Quick Start to Prompt Engineering for Business Users - TTAI2009

No tech experience needed! Learn how to write great prompts to have AI automate your tasks, boost your creativity and increase your productivity!

Duration: 1 Day
Skill Level: Introductory
Available Format: Instructor-Led Online ; On Public Schedule

Ever wonder how some people get AI to work effortlessly for them while others struggle with generic or irrelevant responses? The secret is prompt engineering - the skill of crafting clear, structured prompts that guide AI to deliver useful, business-ready results. **QuickStart to Prompt Engineering** is a one-day, hands-on course is designed to give you practical, job-ready skills to maximize AI tools like ChatGPT. Led by an engaging AI expert, you'll learn how to create effective prompts, fine-tune AI outputs, and seamlessly integrate AI into your daily work - whether automating reports, streamlining customer responses, or generating business insights.

With about half the course dedicated to interactive labs and guided activities, you'll gain hands-on experience in writing prompts, refining AI-generated responses, and troubleshooting common issues. You'll learn how to adapt AI for different business scenarios, use advanced techniques to improve accuracy, and explore automation opportunities. Labs will also cover integrating AI into workflows, experimenting with prompt styles, and fine-tuning AI for industry-specific needs.

By the end of the course, you'll have the confidence to apply AI effectively in your role, optimize responses for accuracy and efficiency, and ensure responsible AI usage in your organization. Whether you're a business professional looking to improve productivity or a technical user wanting to strengthen your AI foundation, this course will equip you with the skills to make AI work for you.

What You'll Learn

Overview

Ever wonder how some people get AI to work effortlessly for them while others struggle with generic or irrelevant responses? The secret is prompt engineering - the skill of crafting clear, structured prompts that guide AI to deliver useful, business-ready results. **QuickStart to Prompt Engineering** is a one-day, hands-on course is designed to give you practical, job-ready skills to maximize AI tools like ChatGPT. Led by an engaging AI expert, you'll learn how to create effective prompts, fine-tune AI outputs, and seamlessly integrate AI into your daily work - whether automating reports, streamlining customer responses, or generating business insights.

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Objectives

This class is a business user friendly, hands-on course that will have you work through a ton of relatable examples showcasing how to prompt AI into assisting you in a wide variety of ways day to day. No technical experience needed,

Working in a hands-on learning environment, guided by our engaging AI exprt, you will learn how to:

- **Write Clear AI Prompts** - Craft structured prompts to get accurate and useful AI responses for business tasks.
- **Improve AI Interactions** - Refine prompts and troubleshoot AI outputs for better results.

- **Use AI in Daily Workflows** - Integrate AI tools to automate tasks, enhance decisions, and streamline operations.
- **Ensure Secure & Ethical AI Use** - Follow best practices for data privacy, compliance, and responsible AI adoption.
- **Apply Advanced Prompting Techniques** - Leverage AI tools effectively for problem-solving and creative business applications.
- **Customize AI for Business Needs** - Adapt AI-generated responses to fit company goals, brand voice, and specific use cases.
- **Collaborate with AI Tools** - Work alongside AI to boost efficiency in content creation, data analysis, and customer engagement.

If your team requires different topics, additional skills or a custom approach, our team will collaborate with you to adjust the course to focus on your specific learning objectives and goals.

Audience

This course is ideal for business professionals looking to improve productivity, streamline workflows, and enhance decision-making using AI - without needing a technical background.

Roles that would benefit include marketing managers, customer service leads, business analysts, project managers, HR professionals, and operations specialists.

It's also a great starting point for technical professionals like junior data analysts, software testers, UX designers, and entry-level developers who want to build a strong foundation in AI prompting before advancing to more complex AI and automation skills.

Pre-Requisites

This course is designed for a non-technical audience and doesn't require any prior coding or technical experience. The hands-on exercises will be done using pre-built GPT tools and interfaces that are user-friendly and easy to use.

The good news is that you don't need technical skills to benefit from this course. You just need to have:

- Basic Business Communication Skills - Ability to write clear and structured instructions, as this helps in crafting effective AI prompts.
- Familiarity with Common Digital Tools - Experience using business software like email, document editors, or chat platforms, which will make it easier to integrate AI into

workflows.

TTAI2102	Applying Generative AI for Decision Makers and Architects
TTAI2050	AI Essentials: Quick Start to Basic AI Theory

Agenda

1) Kickstarting Your AI-Powered GPT Journey

Understanding the core concepts of Generative Pre-trained Transformers (GPTs) is crucial as these advanced AI models significantly enhance text generation and understanding capabilities. GPTs transform how businesses approach tasks by automating content creation and streamlining communication, thereby allowing teams to focus on strategic initiatives. When choosing GPT tools, aligning them with your business goals is essential for maximum impact. Additionally, exploring other intuitive AI tools can broaden your technological toolkit, empowering every team member to engage with innovation actively. Through real-world examples, the transformative potential of GPTs becomes evident, showcasing their role in driving efficiency and creativity in a rapidly evolving business landscape. Embrace these insights to effectively integrate AI into your operations, unlocking new opportunities for growth and success.

- Understand how AI tools like ChatGPT can enhance efficiency, improve communication, and streamline business tasks.
- Learn the basics of GPTs and their business applications.
- Select AI tools that best fit your needs.
- Explore AI-driven automation for productivity.
- See real-world examples of AI in action.
- Lab: Getting Started with ChatGPT

2) Getting Started with Prompt Engineering

Prompt engineering is a transformative skill that enhances how businesses interact with AI, particularly models like ChatGPT. By designing effective prompts, you can guide AI systems to deliver precise and relevant responses, optimizing business operations and sparking innovation. This lesson dives into the essentials of prompt engineering, showing how it can redefine AI usage in business environments. You'll discover how tailored prompts can improve customer service, enhance marketing strategies, and streamline product development. Real-world applications, such as personalized customer support and targeted marketing campaigns, illustrate prompt engineering's versatility and strategic value. As businesses increasingly rely on AI, mastering prompt

engineering becomes essential for achieving strategic goals and gaining a competitive edge.

- Develop the skills to craft effective prompts that make AI interactions more useful and relevant.
- What makes a good prompt and why it matters.
- How structured prompts improve AI responses.
- Where and when to use prompt engineering in business.
- Learn from examples across industries.
- Lab: Exploring AI Prompts

3) Prompt Engineering Best Practices

Boosting your prompt engineering skills can significantly enhance the way AI systems interact and respond to tasks. By refining your approach, you enable AI to execute commands with greater precision and efficiency. The integration of APIs serves as a pivotal tool for connecting AI with existing business processes, automating tasks, and fostering innovation. Tailoring AI systems to reflect your company's unique ethos involves understanding your business values and objectives, ensuring that AI solutions are not only technically sound but also culturally aligned. Moreover, in a rapidly evolving market, keeping AI systems flexible and responsive to changes is vital for sustaining their effectiveness. Collaborative efforts in AI projects tap into diverse expertise, driving innovation and leading to groundbreaking solutions. This lesson covers all these aspects, equipping you with the knowledge to harness AI's full potential for your organization.

- Go beyond basic commands to get the most out of AI.
- Write more effective and precise AI prompts.
- Learn how to write refined prompts for maximum results.
- Optimize your prompts for tone, style and formatting.
- Learn strategic prompting to make AI work for your business.
- Explore multi-level prompting AI Limitations and Troubleshooting
- Tips. Learn how to locate and handle Bias in AI
- Lab: Getting Started with Prompt Engineering - Interacting with an AI

4) Getting Hands-on! Developing Effective Prompts

Crafting effective prompts is vital for maximizing the capabilities of AI systems in various business scenarios. By transforming complex business needs into clear, actionable queries, you can guide AI to deliver results that align with strategic objectives. This skill is critical for enhancing decision-making processes and operational efficiency across

industries. Understanding the specific context, such as customer service or data analysis, allows you to tailor prompts for clarity, precision, and relevance, ensuring AI outputs are aligned with business goals. Fine-tuning prompts involves a dynamic process of adjusting language and specificity to enhance AI responsiveness, making it a crucial tool in achieving desired outcomes. Engaging in hands-on activities to test and refine these skills solidifies your understanding and builds confidence in utilizing AI for business applications, ultimately positioning you to harness its full potential effectively.

- Gain hands-on experience in writing and refining useful prompts for different everyday business functions.
- Write prompts that deliver accurate and useful AI responses.
- Understand different types of prompts for various use cases.
- Improve AI outputs with better phrasing and adjustments.
- Avoid common mistakes and troubleshoot responses.
- Lab: Creating Images using AI

5) Boosting Your Business Processes with AI and Prompt Engineering

Prompt engineering stands as a pivotal innovation in enhancing business processes, making them more efficient and innovative. By weaving AI into daily operations, you can automate repetitive tasks, improve customer interactions, and extract deeper data insights. This lesson highlights the seamless integration of AI with existing tools, ensuring AI acts as an enhancement rather than an interruption. Emphasizing the importance of metrics, you'll learn to evaluate AI's impact effectively, using data to guide improvements. Additionally, this lesson covers how to expand your prompt engineering expertise across the organization, fostering a culture where AI-driven solutions are a part of routine operations. This strategic incorporation of AI promises to drive operational improvements and innovative advancements, creating a competitive edge in the marketplace.

- No tech background needed! Make basic AI tools and skills a valuable part of your daily business workflows.
- Identify where AI can enhance operations and decision-making.
- Connect AI with existing tools and software.
- Measure AI's effectiveness and adjust for better results.
- Expand AI usage across teams and departments.
- Lab: Exploring Conversational State

6) AI Playbook: Next-Level Prompting Skills

In the evolving landscape of AI, ensuring data security and ethical usage is critical for protecting both organizations and individuals. Understanding data security essentials,

such as encryption and access controls, is vital to prevent unauthorized access and data breaches. Best practices in data privacy emphasize careful handling of personal information, especially when using AI tools, to uphold user privacy and adhere to regulations. Implementing clear AI policies within an organization is essential to ensure responsible AI deployment, maintaining consistency and transparency. A solid grasp of GDPR and CCPA regulations is necessary, as these frameworks dictate stringent standards for data handling and user rights protection. These regulations guide organizations in maintaining compliance and fostering trust. Overall, strategic AI integration requires a balanced approach that combines security, privacy, policy guidance, and regulatory compliance, ensuring a reliable and effective AI implementation.

- Strengthen understanding of data security essentials in AI.
- Identify best practices for data privacy and secure AI usage.
- Implement AI policies effectively within an organization.
- Comprehend GDPR and CCPA regulations for data protection.
- Lab: Prototype a Website using AI

Additional Topic: Time Permitting

These topics will be included in your course materials but may or may not be presented during the live class depending on the pace of the course and attendee skill level and participation.

1) Staying Safe and Smart with AI Tools

The interplay between AI and data security has become a cornerstone in safeguarding sensitive information. As AI continues to evolve, its role in data management necessitates an enhanced security framework to protect against unauthorized access and breaches. This lesson delves into the critical measures and strategies that leverage AI as a proactive guardian of data. From encryption techniques to regular security audits, you will explore the essential protocols that ensure data integrity and confidentiality. Additionally, the lesson covers the fundamental practices in data privacy, emphasizing the importance of transparency, user consent, and robust policy adherence. Understanding the nuances of AI policies, ethical guidelines, and compliance frameworks is crucial for maintaining trust and upholding privacy standards. This comprehensive approach to data security and privacy highlights the transformative impact of AI in creating a secure and trustworthy digital environment.

- Identify the role of AI in enhancing data security.
- Explain the significance of encryption and access controls in protecting data.

- Recognize AI's potential in preemptively identifying and countering threats.
- Understand the importance of continuous monitoring and updating of AI systems.
- Describe the principles of data privacy and AI's role in safeguarding it.
- Analyze the methods for securely sharing sensitive information.
- Discuss the importance of compliance with AI policies and regulations.
- Explore the implications of GDPR and CCPA in data protection.
- Grasp the ethical considerations guiding responsible AI use.
- Emphasize the importance of security, user empowerment, and compliance in AI systems.
- Lab: Critical Thinking with AI

2) Integrating Ethical AI in Business

Ethical AI in business is about aligning technology with societal values, ensuring that AI systems respect fairness, safety, and inclusivity. As AI continues to revolutionize industries, it's essential that we guide its development and deployment with principles that safeguard our collective well-being. This lesson will delve into how businesses can integrate these ethical considerations into their AI operations, preventing biases and ensuring equitable outcomes. By understanding and implementing these principles, businesses not only enhance their technological performance but also build trust and reliability among stakeholders. Through real-world examples, you will see how ethical AI practices can be successfully applied, promoting innovation while adhering to shared human values.

- Understand the significance of ethical AI in business.
- Identify the core principles of fairness, safety, and non-discrimination in AI.
- Recognize the broader societal impacts of AI applications.
- Develop strategies to proactively address unintended AI consequences.
- Analyze examples of ethical AI application in business scenarios.
- Lab: Detecting and Addressing Bias in AI-Generated Content for Business

Follow On Courses

TTAI2006	AI for Business Users Boot Camp: Transforming Business Ops with Cutting-Edge AI Apps
TTAI2101	Implementing AI in Business: Strategies for a Data-Driven Enterprise
TTAI2105	Streamline, Optimize, Succeed! AI & AIOps Automation Basics for Non-Technical Business Users

TTAI2061	Exploring NLU & LLMS: Conversational Intelligence from a Technical Business Perspective
TTAI2063	Voice Bots in Action
TTAI2062	Transforming Customer Support with AI: Crafting Custom Assistants for Your Business
TTAI2065	Data Decisions with AI: Leveraging Generative Analysis for Business Growth / Deep Dive into Pandas.ai

Related Courses

TTAI2005	AI Basics for Everyday Business Users: Getting Started with AI Tools & Techniques
TTAI2006	AI for Business Users Boot Camp: Transforming Business Ops with Cutting-Edge AI Apps
TTAI2020	AI Agents in Action: Generative Intelligence for Everyday Business Use
TTAI2101	Implementing AI in Business: Strategies for a Data-Driven Enterprise
TTAI2105	Streamline, Optimize, Succeed! AI & AIOps Automation Basics for Non-Technical Business Users
TTAI2130	Exploring AI Operations: Strategies for Testing and Deploying Intelligent Systems for Success
TTAI2140	AI in Software Testing
TTAI2321	Quick Start to Azure OpenAI / Hands-on Basics for Business Users
TTDS6000	Data Science & Big Data Overview: Tools, Tech & Modern Roles in the Data-Driven Enterprise
TTML5502	Exploring AI & Machine Learning for the Enterprise
TTAI2050	AI Essentials: Quick Start to Basic AI Theory

Setup Made Simple! All of our AI for Business course software, digital course files or course notes, labs, data sets and solutions, live coaching support channels and rich extended learning and post training resources are provided for you in our easy access, single source, no install required online Learning Experience Platform (LXP), remote lab and content environment. Or we can provide a local installation (trial edition) to setup and use on your machine. Access periods and versions vary by course. Please inquire about set up details and options for your specific course of interest. Regardless of setup option, we will collaborate with you to ensure your team is set up and ready to go well in advance of the class.

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