



# ChatGPT Basics for Business Professionals

## A PROMPT ENGINEERING MASTERCLASS






### WORKSHOP OVERVIEW

Discover the art of Prompt Engineering, a key skill for leveraging the capabilities of AI language models in the business world. This workshop offers a user-friendly introduction to prompt engineering strategies, empowering you to craft effective prompts that direct AI systems toward delivering the results your business needs. You'll learn how to fine-tune your interactions with AI, resulting in enhanced productivity, smarter decision-making, and richer insights, all without requiring a technical background. Join us to unlock the potential of AI for your enterprise and business communication skills to the next level.

### TARGET AUDIENCE

This workshop is tailored for non-technical business users who are interested in understanding and leveraging AI language models like ChatGPT to supercharge their everyday business activities, processes, and customer interactions.

### KEY TOPICS

-  What is prompt engineering
-  Prompting dos and don'ts
-  Directing LLMs through persona crafting
-  Customise the tone and style of your ChatGPT
-  Leveraging plugins to go beyond text

### COURSE DETAILS

**Pre-requisites:** No prior training required

**Duration:** 4 hours - In Person

**Requirements:** Laptop for hands-on session



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<https://iqbusiness.net/ai-lab/>



# Agenda

## INTRODUCTION TO LARGE LANGUAGE MODELS *(30 minutes)*

- Welcome and agenda
- Simplified explanation of Large Language Models (E.g., ChatGPT) and its capabilities
- Transformative potential to everyday business applications
- Accessing and navigating ChatGPT, MS Co-pilot, Llama 2

## WHAT IS PROMPT ENGINEERING *(20 minutes)*

*(20 minutes)*

- The Prompt – Response paradigm
- Key ingredients to writing the perfect prompt
- Prompting dos and don'ts

## FEW-SHOT PROMPTING *(10 minutes)*

- Help guide ChatGPT through prompt-response examples

## CRAFTING CHATGPT PERSONAS *(15 minutes)*

*(15 minutes)*

- Directing LLMs through persona crafting
- Customise the tone and style of your ChatGPT to suit your company/business.

**- 10 MIN BREAK -**

## CHAT-TO-DOCUMENTS *(20 minutes)*

- Using ChatGPT to ask questions over your documents to extract insights and make decisions.

## USING CHATGPT PLUGINS *(20 minutes)*

- Leveraging plugins to go beyond text (prompt with images, and even videos)

## INTEGRATING AI TOOLS WITH ZAPIER AUTOMATIONS *(25 minutes)*

- Introduction to Zapier and its role in automation
- Connecting ChatGPT with Zapier
- Demonstrating simple automated workflows

**- 10 MIN BREAK -**

## HANDS-ON PRACTICE *(30 minutes)*

- Participants practice using ChatGPT and Zapier to complete assigned tasks
- Instructor/s provide guidance and feedback during the hands-on session

## LARGE-MULTIMODAL MODELS (LMMS) - THE NEXT WAVE *(20 minutes)*

- Introduction to concept
- Demonstration using an open source LMM

## AI LIMITATIONS, ETHICS, AND RESPONSIBLE GENERATIVE AI USAGE *(20 minutes)*

*(20 minutes)*

## Q&A/ FEEDBACK/ CLOSING REMARKS *(10 minutes)*

*(10 minutes)*