SKILLSLAB
Training Provider

COURSE BROCHURE

Generative AI for Business Professionals

Professional Training Course



Skillslab Training Provider
Skills for Tomorrow's World

info@skillslab-training.com | +966 55 965 3447 | www.skillslab-training.com

Course Description

Introduction

Generative AI for Business Professionals is a practical, executive-focused training program designed to help professionals confidently use generative artificial intelligence to improve productivity, decision-making, communication, analysis, innovation, and business performance. As organizations accelerate digital transformation and adopt AI-powered tools across functions, professionals need more than basic awareness—they need practical capabilities to integrate generative AI into everyday workflows responsibly, securely, and strategically.

This Generative AI for Business Professionals course provides a structured approach to understanding how generative AI works, where it creates measurable business value, and how professionals can apply it to real organizational challenges. Participants explore prompt engineering, AI-assisted research, document creation, data interpretation, reporting, knowledge management, workflow optimization, content development, decision support, and intelligent automation.

The executive-level value proposition of this program is its focus on turning generative AI from an emerging technology into a practical business capability. Participants learn how to reduce time spent on repetitive knowledge work, improve the quality and speed of professional outputs, enhance analytical capabilities, and identify opportunities for AI-enabled process improvement.

The program combines hands-on exercises, realistic business scenarios, structured prompting techniques, responsible AI practices, and implementation frameworks. Participants leave with practical methods, reusable approaches, and an actionable plan for embedding generative AI into their professional responsibilities while protecting organizational information, maintaining human oversight, and supporting sustainable business value.

Course Objectives

By completing the Generative AI for Business Professionals training program, participants will be able to:

- Understand the capabilities, limitations, and business applications of generative artificial intelligence.
- Identify high-value generative AI use cases across different organizational functions.
- Apply effective prompt engineering techniques to improve the quality and relevance of AI outputs.
- Use generative AI for research, analysis, summarization, reporting, and professional communication.
- Improve productivity by integrating AI into recurring knowledge-based workflows.
- Apply generative AI to support problem-solving, brainstorming, planning, and decision-making.
- Create structured professional documents, presentations, reports, and business content using AI assistance.
- Evaluate AI-generated outputs for accuracy, relevance, bias, quality, and reliability.
- Protect confidential information and apply responsible AI practices in professional environments.
- Understand governance, privacy, security, copyright, and ethical considerations associated with generative AI.
- Identify opportunities for AI-enabled workflow optimization and intelligent automation.
- Develop a practical implementation plan for using generative AI within individual and organizational workflows.

Course Content

Day 1: Generative AI Fundamentals and Business Applications

- Understanding generative artificial intelligence and its business significance.
- Exploring how generative AI models produce and transform content.
- Understanding the capabilities and limitations of modern AI tools.
- Distinguishing generative AI from traditional automation and analytical systems.
- Exploring business applications across corporate and government environments.
- Identifying high-value use cases across organizational functions.
- Understanding human and artificial intelligence collaboration.
- Recognizing inaccurate, incomplete, or misleading AI-generated outputs.
- Evaluating opportunities, limitations, and risks before adopting AI tools.
- Mapping practical generative AI opportunities within participants' professional roles.

Day 2: Prompt Engineering for Professional Results

- Understanding the principles of effective prompt engineering.
- Structuring prompts around context, objectives, requirements, and expected outputs.
- Providing clear instructions to improve AI response quality.
- Using roles, constraints, examples, and formatting requirements effectively.
- Developing prompts for complex professional tasks.
- Applying iterative prompting to refine outputs systematically.
- Using follow-up prompts for deeper analysis and improved accuracy.
- Building reusable prompt templates for recurring business activities.
- Identifying common prompting mistakes and correcting weak instructions.
- Creating a personal prompt library for professional applications.

Day 3: Generative AI for Productivity, Communication and Knowledge Work

- Using generative AI for professional writing and communication.
- Drafting and improving reports, proposals, correspondence, and executive summaries.
- Summarizing lengthy documents and extracting important information.
- Supporting research and accelerating information synthesis.
- Transforming complex information into clear executive communication.
- Using AI for meeting preparation, agendas, minutes, and follow-up actions.
- Supporting presentations, briefings, and stakeholder communications.
- Applying AI to knowledge management and organizational information.
- Improving repetitive knowledge-based workflows with AI assistance.
- Designing AI-enabled workflows for individual and team productivity.

Day 4: Generative AI for Analysis, Problem-Solving and Decision Support

- Applying generative AI to structured business problem-solving.
- Using AI to explore scenarios, alternatives, and strategic options.
- Supporting qualitative analysis and information interpretation.
- Applying AI to planning, forecasting discussions, and scenario development.

- Using AI to identify patterns, assumptions, gaps, and potential risks.
- Supporting decision preparation without replacing professional judgment.
- Applying AI to customer, operational, financial, and workforce scenarios.
- Using structured prompts for comparative and multidimensional analysis.
- Validating AI outputs before incorporating them into decisions.
- Building an AI-assisted decision-support workflow.

Day 5: Responsible AI, Governance and Workplace Implementation

- Understanding responsible generative AI usage in professional environments.
- Protecting confidential, personal, and organizational information.
- Recognizing privacy, security, intellectual property, and compliance considerations.
- Understanding bias, hallucinations, transparency, and reliability risks.
- Establishing appropriate human review and approval processes.
- Developing practical guidelines for organizational AI usage.
- Evaluating AI tools before workplace adoption.
- Identifying workflows suitable for AI-enabled automation.
- Measuring productivity, quality, adoption, and business value.
- Developing a practical generative AI implementation action plan.

Target Audience

Generative AI for Business Professionals is designed for professionals seeking to improve productivity, analytical capability, communication, and organizational performance through practical artificial intelligence applications. The program is particularly suitable for:

- Executives, directors, managers, and department heads.
- Government officials and public sector professionals.
- Ministry personnel and administrative leaders.
- Strategy and corporate planning professionals.
- Human resources and learning professionals.

- Finance and accounting professionals.
- Procurement, contracts, and supply chain professionals.
- Project and program managers.
- Marketing, sales, and business development professionals.
- Operations and performance management teams.
- Customer service and stakeholder engagement professionals.
- Executive assistants and administrative professionals.
- Consultants and business analysts.
- Digital transformation and innovation teams.
- Professionals responsible for research, reporting, communication, and knowledge-intensive work.

Course Requirements

No programming, data science, or advanced technical background is required to attend this course. The program is designed for business professionals who want to use generative AI effectively without becoming technical specialists.

Participants should ideally have:

- Basic familiarity with common digital workplace tools.
- An understanding of their professional responsibilities and organizational workflows.
- Interest in improving productivity, analysis, communication, or decision-making.
- Willingness to participate in practical AI exercises and business scenarios.
- Examples of recurring professional tasks that could potentially benefit from AI assistance.
- Awareness of organizational confidentiality and information-handling requirements.

Training Methodology

The training methodology is highly practical and application-focused, combining structured instruction with hands-on exercises that reflect real professional responsibilities. Participants progress from understanding generative AI fundamentals to designing effective prompts, applying AI to business tasks, evaluating outputs, managing risks, and building practical workplace implementation plans.

The methodology includes:

- Expert-led interactive instruction.
- Live generative AI demonstrations.
- Hands-on prompt engineering exercises.
- Real-world corporate and government scenarios.
- Individual and group business applications.
- AI-assisted research and analysis activities.
- Professional writing and reporting exercises.
- Workflow redesign workshops.
- Problem-solving and decision-support scenarios.
- Output evaluation and verification exercises.
- Responsible AI and information protection discussions.
- Development of reusable prompt frameworks.
- Practical implementation planning.

Learning Outcomes

Upon successful completion of the program, participants will be able to integrate generative AI into professional workflows with greater confidence, effectiveness, and responsibility. Participants will be equipped to:

- Use generative AI effectively for everyday professional tasks.
- Develop high-quality prompts for complex business requirements.
- Produce stronger reports, summaries, communications, and professional documents.
- Accelerate research, synthesis, and information analysis.
- Improve meeting preparation, documentation, and follow-up activities.
- Apply AI to brainstorming, problem-solving, planning, and scenario development.
- Use AI as a structured decision-support resource while maintaining professional judgment.
- Evaluate generated outputs for accuracy, relevance, quality, and potential risk.
- Recognize inappropriate or high-risk uses of generative AI.
- Protect confidential and sensitive organizational information.

- Apply responsible AI practices within corporate and government environments.
- Identify opportunities for AI-enabled productivity and workflow improvement.
- Build reusable prompting approaches for recurring professional tasks.
- Develop an actionable plan for integrating generative AI into workplace activities.

Instructor Profile

The program is delivered by an internationally certified expert with extensive practical and consulting experience. The instructor brings strong expertise in generative artificial intelligence, digital transformation, business productivity, prompt engineering, workflow optimization, responsible AI, organizational change, and practical AI implementation.

The instructor's approach emphasizes business application rather than unnecessary technical complexity. Through demonstrations, professional scenarios, hands-on exercises, implementation frameworks, and practical discussions, participants learn how to translate generative AI capabilities into measurable improvements in productivity, communication, analysis, decision support, and organizational performance.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

Website	www.skillslab-training.com
Email	info@skillslab-training.com
WhatsApp	+966 559 653 447

Generated by Skillslab Training

info@skillslab-training.com | WhatsApp: +966 559 653 447

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