their potential, adapt to change, and lead with confidence in today's ever-changing world.

Generative AI is transforming the way professionals communicate, analyse information, prepare reports, conduct research, and manage everyday business tasks. However, effective AI adoption requires more than simply asking questions—it requires participants to understand how to provide the right context, structure instructions, evaluate AI-generated outputs, and identify suitable opportunities for workplace application.

This one-day practical programme introduces participants to Claude AI for business productivity. Designed specifically for beginners, executives, managers, and business users, the programme focuses on practical workplace applications without requiring programming or technical knowledge.

Participants will learn effective prompt engineering techniques and apply Claude AI to business communication, document analysis, information extraction, reporting, research, and decision support. They will also identify repetitive activities within their own roles that could potentially be improved through AI and automation.

By the end of the programme, participants will have developed a practical set of prompts, AI-assisted workflows, and use cases that can be immediately applied in their daily work.



COURSE MODULE

Our goal is to understand how to provide the right context, structure instructions, evaluate AI-generated outputs, and identify suitable opportunities for workplace application.

01

Understanding Generative AI for Business

- What is Generative AI?
- How Generative AI Works
- Traditional Automation vs Generative AI
- Introduction to Claude AI
- Strengths and Limitations of Generative AI
- Understanding AI Hallucinations
- AI Applications Across Business Departments
- Human + AI Collaboration
- Identifying Suitable AI Use Cases
- Responsible Use of AI in the Workplace

02

Prompt Engineering for Business Productivity

- Why Prompt Quality Matters
- Anatomy of an Effective Business Prompt
- Role and Persona
- Task and Objective
- Business Context
- Constraints and Requirements
- Reference Information
- Desired Output Format
- Using Examples to Guide Claude
- Follow-Up Prompting
- Iterative Prompt Improvement
- Creating Reusable Prompt Templates

03

Claude AI for Business Communication

- Professional Email Drafting
- Improving Tone and Clarity
- Internal Announcements
- Customer Communication
- Follow-Up Messages
- Complaint Response Drafting
- Sales Communication
- Meeting Invitations
- Converting Technical Information into Business-Friendly Language
- Adapting Communication for Different Audiences

04

Claude AI for Document Analysis & Information Extraction

- Working with Business Documents
- Document Summarisation
- Key Information Extraction
- Identifying Action Items
- Comparing Multiple Documents
- Policy and SOP Analysis
- Identifying Important Clauses and Requirements
- Turning Unstructured Information into Structured Data
- Creating Tables and Checklists
- Asking Questions Based on Uploaded Documents



COURSE MODULE

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05

AI-Powered Reporting & Data Interpretation

- Using Claude AI for Business Reporting
- Turning Raw Information into Structured Reports
- Summarising Spreadsheet Information
- Identifying Trends and Patterns
- Comparing Performance Information
- Generating Management Commentary
- Creating Executive Summaries
- Identifying Potential Issues
- Generating Recommendations
- Converting Analysis into Action Items

06

Claude AI for Research & Decision Support

- Structuring Business Research Questions
- Research Planning with AI
- Competitor Analysis Frameworks
- Market and Industry Analysis
- SWOT Analysis
- Comparing Business Options
- Pros and Cons Analysis
- Decision Criteria Development
- Risk Identification
- Recommendation Generation
- Validating AI-Generated Information

07

From AI Productivity to Business Automation

- Understanding Repetitive AI Tasks
- One-Time Prompt vs Reusable AI Process
- Introduction to AI-Assisted Workflows
- Identifying Tasks Suitable for Automation
- Trigger → AI Processing → Output
- Human Review and Approval
- Examples of AI Business Automation
- Introduction to AI Agents
- Opportunities for Future Workflow Automation

08

Final Practical Workshop: My AI Productivity Blueprint

- Participants apply the skills learned throughout the programme to one real workplace activity.

SESSION PLAN



Time	Session / Module
10:00–10:30	Opening & Programme Introduction
10:30–11:15	Module 1: Understanding Generative AI for Business
11:15–11:30	Morning Break
11:30–12:30	Module 2: Prompt Engineering for Business Productivity
12:30–13:00	Practical Lab 1: Business Prompt Development
13:00–14:00	Lunch Break
14:00–14:45	Module 3: Claude AI for Business Communication
14:45–15:30	Module 4: Document Analysis & Information Extraction
15:30–15:45	Afternoon Break
15:45–16:30	Practical Lab 2: Document Intelligence with Claude AI
16:30–17:15	Module 5: AI-Powered Reporting & Data Interpretation
17:15–17:35	Module 6: Claude AI for Research & Decision Support
17:35–17:50	Module 7: From AI Productivity to Business Automation
17:50–18:00	Final Workshop, Sharing & Closing

LEARNING OUTCOMES



Upon completion of this programme, participants will be able to:

- Understand the fundamentals and business applications of Generative AI.
- Use Claude AI effectively for common workplace tasks.
- Develop structured prompts that generate more relevant and consistent business outputs.
- Analyse, summarise, and extract information from business documents.
- Use AI to assist with reporting, research, and decision-making.
- Improve the speed and quality of workplace communication.
- Create reusable prompts for recurring business activities.
- Identify repetitive workplace processes that may benefit from AI and automation.
- Apply responsible AI practices when handling organisational information.



TRAINING METHODOLOGY

The programme adopts a **highly practical adult-learning** approach through:

- Interactive Lecture
- Live Demonstration
- Hands-On Exercises
- Guided Practice
- Business Case Studies
- Individual Activities
- Group Discussion
- Scenario-Based Learning
- Workplace Application Workshop

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At Hustle, we're of the mindset that every company is unique. Every programme can be tailored to align with your team's unique goals, ensuring maximum relevance and impact. You can reach us for any questions.



Contact Us

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