MERCURY

ChatGPT for All: Simple Skills for Smarter Work

1 – 5 February 2027
Madrid (Spain)



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Ref: 16210_1010848 **Date:** 1 – 5 February 2027 **Location:** Madrid (Spain) **Fees:** 6200 Euro

Introduction:

In today's digital-driven workplace, smart tools like ChatGPT are revolutionizing how we manage tasks, enhance productivity, and make better decisions. The ChatGPT for All: Simple Skills for Smarter Work training course equips professionals with foundational skills to confidently use generative AI in everyday work.

From improving writing and communication to streamlining research and brainstorming, the ChatGPT for All: Simple Skills for Smarter Work course demystifies ChatGPT and empowers users across sectors. Whether they are a manager, analyst, content creator, or support specialist, it offers accessible techniques to amplify your efficiency.

The ChatGPT for All: Simple Skills for Smarter Work program is for real-world application, prioritizing ease of use, creativity, and ethical practices. It is ideal for professionals who look to integrate smart AI tools into their daily routines to work smarter, not harder. Participants will explore AI-enhanced workflows without needing technical backgrounds.

Targeted Groups:

This ChatGPT for All: Simple Skills for Smarter Work training targets professionals seeking specialized knowledge and skills:

- Administrative staff are aiming to automate reports and tasks.
- Marketing professionals need faster content generation.
- HR specialists are enhancing policy drafts and interview templates.
- Project managers are seeking AI tools for planning and task tracking.
- Customer service representatives are improving response efficiency.
- Educators and trainers are creating instructional materials with AI.
- Small business owners are optimizing time and operations.
- Freelancers need creative support and brainstorming tools.
- Content creators are enhancing productivity and ideation speed.
- Executives and leaders are exploring smarter decision support tools.
- Analysts are using AI for data summarization and trend insights.

Targeted Competencies:

Participants will gain the following competencies during the ChatGPT for All: Simple Skills for Smarter Work program:

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- Prompt design and customization for varied outcomes.
- Creative content generation and task automation.
- Professional communication assisted by AI.
- Analytical thinking with AI summarization support.
- Digital productivity using AI tools in workflows.
- Ethical judgment in AI-assisted work scenarios.
- Time management is enhanced through automation techniques.
- Solution-oriented thinking using generative AI tools.

Course Objectives:

Participants will achieve the following objectives by the ChatGPT for All: Simple Skills for Smarter Work course:

- Understand the key capabilities and boundaries of ChatGPT.
- Apply ChatGPT for writing emails, reports, and summaries.
- Use AI prompts to generate new ideas and content variations.
- Customize responses and refine tone for different audiences.
- Simplify technical or complex information using AI.
- Explore tools and plugins that extend ChatGPT's functionality.
- Create templates for routine workflows using prompt engineering.
- Integrate ChatGPT into project management and communication tasks.
- Analyze responses for reliability, tone, and contextual accuracy.
- Follow ethical guidelines when using AI-generated content.
- Reflect on best practices for safe, transparent AI usage.
- Transfer skills across multiple departments and work contexts.

Course Content:

Unit 1: Understanding ChatGPT and Its Capabilities:

- What is ChatGPT? A simple introduction to large language models.
- Evolution of generative AI and practical applications.
- Key features of ChatGPT: prompt-response architecture.
- ChatGPT vs. search engines: what makes it different?
- Understanding limitations: hallucinations, bias, and accuracy concerns.
- Safety, privacy, and data considerations.
- Paid vs. free versions: capabilities and differences.
- Where ChatGPT fits in your professional workflow.
- Evaluating when to use ChatGPT for smarter decisions.

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Unit 2: Writing Smarter with ChatGPT:

- Structuring prompts for emails, memos, and internal messages.
- Drafting reports, proposals, and presentations efficiently.
- Editing, proofreading, and rewriting assistance.
- Enhancing tone: formal, friendly, assertive, or diplomatic.
- Using ChatGPT for social media captions and blog outlines.
- Language translation and simplification for clarity.
- Creating templates for recurring writing tasks.
- Accelerating documentation and training content development.
- Avoiding over-reliance and maintaining human oversight.

Unit 3: Task Automation and Workflow Optimization:

- Setting up prompt chains for daily routines.
- Generating to-do lists, meeting agendas, and notes.
- Organizing project plans and timelines with AI support.
- Creating checklists and SOP drafts with consistency.
- Using AI for quick research summaries and comparisons.
- Integrating ChatGPT with third-party tools e.g., Excel, Notion.
- Scheduling assistance using AI-generated templates.
- Auto-drafting replies and follow-ups in customer support.
- Reducing time spent on repetitive administrative tasks.

Unit 4: Creative Problem Solving and Ideation with AI:

- Brainstorming new ideas for campaigns, services, or solutions.
- Exploring different angles on a single topic.
- Using the "Five Whys" or SWOT via AI.
- Storyboarding and scripting for videos and ads.
- Generating names, slogans, and taglines with AI help.
- Testing ideas by simulating stakeholder questions.
- Enhancing innovation with scenario-based prompts.
- Collaborating with ChatGPT as a thought partner.
- Turning abstract concepts into tangible outlines.

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Unit 5: Best Practices, Ethics, and Real-World Use Cases:

- Responsible AI use in the workplace.
- Detecting and mitigating bias in AI responses.
- Ensuring accuracy through human-AI collaboration.
- Real-world case studies from business, HR, and marketing.
- Creating an internal policy for AI usage.
- Troubleshooting poor results and prompt refinement.
- Evaluating output quality: fact-checking and logic.
- Future of AI in productivity: trends to watch.
- Building a culture of continuous learning around AI tools.

Final Insights & Key Takeaways:

AI tools like ChatGPT can significantly enhance professional efficiency when used strategically. This course equips participants with simple yet impactful skills to unlock AI potential in diverse work scenarios. With ethical use and creative application, ChatGPT becomes a reliable support tool—not a replacement—for smart professionals. Empower your daily workflow by working with AI, not against it.