

ChatGPT For Business Training Course

Unlock ChatGPT: A Complete Guide for Business Users

Course Dates

Please note: This course is currently only available [in-house](#)

There's no hiding the fact that OpenAI's ChatGPT has taken the AI world by storm. With over 900 million monthly active users, it is ubiquitously used by both consumers and professionals across all verticals.

From a business perspective, the potential of ChatGPT is almost limitless, assisting users with creative ideation, strategic planning, content creation or summarisation, data analysis, coding, reporting and much more.

However, with such a bewildering array of use cases, users still struggle to unlock ChatGPT's full potential.

This one-day intensive course, designed for business professionals, will demystify ChatGPT, guiding participants through the tool, from prompting to advanced mastery.

The course will explore how to balance cost, speed and quality with different models and thinking levels. It covers how to build specialised assistants and reusable workflows with plugins and skills, and how to organise your work more effectively, to increase efficiencies.

You will learn advanced prompting techniques to maximise output and mitigate against errors. You'll also learn why ChatGPT Work, with its ability to plan, research and deliver finished documents, spreadsheets and presentations, represents a massive productivity lever via agentic AI.

Through a blend of practical demonstrations, interactive exercises, and real-world use cases, you'll gain hands-on experience using ChatGPT from strategic planning, ideation, writing and reporting to automation.

Whatever your vertical or role, you'll leave with ready-to-use techniques tailored to your field.

Course Programme

ChatGPT Foundations

- An overview of ChatGPT's history and evolution
- AI adoption trends at work and how ChatGPT is impacting workplace tasks
- AI concepts explained: context window, tokens and RAG
- ChatGPT's subscription plans; differences and benefits
- Chat versus Work: choosing the right experience for the task
- ChatGPT's models and thinking levels: how to balance cost, speed and quality
- Personalising ChatGPT with custom instructions and memory

- Configuring ChatGPT for your data governance needs, including Privacy Center and temporary chats
- Working with plugins and managing permissions
- Keeping up to speed with the latest updates

Prompting: Standard & Advanced Concepts

- Using ChatGPT's built-in prompts
- How to structure prompts effectively; advanced techniques to unearth hidden bias and assumptions
- Why hallucinations occur and how to mitigate inaccuracies
- Using prompt templates to increase efficiencies for repetitive tasks
- Using image inputs in conversations; use cases that increase efficiencies

Expanding ChatGPT's Functionality

- Organising and managing private workspaces with Projects, including project-only memory
- From Custom GPTs to plugins: creating specialised AI assistants and migrating existing GPTs
- Working with files from your Library, Google Drive, SharePoint, Box and Dropbox
- Web search versus deep research: use cases and limitations
- Creating and editing documents with writing blocks and Pages
- Scheduling tasks, setting reminders and monitoring for updates, including tasks triggered by app events
- Data visualisation with interactive charts
- Image creation and editing with ChatGPT Images 2.5: features and limitations
- Working hands-free with ChatGPT Voice
- Using ChatGPT add-ins in Word, Excel, PowerPoint and Google Sheets

Agentic AI With ChatGPT

- Understanding agentic AI and how it differs from conversational AI
- Delegating work with ChatGPT Work: from brief to finished deliverable
- Analysing business data and building dashboards with the Data plugin and ChatGPT Sites
- Building reusable workflows with skills and plugins
- Connecting agents to business tools to take permitted actions
- Managing autonomous AI safely
- A look ahead: always-on agents

ChatGPT In Your Organisation

- Use cases across marketing, operations, IT, finance, legal and sales (and more!)
- How ChatGPT can improve your productivity and delegate tasks
- Using ChatGPT collaboratively in teams and across organisations
- Your data governance framework; essential pillars; scoring your organisation's maturity

Benefits

After attending this course, you will understand:

- ✓ The impact of ChatGPT in the workplace
- ✓ How to configure ChatGPT to your specific requirements
- ✓ How to maximise your use of ChatGPT's features for your workflows and tasks
- ✓ The differences between ChatGPT's models to balance cost, speed and quality
- ✓ How to prompt effectively using standard and advanced techniques

- ✓ How to improve the accuracy of generated content and mitigate hallucinations
- ✓ Understanding agentic AI and how to use ChatGPT Work to delegate tasks
- ✓ ChatGPT's multimodal capabilities with image generation (if relevant)
- ✓ How your team or organisation can use ChatGPT to enhance efficiency, analysis or decision-making
- ✓ Data governance principles and ethical AI considerations

All attendees receive attendance certification and a digital copy of course materials

Audience

Given the limitless use cases ChatGPT can offer, this course is aimed at anyone looking to enhance their use of the tool.

We recommend that attendees have access to a paid subscription during the course as ChatGPT Work isn't available on the free plan.

What people say

Thank you so much for hosting such a great course on ChatGPT. I found it incredibly informative, engaging, and genuinely interesting throughout. I really appreciated the time and effort you put into delivering the session, and I came away with valuable insights and ideas that I'm looking forward to exploring further.

Grant Hubbard, Multi-Product Designer
Mi Hub



The ChatGPT for Business session was highly informative, concise, and expertly presented. I came away with clear, practical insights I could immediately apply.

Gaynor Louise Reed, Client Executive
Engineers Engineering Consulting



Jonathan was very professional, knowledgeable and engaging. He was able to curate a course that suited varied abilities, had interactive elements, and encouraged open conversation and collaboration, and the whole team came away with newfound skills they are ready to apply in their roles.

Eleanor Paul, Communications & Projects Manager
IWA Publishing



