

The fundamentals of generative AI for business

Transform your way of working with the advanced features of AI

4 hours to master the essential basics for using generative AI in a relevant, effective and responsible way. Our training course, led by a recognised expert, provides excellent preparation for moving on to more advanced AI training or a course dedicated to automation with n8n.

Designed with a highly practical approach, this training helps participants to better understand the tools, write effective prompts, adopt the right habits in a business setting, and identify high-value use cases within their own organisation.

At the end of the course, each participant will leave with:

- a clear understanding of the fundamentals of generative AI
- practical guidelines for using these tools safely in a business setting
 - several prompts that can be directly applied to their work
- a better understanding of the tasks that can be assisted or improved by AI
- the necessary foundations to undertake an advanced AI course or an n8n course



□ LEARNING OBJECTIVES

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

- understand the fundamentals of generative AI and how a large language model (LLM) generally works
- distinguish between the main tools available on the market and their respective uses
- identify the limitations, biases and risks associated with the use of AI
- apply essential best practices for safe and responsible professional use
- write more effective prompts to achieve better results
- identify tasks where AI can deliver tangible benefits
- prepare for the transition to more advanced uses or automation

□ TRAINING CONTENT

Module 1 – Understanding Generative AI

Grasp the fundamentals of this technology and discover what it can actually offer in a professional context.

- What generative AI is, and what it isn't
- How an LLM works, explained simply and without code
- An overview of the main tools: ChatGPT, Claude, Copilot, Perplexity
- Strengths, limitations and differences between these tools
- Biases, errors and hallucinations: understanding why AI can produce convincing but inaccurate responses
- When to use AI, and when it is better to maintain a human perspective or refrain from using it

Module 2 – Using AI in business with the right approach

Discover **the essential safety rules and best practices** for using AI without getting into trouble.

- The main risks to be aware of: confidentiality, errors, bias, reputation, intellectual property
- What not to include in a prompt
- Personal data, sensitive data and internal documents: best practices
- Differences between certain tools depending on how they are used and their settings
- Why results must be reviewed, verified and contextualised
- The minimum rules to put in place within a business to regulate usage
- Overview of the legal and regulatory issues to be aware of, particularly regarding data protection and responsible use

Module 3 – Formulating effective prompts

Learn to interact more effectively with AI tools to obtain genuinely useful results.

- Understanding the difference between a vague prompt and an effective prompt
- Structuring a request in a clear and actionable way

- Providing context, specifying an objective, defining an expected format
- Requesting a rephrasing, an improvement or further elaboration
- Practical method for formulating prompts
- Progressive exercises based on real-world scenarios: emails, summaries, analysis, rephrasing
- Creating prompts that can be directly reused in day-to-day work

Module 4 – Identifying use cases and preparing for automation

Apply AI to your own line of work and identify the applications with the greatest impact.

- Mapping repetitive, time-consuming or low-value-added tasks
- Identifying the most relevant AI use cases according to the business or role
- Identifying use cases with a rapid return on investment
- Differences between one-off use of AI, automation and AI agents
- Overview of what an automation approach can deliver using tools such as n8n
- Preparing for the next steps: moving from simple to more advanced use cases

□ WHO IS THIS TRAINING FOR?

This course is aimed at any professional wishing to discover generative AI and learn how to use it effectively in their day-to-day work, including:

- employees and staff across all sectors
- managers and team leaders
- support, sales, marketing, HR or administrative roles
- freelancers and small businesses
- anyone wishing to acquire the necessary prerequisites before an advanced AI course or an n8n course

□ PREREQUISITES

No technical prerequisites are required.

This course is open to anyone who already uses digital tools in their professional environment and wishes to discover the practical applications of generative AI.

□ TEACHING METHOD

The training course takes a practical, interactive and real-world approach:

- clear and accessible explanations
- demonstrations of tools
- examples drawn from the professional world
- practical and progressive exercises
- discussions focusing on participants' actual needs
- reflection on the specific applications for each role or activity

□ DURATION

A 4-hour half-day training course.

This training course can also be extended to a **full day** if you wish to include more practical case studies, job-specific exercises and elements of governance or compliance.

Please do not hesitate to ask us for a bespoke quote for your in-house training courses.