

AI Foundations for Business Users

Building the Knowledge, Confidence, and Skills to Use Artificial Intelligence Effectively at Work

4-Hour Professional Development Program

Artificial Intelligence is rapidly transforming the workplace, creating new opportunities to improve productivity, streamline processes, enhance decision-making, and unlock innovation. Yet many employees are still uncertain about what AI actually is, how it works, when it should be used, and what risks need to be managed.

AI Foundations for Business Users provides a practical, business-focused introduction to AI for non-technical professionals. Participants gain a clear understanding of AI capabilities and limitations, learn the principles of responsible AI usage, and develop the prompt-writing skills required to obtain high-quality results from tools such as Microsoft Copilot, ChatGPT, and other generative AI solutions.

This workshop focuses on practical workplace applications and equips participants with the confidence to use AI responsibly, safely, and effectively.

Business Outcomes

Organisations across every industry are investing in AI technologies, yet successful adoption depends on employees understanding how to use these tools appropriately.

- Understand the fundamentals of Artificial Intelligence
- Separate AI reality from AI hype
- Identify opportunities to use AI in everyday work
- Recognise risks, limitations, and governance obligations
- Develop effective prompt-writing skills
- Improve productivity using AI-assisted tools
- Build confidence in using AI responsibly
- Prepare for the future of work

Target Audience

This programme is suitable for all business professionals, including:

- Managers and Team Leaders
- Executive Assistants
- Administrators
- HR Professionals
- Finance Teams
- Project Managers
- Customer Service Teams

- Marketing Professionals
- Sales Teams
- Business Analysts
- Anyone interested in understanding AI and its workplace applications

Prerequisites

No technical knowledge or AI experience is required.

Programme Objectives

By the end of the workshop participants will be able to:

- Explain what Artificial Intelligence is and how it works
- Understand the capabilities and limitations of AI systems
- Identify appropriate business use cases for AI
- Recognise common AI risks and governance concerns
- Apply responsible AI principles in the workplace
- Write effective prompts that generate better results
- Evaluate AI-generated content critically
- Use AI tools with greater confidence and effectiveness

Program Content

Understanding Artificial Intelligence

Develop a practical understanding of AI and its role in the modern workplace.

Key Topics

- What is Artificial Intelligence?
- AI versus Automation
- Machine Learning explained simply
- Generative AI explained simply
- Large Language Models (LLMs)
- How tools such as Microsoft Copilot and ChatGPT work
- Current AI capabilities
- Real-world business applications
- The future of AI in the workplace

Business Outcome

Participants gain a clear understanding of the key concepts, terminology, and technologies driving today's AI revolution.

What AI Is and What AI Isn't

Build realistic expectations by understanding both the strengths and limitations of AI.

Key Topics

What AI Is

- A productivity enhancer
- A knowledge assistant
- A content generation tool
- A decision-support capability
- A workplace accelerator

What AI Isn't

- A replacement for human judgement
- A source of guaranteed facts
- A legal or compliance authority
- An autonomous decisionmaker
- A substitute for expertise and critical thinking

Business Outcome

Participants learn when AI can be relied upon, when verification is required, and where human oversight remains essential.

Risks, Governance and Responsible AI

Understand the risks associated with AI and how organisations can use AI safely and responsibly.

Key Topics

AI Risks

- Hallucinations and inaccuracies
- Bias and fairness concerns
- Copyright and intellectual property issues
- Data privacy and confidentiality risks
- Security considerations
- Over-reliance on AI-generated content

Responsible AI Principles

- Transparency
- Accountability
- Fairness
- Reliability

- Human oversight

Workplace Governance

- Managing sensitive information
- Enterprise AI policies
- Data protection obligations
- Content verification frameworks
- Safe and compliant AI usage

Business Outcome

Participants understand how to use AI responsibly while protecting organisational information, reputation, and compliance obligations.

Prompt Fundamentals

Learn the most important skill for obtaining high-quality AI responses.

Key Topics

Understanding Prompts

- What is a prompt?
- How AI interprets instructions
- Why prompt quality matters

Prompt Frameworks

- Role + Task + Context + Output
- Goal + Audience + Format
- Structured prompting techniques

Building Better Prompts

- Providing clear context
- Defining objectives
- Specifying audiences
- Controlling output format
- Applying constraints
- Using examples effectively

Improving Responses

- Iterative prompting
- Refining outputs
- Follow-up prompts
- Quality control techniques

Participants create prompts for:

- Emails and communications
- Reports and summaries
- Meeting notes
- Business analysis
- Policies and procedures
- Presentations and proposals
- Brainstorming and idea generation

Business Outcome

Participants develop the skills required to communicate effectively with AI tools and consistently generate higher-quality outputs.

Practical Business Use Cases

Discover how AI can support productivity and performance across business functions.

Key Topics

Executive and Administrative Support

- Drafting communications
- Meeting summaries
- Information consolidation

Human Resources

- Policy development
- Recruitment communications
- Training content creation

Finance

- Report summaries
- Data interpretation
- Management reporting support

Project Management

- Status reporting
- Risk documentation
- Stakeholder communications

Marketing and Sales

- Content creation
- Campaign planning
- Customer communications

Business Outcome

Participants identify immediate opportunities to apply AI within their own roles and teams.

The Future of Work with AI

Explore how AI is reshaping the workforce and creating new opportunities.

Key Topics

- Emerging workplace trends
- Human skills that become more valuable
- AI readiness and organisational maturity
- Building an AI-enabled workforce
- Creating a personal AI learning roadmap

Business Outcome

Participants understand how AI is changing the workplace and how to continue building their AI capability.

Learning Approach

This workshop combines:

- Instructor-led demonstrations
- Real-world business examples
- Interactive discussions
- Prompt-writing workshops
- Practical AI exercises
- Governance and risk scenarios
- Individual and group activities

Participants leave with practical techniques that can be applied immediately in the workplace.

Included with the Program

- Comprehensive course workbook
- Prompt Engineering Quick Reference Guide
- AI Governance Checklist
- Prompt Template Library
- Practical Exercises and Examples
- Responsible AI Framework
- Certificate of Completion

Delivery Options

Course: AI Foundations for Business Users

Duration: 4 Hours

Cost: \$450+GST per person

Delivery: Classroom or Virtual Instructor-Led Training

Level: Beginner to Intermediate

Audience: All Business Professionals

2027 Dates (9am to 1pm):

- Thursday, 4 February 2027
- Wednesday, 10 March 2027
- Wednesday, 14 April 2027
- Tuesday, 18 May 2027
- Friday, 18 June 2027
- Friday, 23 July 2027
- Thursday, 26 August 2027
- Wednesday, 29 September 2027
- Tuesday, 2 November 2027
- Friday, 3 December 2027

Business Benefits

Organisations investing in this programme can expect employees to:

- Adopt AI with greater confidence
- Improve productivity and efficiency
- Produce higher-quality AI-generated outputs
- Reduce AI-related risks
- Strengthen governance and compliance practices
- Make more informed decisions about AI usage
- Identify practical opportunities for innovation

Software Solutions

Empowering Employees to Understand, Evaluate, and Use Artificial Intelligence Safely, Responsibly, and Effectively.

Practical AI training designed to help organisations build AI confidence, strengthen governance, and unlock the productivity benefits of Artificial Intelligence.