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Real-World IT Training, Coaching & Skills Development Solutions
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T E C H N O L O G Y   T R A I N I N G

SkillJourney: AI for Business Users

AI Magic! Quick Start to Prompt Engineering for Business Users (TTAI2009)

Harness Prompt Engineering skills leveraging GPT tools boost productivity, supercharge your communications and revolutionize your business processes

Course Snapshot

- **Course: Quick Start to Prompt Engineering for Everyday Business Users (TTAI2009)**
- **Duration**: 1 day
- **Audience & Skill Level:** 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.
- **Hands-on:** This course combines engaging instructor-led presentations and practical demonstrations with hands-on exercises, challenge labs, use case exploration and engaging group activities. Student machines are required.
- **Format**: This course can be delivered for your team or organization **online live (virtual)**, **onsite in-person** or across our robust **blended learning experience platform (LXP).**
- **Public Schedule**: This course is currently available on our Public Open Enrollment Schedule.
- **Customizable**: This course agenda, topics, labs, hours and delivery modalities can be adjusted to target your specific training skills objectives, tools and learning goals. Please ask for details.

Overview

Prompt engineering is the process of designing and refining input prompts to get desired output from advanced language models, such as OpenAI Codex or GPT-4. It involves creating effective questions or statements that guide the AI model to generate useful responses for a specific task or purpose, like enhancing customer support, generating content, and fine-tuning sales pitches, making it an essential skill set for a wide range of business applications.

Quick Start to Prompt Engineering for Everyday Business Users is a one-day, workshop style hands-on course that where you'll learn how to create effective prompts, integrate prompt engineering solutions into existing workflows, and uncover advanced techniques and best practices. Guided by our engaging, expert instructor, you'll experiment with innovative tools and develop practical skills that can be immediately applied to a variety of projects. Whether you're aiming to enhance customer interactions, simplify content creation, or refine internal communication, this immersive learning experience will equip you with the knowledge to make a meaningful impact on your organization.

By the end of this course, you'll have developed the ability to create, refine, and optimize prompts for various business applications, integrate prompt engineering solutions into your workflows, and stay up-to-date with the latest advancements in the field. With these newfound skills, you'll be well-prepared to drive improvements and efficiencies across your organization, all while having fun along the way.

NOTE: Software developers might consider the alternative QuickStart to Prompt Engineering for Developers (TTAI2020) (1 day) as an alternative.

Learning Objectives

Working in an interactive learning environment, led by our engaging expert, you will:
- Get comfortable with the basics of prompt engineering and discover how it can make a difference in various business tasks, such as enhancing customer support, creating content, and fine-tuning sales pitches.
- Develop the knack for crafting, refining, and perfecting prompts suited to specific business situations by understanding context, user intent, and what makes a prompt great.
- Learn how to smoothly incorporate prompt engineering solutions into your existing business workflows, including pinpointing the right processes, integrating with your current software, and keeping data privacy and security in check.

- Become proficient in advanced techniques and best practices in prompt engineering, like making use of APIs, customizing language models, and collaborating with your teammates across different departments.
- Keep up with the latest developments in prompt engineering and be ready to adapt to changing business needs and trends, ensuring that you stay relevant and continue to grow in the dynamic business world.

Audience & 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.

Next Steps / Follow-on Courses: We offer a wide variety of follow-on courses and learning paths for AI for everyday use, AI for Business users, AI programming, machine learning, data science, analytics and other related topics. Please see our **AI & Machine Learning Suite** of courses and **Learning Paths** for options based on your specific role and goals.

Setup Made Simple with our Robust Learning Experience Platform (LXP)

All applicable course software, digital courseware 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, no install required" high-speed **Learning Experience Platform (LXP)** remote lab and content environment. Course materials, software, resources and post-training platform access periods vary by course. Please inquire about details for this specific course.

Course Topics / Agenda

NOTE: The agenda below can be easily tailored to adjust topics, hands-on labs or industry-specific business examples as needed. Please note that the agenda or labs may change or shift during class delivery. Prompt Engineering in particular is a flexible, innovative skill that can be taught and showcased in a variety of ways. Your facilitator may adjust hands-on activities to better align with the student or class needs, interests and roles, so course skills may be covered in a more hands-on, fluid way.

1. **QuickStart to ChatGPT / GPTs**
- Exploring GPTs in Action
- Choosing the Right Tools for your Business
- Other Common User-Friendly AI Tools for Business

2. **Getting Started with Prompt Engineering**
   Understand the fundamentals of prompt engineering and its applications in the business world.

- What is prompt engineering?
- Importance of prompt engineering in business
- Examples of prompt engineering in business scenarios
- Activity: Using Prompts in everyday tasks (content creation, task automation, etc.)

3. **Developing Effective Prompts**
   Learn how to create and refine prompts for a variety of business applications.

- Anatomy of a good prompt
- Different Types of Prompts
- Quick Guide to Effective Prompt Engineering / Key Principles
- Conversational AI - Understanding context and user intent

- Refining Your Prompts - Techniques for prompt iteration and optimization
- Generating specific and creative responses
- Managing AI's Strengths and Weaknesses
- Tips to Avoid Pitfalls: Prompted Results Problems & Fixes
- Quick Guide: Tips & Strategies for Writing Great Prompts
- Prompting Practice: Crafting Effective AI Prompts - A Step-by-Step Activity
- Creative Design using ChatGPT4 & DALL-E (Optional)
- Problem Solving with AI
- Navigating AI Generate Content
- Activity: Refining prompts to get the best results (document analysis, advanced content creation, etc.)

4. **Integrating Prompt Engineering into Business Processes**
   Discover how to incorporate prompt engineering solutions into existing workflows.

- Identifying business processes that can benefit from prompt engineering
- Integrating prompt engineering with existing software

and tools
- Evaluating the success and impact of prompt engineering solutions
- Scaling prompt engineering solutions across an organization
- Hands-on: Integrate a prompt engineering solution into a business workflow (content creation, business plan development, etc.)

5. **Advanced Techniques and Best Practices**
   Gain insights into advanced techniques and best practices for prompt engineering in a business context.

- Leveraging APIs for prompt engineering
- Customizing and fine-tuning language models
- Adapting to changing business requirements and trends
- Collaborating with cross-functional teams
- Staying up-to-date with prompt engineering advancements
- Activity: Advanced Prompting Lab

Bonus Chapters / Addendum

6. **Staying Safe and Smart When Using AI Tools**
7. **Integrating Ethical AI in Everyday Business Practices**

Related Courses / Take Next

The following is a small subset of AI for Business Users related courses. See the online catalog for a complete list of courses and learning paths.

Navigating AI: AI for Everyday Business Users: AI Basics, GPT-3.5, GPT-4, Azure AI, Open AI, AutoGPT, Prompt Engineering
- TTAI2005   AI Basics for Everyday Business Users Camp / 1: Getting Started with AI in Business: Tools & Techniques (2 days)
- TTAI2006   AI Basics for Everyday Business Users Camp / 2: Transforming Business Ops with Cutting-Edge AI Apps (3 days)
- TTAI2009   QuickStart to Prompt Engineering for Everyday Business Users (1 day)
- TTAI2321   QuickStart to Using Azure OpenAI Basics for Business Users (1 day, Overview)
- TTAI2020   Beyond ChatGPT! AutoGPT in Action: Artificial General Intelligence (AGI) Basics for Business Users (2 days)
- TTAI2002   Exploring AI: From Concepts to Conversations (AI Shorts Series for Sales, Marketing, Business) (20+ shorts)

Understanding AI: AI for the Enterprise: Business Users & Stakeholders
- TTDS6000   Data Science Primer | Technologies, Tools & Modern Roles in the Data-Driven Enterprise (1 day)
- TTML5500   Understanding AI & Machine Learning / Overview (1 day; lecture / demo)
- TTAI2050   AI Essentials: Quick Start to Basic AI Theory (half day)
- TTAI2051   AI Insights: A Practical Guide to AI Types, Principles and Applications (half day)
- TTML5502   Exploring AI & Machine Learning for the Enterprise / Hands-on Overview (2 days, light-hands-on)

Implementing AI: Putting AI to Work for Business Users, Stakeholders & AIOps
- TTAI2101   Implementing AI in Business: Stakeholder Strategies for the Modern Data Enterprise (1 day; lecture / demo)
- TTAI2102   Understanding, Harnessing & Applying Generative AI for Decision Makers and Architects (1 day)
- TTAI2105   Hands-on AI / AIOps for Business Innovators: Unlock the Power of Intelligent Automation (Non-Technical Users) (2 days) (Also available for Healthcare or Finance)
- TTAI2130   Exploring AI Operations: Strategies for Testing and Deploying Intelligent Systems for Success (2 days)

For More Information

For more information about our training services (instructor-led, self-paced or blended), collaborative coaching services, robust SkillJourney Learning Experience Platform (LXP), Career Experiences, public course schedule, partner programs, courseware licensing options or to see our complete list of course offerings, solutions and special offers, please visit us at **www.triveratech.com**, email **Info@triveratech.com** or call us toll free at **844-475-4559.** Our pricing and services are always satisfaction guaranteed.

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