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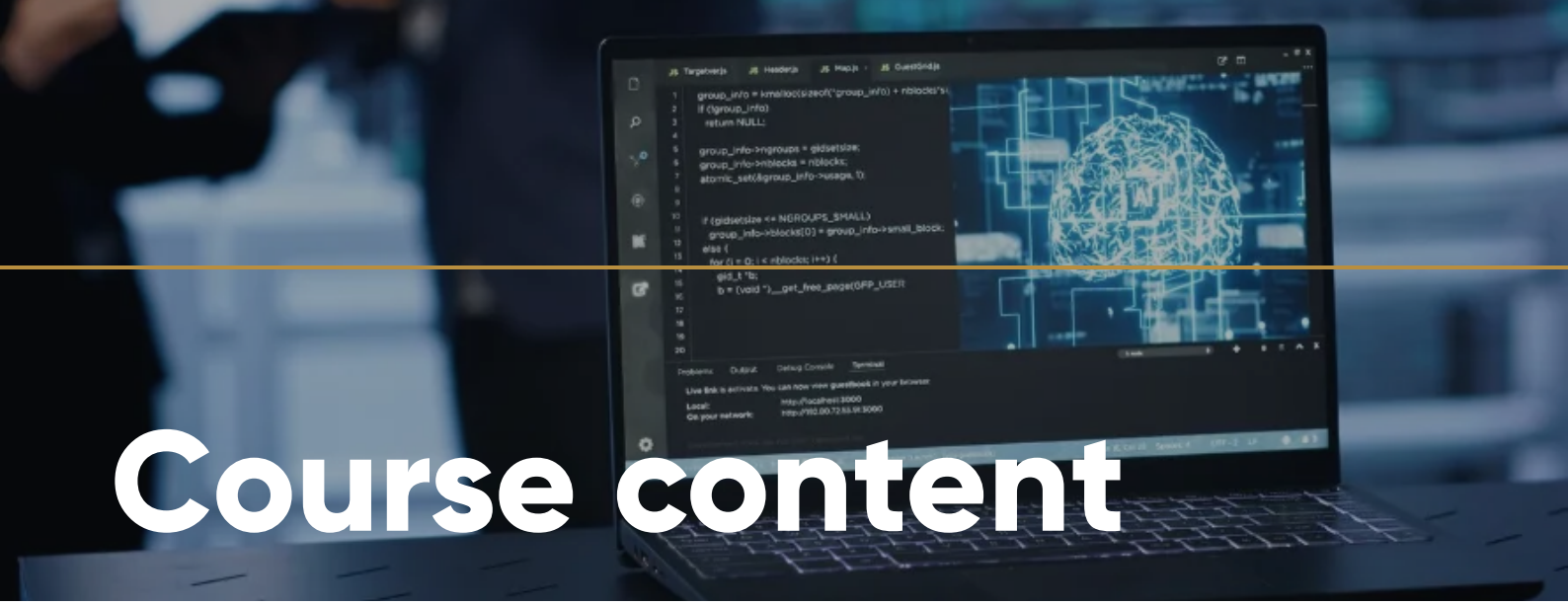
DIGITAL INNOVATION AND TRANSFORMATION | DIT-021

ChatGPT Basics: Foundational Skills for Effective Use

UK
+44 33 000 111 90
info@informatech.co.uk
https://informatech.uk
63-66 Hatton Garden Hatton Garden
EC1N 8LE , London

NL
+31 85 74 444 46
info@infomatech.nl
https://infomatech.nl
Waarderweg 50 - 2031PB
Haarlem - Netherlands



Course content

Why Attend

Artificial intelligence is transforming how professionals access information, communicate, develop content, analyse business challenges, and complete everyday tasks. ChatGPT has emerged as a widely used AI assistant that can support workplace productivity, learning, research, writing, brainstorming, and problem-solving through natural language interactions.

Despite its accessibility, many professionals use ChatGPT without fully understanding its capabilities, limitations, or the techniques needed to obtain accurate and useful responses. Vague instructions, insufficient context, poor verification practices, and unrealistic expectations can lead to inconsistent results and reduce the value of AI-assisted work.

Developing foundational ChatGPT skills enables individuals to interact with AI more effectively, structure their requests clearly, evaluate generated information, and integrate AI assistance into routine professional activities.

The ChatGPT Basics: Foundational Skills for Effective Use course provides a practical introduction to ChatGPT, generative artificial intelligence, and effective prompting techniques. It is designed for participants with little or no previous experience using AI-powered conversational tools.

Participants learn how ChatGPT works at a conceptual level, how to formulate effective prompts, how to improve AI-generated responses, and how to use ChatGPT responsibly for writing, communication, research, information organisation, and basic analysis.

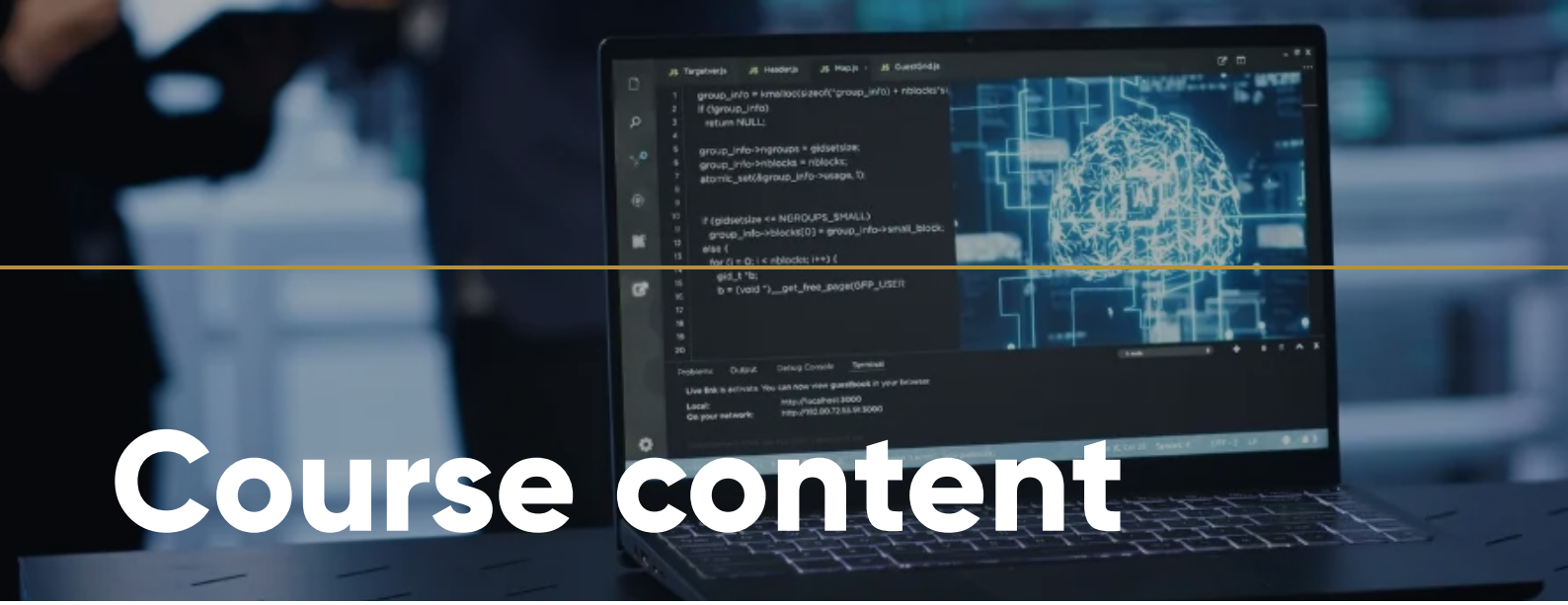
The programme also explores AI accuracy, hallucinations, data privacy, ethical considerations, and the importance of human judgement when using AI-generated information.

Through guided demonstrations, hands-on exercises, and workplace scenarios, participants build the confidence and practical skills needed to use ChatGPT productively, safely, and independently.

Professional Problems This Course Is Designed to Solve

• Limited understanding of generative AI: Building foundational knowledge of ChatGPT, large language models, and their practical applications in professional environments.

• Poor-quality responses from AI tools: Learning how to write clear prompts that provide sufficient context, instructions, and desired output requirements.



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Why Attend

• Difficulty using ChatGPT for everyday work: Identifying practical applications for drafting emails, preparing reports, summarising information, planning activities, and generating ideas.

• Excessive time spent on repetitive tasks: Applying ChatGPT to streamline routine writing, information organisation, and administrative activities while maintaining human oversight.

• Uncertainty about AI-generated information: Developing effective methods for checking factual accuracy, identifying unsupported claims, and validating important outputs.

• Concerns about privacy and responsible AI use: Understanding appropriate data handling, confidentiality, intellectual property, and ethical considerations.

• Lack of confidence adopting AI technologies: Building practical experience through structured exercises that support independent and responsible ChatGPT use.

Course Methodology

The programme combines instructor-led explanations, live ChatGPT demonstrations, guided prompting exercises, interactive discussions, workplace simulations, and individual practice activities.

Participants work through realistic scenarios involving business communication, document preparation, information summarisation, brainstorming, meeting preparation, basic data interpretation, and task planning.

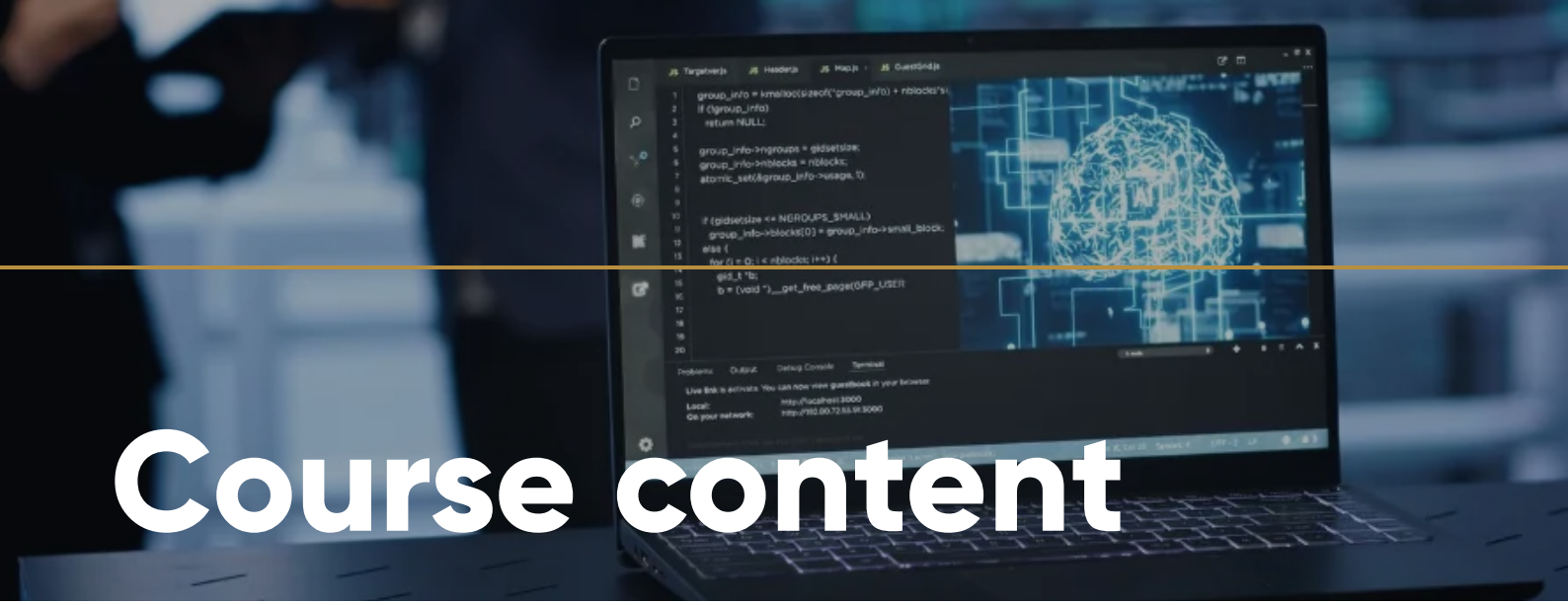
Each learning activity introduces a practical technique, demonstrates its application, and allows participants to experiment with different prompts and evaluate the resulting outputs.

The course emphasises accessible explanations, progressive skill development, hands-on learning, and responsible AI practices. No programming knowledge or previous AI experience is required.

Course Objectives

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

• Explain the basic concepts of artificial intelligence and generative AI



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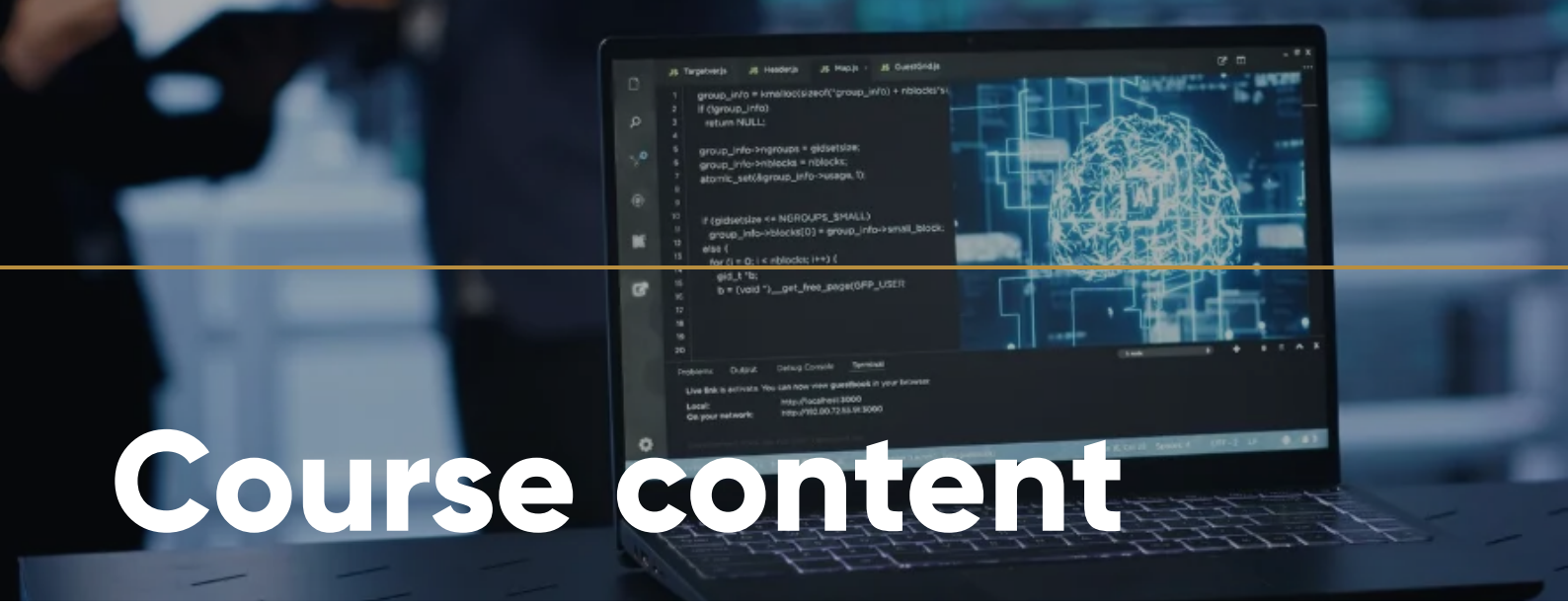
Course Objectives

- Understand what ChatGPT can and cannot reliably do
- Navigate the ChatGPT interface and use common conversational features
- Develop clear and effective prompts for everyday tasks
- Improve responses through follow-up questions and iterative prompting
- Use ChatGPT to draft, revise, and summarise professional content
- Apply ChatGPT to brainstorming, planning, and problem-solving activities
- Organise information and perform basic analytical tasks with AI assistance
- Recognise inaccurate, misleading, or unsupported AI-generated information
- Apply appropriate privacy, confidentiality, and responsible AI practices
- Identify opportunities to improve individual and team productivity
- Develop a practical personal workflow for using ChatGPT effectively

Target Audience

This course is suitable for:

- Professionals beginning to use ChatGPT and generative AI
- Administrative assistants and office professionals
- Business managers and team leaders
- Human resources and training professionals
- Marketing and communication specialists
- Customer service and client support professionals
- Finance and accounting professionals
- Educators and learning development specialists
- Entrepreneurs and small business owners



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Target Audience

• Public sector employees and general business professionals

Target Competencies

Participants will develop competencies in:

• Generative AI fundamentals

• ChatGPT navigation and basic functionality

• Effective prompt writing

• Conversational AI interaction

• AI-assisted business communication

• Information summarisation and organisation

• Creative thinking and idea generation

• Basic AI-supported analysis

• AI output verification and critical evaluation

• Responsible and productive AI use

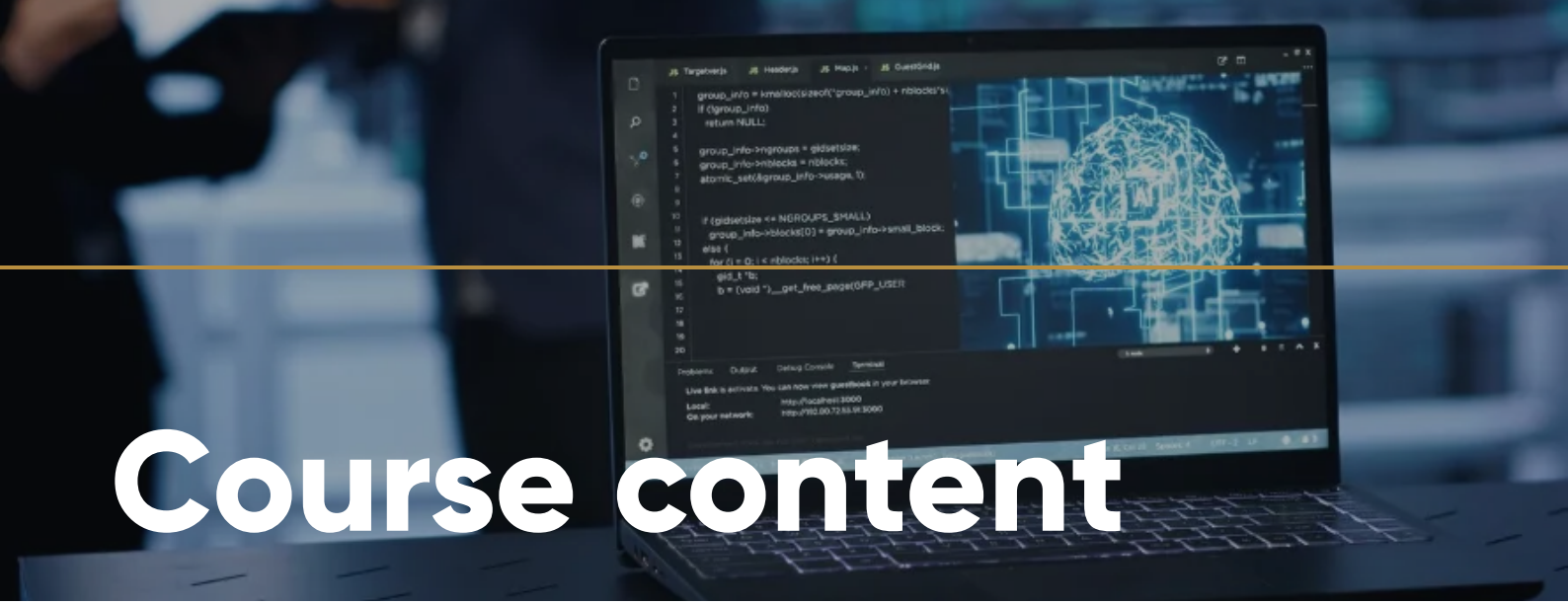
Course outline

Day 1: Introduction to ChatGPT and Generative Artificial Intelligence

• Understanding artificial intelligence, machine learning, generative AI, and large language models through practical, non-technical explanations

• Exploring what ChatGPT is, how conversational AI generates responses, and the differences between AI-generated content and verified information

• Becoming familiar with the ChatGPT interface, conversation management, account features, and commonly available interaction methods



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Course outline

• Identifying practical ChatGPT applications in business communication, administration, education, research, and personal productivity

• Understanding the strengths and limitations of ChatGPT, including knowledge limitations, hallucinations, ambiguity, and the importance of human verification

• Practical workshop: Completing introductory ChatGPT exercises involving questions, explanations, summaries, idea generation, and everyday workplace tasks

Day 2: Effective Prompt Writing and Improving AI Responses

• Understanding the structure of an effective prompt, including the task, context, audience, tone, constraints, and desired output format

• Comparing vague and well-structured prompts to understand how instruction quality influences AI-generated responses

• Applying beginner-friendly prompting techniques, including role-based instructions, examples, step-by-step tasks, and formatting requirements

• Using follow-up questions, clarification requests, and iterative refinement to improve response accuracy, relevance, and completeness

• Learning how to request different writing styles, levels of detail, languages, and professional communication formats

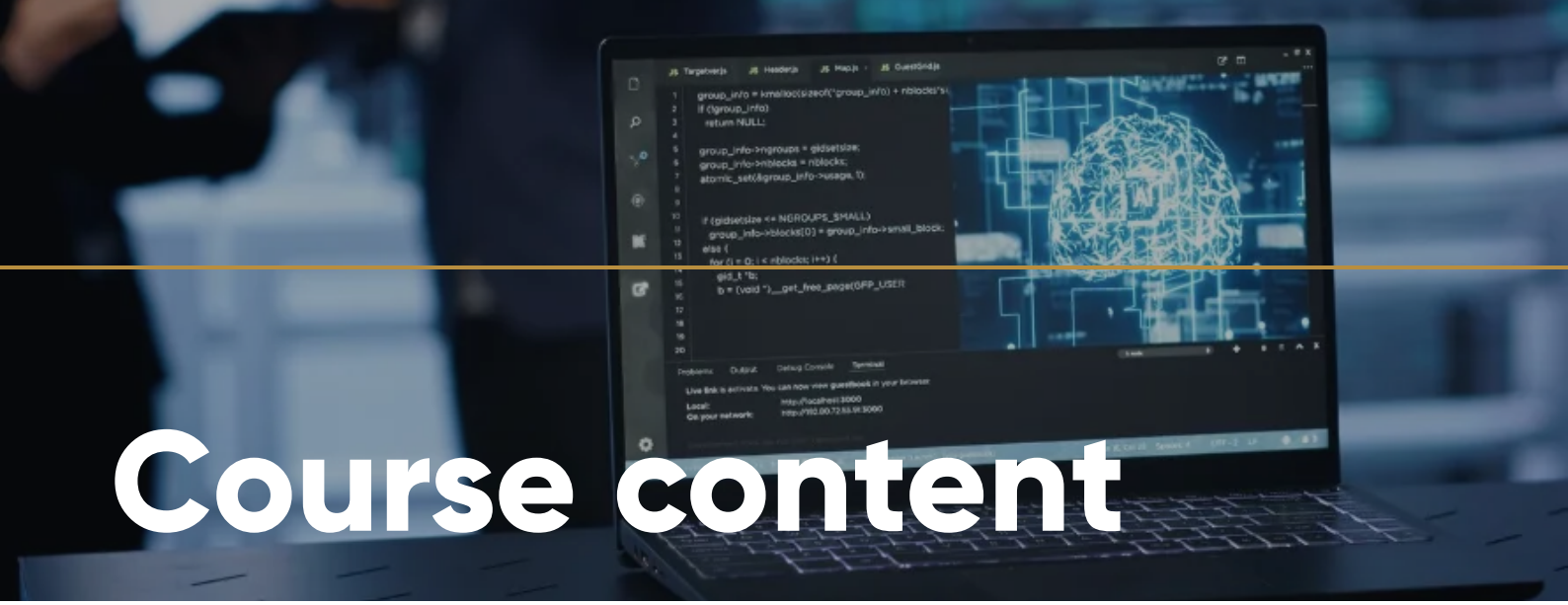
• Hands-on exercise: Developing and refining reusable prompts for emails, reports, explanations, planning activities, and common professional scenarios

Day 3: ChatGPT for Workplace Productivity and Professional Communication

• Using ChatGPT to draft professional emails, business letters, meeting agendas, announcements, and internal communications

• Improving existing documents through proofreading, rewriting, summarisation, tone adjustment, and clarity enhancement

• Applying ChatGPT to meeting preparation, discussion points, action lists, task organisation, and follow-up communication



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• Using AI assistance for brainstorming, content planning, presentation outlines, and the development of practical workplace ideas

• Exploring how ChatGPT can support learning, training material preparation, frequently asked questions, and basic knowledge sharing

• Practical workshop: Completing a series of workplace productivity tasks using ChatGPT and evaluating improvements in clarity, efficiency, and output quality

Day 4: Information Analysis, Research Support and Responsible AI Use

• Using ChatGPT to explain unfamiliar concepts, organise complex information, compare alternatives, and develop structured summaries

• Exploring basic data interpretation through tables, simple calculations, categorisation, and the explanation of business information

• Understanding how to use ChatGPT for research support while distinguishing generated answers from information verified through reliable sources

• Identifying AI-generated errors, unsupported claims, fabricated references, and situations requiring independent verification

• Applying responsible AI practices covering confidentiality, personal data protection, intellectual property, organisational policies, and appropriate information sharing

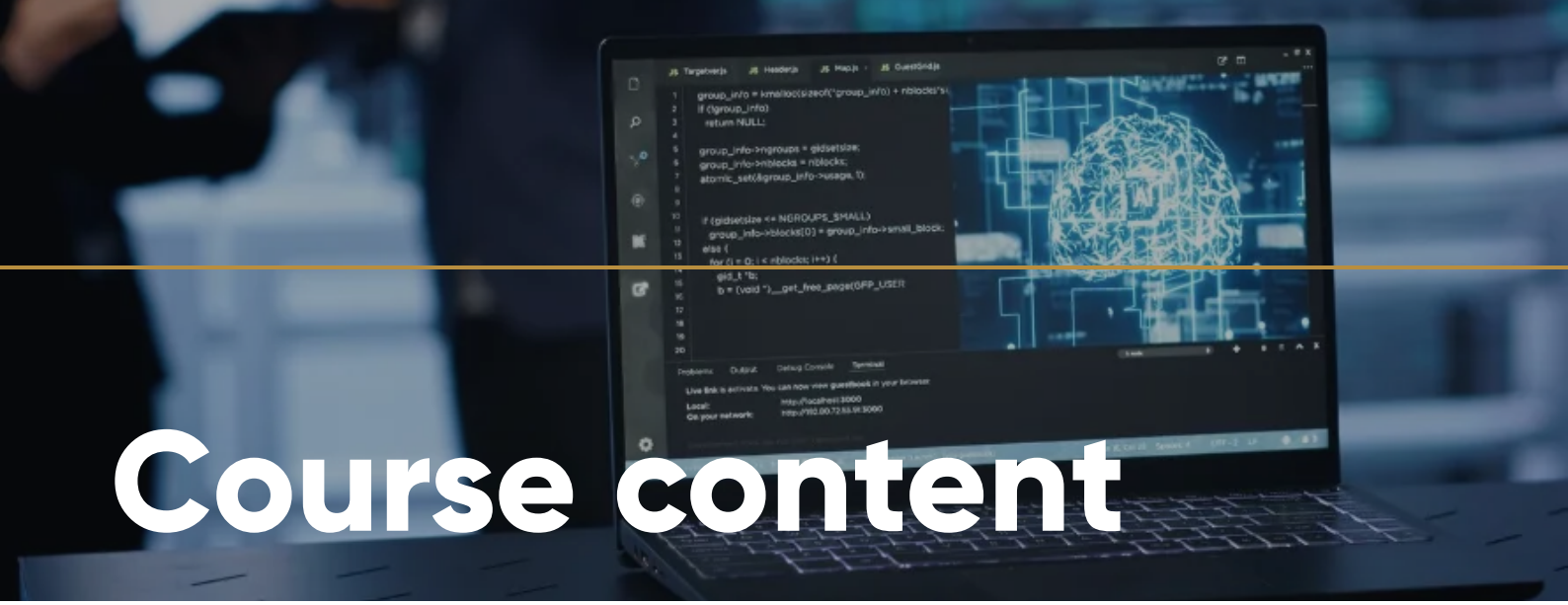
• Case study: Evaluating AI-generated business content for accuracy, relevance, confidentiality, and suitability before professional use

Day 5: Practical ChatGPT Workflows and Personal AI Productivity Development

• Identifying repetitive professional tasks that can benefit from ChatGPT assistance while recognising activities that require specialist expertise or human decision-making

• Designing simple AI-assisted workflows for drafting, reviewing, summarising, planning, and organising information

• Developing a personal prompt library containing reusable instructions for frequently performed workplace activities



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• Applying quality control techniques to review AI-generated outputs, improve instructions, and ensure professional standards

• Establishing responsible ChatGPT usage habits through task selection, information verification, privacy awareness, and continuous learning

• Capstone exercise: Developing and presenting a Personal ChatGPT Productivity Toolkit incorporating reusable prompts, workplace use cases, sample outputs, verification procedures, responsible AI guidelines, and an individual implementation plan

Seminar dates

Available seminar dates

Live dates and pricing for ChatGPT Basics: Foundational Skills for Effective Use 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.-.