training code: AI_BIZ / ENG DL 1d / EN

Artifical intelligence as your personal and free of charge assistant in business and private life

Artificial intelligence is no longer just a tool for writing text. Modern AI assistants can work with documents, spreadsheets, images, and information from the internet, help analyse data, prepare reports, and carry out tasks involving multiple steps.

During the course, participants will learn to use popular AI tools effectively and thoughtfully in their everyday work. They will explore the capabilities of the free and paid versions of ChatGPT and Gemini, as well as the paid version of Claude. They will learn how to choose the right tool and approach for a specific task, provide AI with the relevant context, and assess the quality of the results.

The course takes the form of a practical workshop. Participants work with examples that reflect real workplace tasks, including messages, documents, meeting notes, reports, data, and online resources. Instead of memorising a list of ready-made prompts, they will learn a repeatable approach to working with AI that they can apply across different tools and situations.

Training recipients

This course is designed for people who:

- are new to generative AI or want to consolidate their existing skills,
- want to save time when working with information, documents, and content,
- prepare messages, summaries, reports, presentations, or analyses,
- work with large volumes of material and need to extract key information more quickly,

- want to understand the differences between the free and paid versions of popular AI assistants,
- need practical guidelines for using AI safely and responsibly.

No technical knowledge or prior experience with AI tools is required.

Benefits

Upon completing the course, participants will be able to:

1. **Choose the right tool for the task** – recognise when a standard AI conversation is sufficient and when to use web search, deep research, file handling, data analysis, or features available in paid plans.
2. **Create effective instructions for AI** – define the objective, context, sources, expected format, and quality criteria for the output.
3. **Work faster with documents and information** – use AI to summarise, compare, organise, and transform materials.
4. **Prepare professional content more efficiently** – create messages, notes, reports, plans, and presentations tailored to the audience and purpose.
5. **Use AI for research and analysis** – formulate research tasks, work with sources, and distinguish facts from the model's interpretations.
6. **Start building repeatable workflows** – organise instructions, files, and context within projects or personal AI workspaces.
7. **Assess the reliability of responses** – apply simple criteria to check quality, verify sources, and identify uncertain information.
8. **Use AI more safely** – identify data that should not be shared with public AI tools and apply basic principles of anonymisation and information protection.

Training program

1. AI in Everyday Work – What Modern Assistants Can Do

- From chatbots to assistants that work with text, voice, images, files, and the internet.
- ChatGPT, Gemini, and Claude – similarities, differences, and choosing the right tool for the task.
- Capabilities and limitations of free and paid versions.
- When to use a quick chat, search, deep research, file analysis, or a multi-step task.
- What AI still cannot do and what remains the human's responsibility.

2. A Universal Approach to Assigning Tasks to AI

- Why a single "magic prompt" is not enough.
- Five elements of an effective instruction: desired outcome, context, source materials, format, and quality criteria.

- Working through a conversation with AI: clarification, iteration, feedback, and refining the output.
- Using examples, templates, and constraints instead of elaborate prompt formulas.
- Workshop: turning a vague instruction into an effective task.

3. Working with Text, Documents, and Everyday Communication

- Creating and editing messages, notes, instructions, reports, and plans.
- Adapting style, tone, and level of detail to the audience.
- Summarising and comparing PDFs, presentations, and text materials.
- Extracting decisions, action items, deadlines, and risks from meeting notes and transcripts.
- Transforming a single source into different formats: an email, summary, agenda, table, and presentation.
- Workshop: preparing a complete work-related deliverable using several sources.

4. Search, Deep Research, and Information Analysis

- Standard search versus in-depth research conducted by AI.
- Defining the research objective, scope, time frame, and preferred sources.
- Analysing offers, trends, competitors, and other topics that require multiple sources.
- Checking citations, dates, authors, and whether conclusions are supported by the source materials.
- Recognising hallucinations, outdated information, and overly confident responses.
- Workshop: preparing a short research report with verifiable sources.

5. AI for Working with Data and Visual Materials

- Asking questions about tables, spreadsheets, and datasets without programming.
- Identifying patterns, anomalies, and possible explanations in data.
- Creating summaries, tables, and suggestions for visualisations.
- Analysing images, screenshots, charts, and scanned documents.
- Using voice interaction and AI as a partner for organising thoughts.
- Workshop: analysing a simple dataset and preparing conclusions for a business audience.

6. From a Single Conversation to a Personal AI Workflow

- Projects, memory, standing instructions, and your own materials – how to avoid starting from scratch each time.
- Building a library of proven tasks and workflow templates.
- Introduction to assistants that carry out multi-step tasks.
- Defining how independently AI can act and when human approval is required.
- Final exercise: designing a personal workflow to apply after the course.

7. Quality, Safety, and Responsible AI Use

- Public, internal, confidential, and personal data – what can be shared with an AI tool.
- Anonymising data and minimising the information shared.
- Copyright, confidentiality, and responsibility for the final output.
- AI literacy in practice: the skills needed to use AI thoughtfully and effectively.
- A checklist for reviewing outputs before using or sending them.

Expected preparation of the participant

No specialist knowledge or prior experience with AI is required.
Participants should have a computer with internet access and an active free account with at least one of the tools covered in the course. Features of the paid versions of ChatGPT and Gemini, as well as the commercial version of Claude, will also be demonstrated. The scope of hands-on exercises may depend on the type of account each participant has.

Duration

1 days / 7 hours

Language

- Training: English