



DIGITAL INNOVATION AND TRANSFORMATION

ChatGPT and Generative AI for the Workplace

Course code: DIT-013

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

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.

Why Attend

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

Who Should Attend

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

— Learning Objectives

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

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

**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
- 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

— Upcoming Classroom Dates

Schedule available on request. Contact SPARK Training for current dates, locations, and fees.

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.