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DIGITAL INNOVATION AND TRANSFORMATION | DIT-013

ChatGPT and Generative AI for the Workplace

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Course content

Why Attend

Generative AI is changing how professionals research information, create content, analyze documents, communicate with customers, prepare reports, and manage everyday knowledge work. Effective workplace use, however, requires more than entering questions into an AI assistant. Professionals need to understand how generative AI works, how to structure prompts, how to evaluate AI-generated information, and when human review is essential.

This ChatGPT and Generative AI for the Workplace course provides practical experience in using AI assistants for business tasks while addressing accuracy, confidentiality, copyright, bias, security, and responsible AI use. Participants will develop reusable prompting techniques and AI-assisted workflows that improve productivity without compromising professional judgment or organizational controls.

Course Methodology

The course combines instructor demonstrations, guided prompting exercises, workplace scenarios, individual practice, group workshops, output evaluation, and workflow design activities. Participants will work with realistic business tasks such as drafting communications, summarizing documents, analyzing information, preparing reports, brainstorming solutions, and developing reusable AI workflows.

Course Objectives

By the end of this course, participants will be able to:

- Understand how ChatGPT and generative AI support common workplace activities
- Write clear and structured prompts for professional business tasks
- Improve AI responses through context, constraints, examples, and iterative prompting
- Use generative AI for writing, research, summarization, analysis, and problem-solving
- Develop reusable AI-assisted workflows for recurring workplace activities
- Evaluate AI-generated information for accuracy, relevance, bias, and unsupported claims
- Protect confidential, personal, and commercially sensitive information when using AI

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Course Objectives

- Apply human review and responsible AI principles to workplace use
- Identify business processes where generative AI can deliver measurable productivity improvements

Target Audience

This course is suitable for:

- Managers and team leaders
- Administrative and office professionals
- HR and learning professionals
- Marketing and communications teams
- Finance and procurement professionals
- Project and operations professionals
- Business analysts and consultants
- Professionals seeking to use ChatGPT and generative AI effectively at work

Target Competencies

Participants will develop competencies in:

- Generative AI literacy
- Prompt engineering
- AI-assisted writing
- AI-supported research
- Document analysis and summarization
- Business productivity
- AI output evaluation

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Target Competencies

• Responsible AI use

• Workflow design

• Human-AI collaboration

Course outline

Day 1: Generative AI and ChatGPT in Professional Work

• Understanding generative AI, large language models, prompts, context, and AI-generated responses

• Identifying appropriate workplace applications for ChatGPT and other generative AI assistants

• Understanding the difference between AI generation, retrieval, search, reasoning, and traditional automation

• Recognizing hallucinations, outdated information, incomplete answers, and other limitations of AI-generated content

• Mapping repetitive knowledge-work activities that can benefit from AI assistance

• Practical exercise: Evaluating workplace tasks to determine where generative AI can improve speed, quality, or consistency

Day 2: Prompt Engineering for Business Productivity

• Structuring effective prompts using objectives, context, instructions, constraints, and desired output formats

• Using role, audience, tone, examples, and reference information to improve response quality

• Breaking complex assignments into manageable prompt sequences and iterative conversations

• Applying prompt techniques for drafting emails, reports, summaries, proposals, agendas, and business documents

• Refining weak AI responses through follow-up instructions, critique, verification, and controlled revision

• Prompt workshop: Building a reusable library of prompts for recurring professional responsibilities

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Course outline

Day 3: AI-Assisted Research, Analysis and Problem-Solving

• Using generative AI to summarize lengthy documents and extract key information, actions, risks, and decisions

• Structuring research questions and distinguishing AI-generated answers from verified source-based information

• Using AI to compare alternatives, organize qualitative information, classify content, and identify patterns

• Applying generative AI to brainstorming, root-cause exploration, scenario development, and decision preparation

• Working with tables, structured information, meeting notes, policies, and other business content

• Case study: Using AI to analyze a business problem and produce an evidence-focused management briefing

Day 4: Building Generative AI Workflows for Workplace Functions

• Designing AI-assisted workflows that combine human expertise with generative AI capabilities

• Applying ChatGPT to HR, administration, marketing, customer service, project management, and operational tasks

• Creating reusable templates and standardized prompt workflows for recurring business processes

• Using AI to transform information between formats, audiences, languages, and levels of detail

• Identifying opportunities for workflow automation while defining points requiring human approval

• Practical workshop: Redesigning a time-consuming workplace process using a structured human-AI workflow

Day 5: Responsible AI, Risk Management and Workplace Implementation

• Managing confidentiality, personal data, intellectual property, and commercially sensitive information when using generative AI

• Identifying risks related to hallucinations, bias, misinformation, overreliance, and inappropriate AI-generated content

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Course outline

• Applying fact-checking, source verification, human review, and quality-control procedures to AI outputs

• Establishing practical guidelines for acceptable and responsible workplace use of generative AI

• Measuring AI adoption through time savings, output quality, consistency, productivity, and business value

• Capstone exercise: Developing a practical Generative AI Workplace Implementation Plan with priority use cases, controls, workflows, and measurable outcomes

Seminar dates

Available seminar dates

Live dates and pricing for ChatGPT and Generative AI for the Workplace generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.