



AI for Business Productivity ChatGPT Training Course

9 – 13 August 2027
Amsterdam (Netherlands)



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Introduction

The AI for Business Productivity ChatGPT training course helps professionals understand how artificial intelligence tools can improve workplace productivity, communication, decision-making, and operational efficiency. It provides a foundation for practical AI applications in modern business environments, using ChatGPT and advanced generative AI technologies. Participants explore how AI-driven workflows support business automation, content generation, customer interaction, reporting, research, and strategic planning across different industries. The program focuses on theoretical understanding combined with professional use cases that reflect current trends in organizational digital transformation. Participants also learn how prompt engineering, AI-assisted collaboration, and workflow optimization contribute to better business performance and faster task execution. Participants gain structured knowledge of AI productivity tools, business-focused ChatGPT applications, and practical frameworks for integrating AI into daily professional operations.

Targeted Groups

This AI for Business Productivity ChatGPT training targets professionals seeking knowledge and skills:

- Business managers seeking AI productivity improvement.
- Administrative professionals handling daily workflows.
- Marketing specialists creating AI-assisted content.
- HR professionals are improving communication processes.
- Customer service teams enhance response efficiency.
- Project managers optimizing operational performance.
- Entrepreneurs seeking digital business productivity tools.
- Corporate trainers exploring AI learning technologies.
- Analysts managing reporting and business insights.
- Professionals involved in digital transformation initiatives.
- Team leaders are improving collaboration and task management.
- Content creators are using AI writing and research tools.

Course Objectives

Participants will achieve the following objectives by completing the AI for Business Productivity ChatGPT course:

- Understand the fundamentals of artificial intelligence in business.
- Identify business productivity opportunities using ChatGPT tools.
- Explain practical applications of generative AI in organizations.
- Develop effective prompts for professional business tasks.
- Improve communication workflows using AI-powered assistance.
- Analyze AI use cases for administration and operations.
- Apply AI tools to reporting and documentation activities.
- Evaluate ethical considerations in AI business environments.
- Improve time management through AI workflow automation.
- Support decision-making using AI-generated business insights.
- Enhance customer engagement through conversational AI practices.
- Understand AI limitations and responsible usage principles.
- Organize AI-supported collaboration across departments.
- Integrate AI technologies into business productivity strategies.
- Strengthen awareness of digital transformation in professional settings.

Targeted Competencies

Participants will gain the following competencies during the AI for Business Productivity ChatGPT program:

- Professional use of ChatGPT in business environments.
- AI-assisted communication and workflow management.
- Prompt engineering for productivity improvement.
- Business content generation using AI technologies.
- AI-supported reporting and documentation practices.
- Digital collaboration using generative AI platforms.
- Critical evaluation of AI-generated business information.
- Ethical and responsible AI implementation awareness.
- Business process optimization using AI tools.
- AI-enhanced research and information organization.
- Operational efficiency improvement through automation concepts.
- Strategic thinking regarding AI transformation initiatives.
- Productivity planning using intelligent digital solutions.
- Professional adaptation to emerging AI technologies.

Studying Scenarios

In this AI for Business Productivity ChatGPT training, participants develop skills through the following scenarios:

- Managing AI-assisted communication for internal business operations.
- Creating productivity workflows using ChatGPT business solutions.
- Developing professional prompts for reporting and documentation.
- Improving customer interaction using conversational AI tools.
- Organizing AI-supported research and data summarization tasks.
- Evaluating ethical AI usage in workplace environments.
- Supporting business planning using AI-generated insights.
- Enhancing marketing and administrative productivity processes.

Course Content

Unit 1: Fundamentals of Artificial Intelligence and Business Productivity

- Introduction to artificial intelligence in modern business.
- Evolution of generative AI technologies in organizations.
- Understanding ChatGPT and large-language-model concepts.
- Business productivity challenges addressed through AI solutions.
- Digital transformation trends across industries.
- Core principles of AI-driven workplace efficiency.
- Benefits of AI tools for operational improvement.
- Understanding AI terminology and professional applications.
- Overview of AI business productivity platforms and tools.

Unit 2: Professional ChatGPT Applications in Business Operations

- Using ChatGPT for professional communication tasks.
- AI-assisted email drafting and message optimization.
- Business content writing using AI productivity systems.
- Creating reports and summaries with generative AI.
- AI support for meeting preparation and documentation.
- Managing repetitive tasks through AI workflow support.
- Enhancing administrative efficiency with intelligent tools.
- Practical applications for project coordination activities.
- Improving workplace collaboration through AI communication.

Unit 3: Prompt Engineering and AI Workflow Optimization

- Fundamentals of prompt engineering for business users.
- Structuring prompts for accurate AI-generated responses.
- Creating effective prompts for professional communication.
- Prompt optimization for business research activities.
- Using AI prompts for productivity and task management.
- Designing workflows supported by generative AI tools.
- Organizing AI-driven knowledge management practices.
- Improving efficiency through AI-assisted task automation.
- Managing AI outputs for operational consistency.

Unit 4: AI for Business Decision-Making and Strategic Productivity

- AI applications in business analysis and decision support.
- Using ChatGPT for strategic planning discussions.
- AI-assisted brainstorming and idea generation techniques.
- Business insight generation using AI-powered tools.
- Supporting management reporting through generative AI.
- AI productivity strategies for organizational performance.
- Improving team productivity with intelligent systems.
- Understanding AI trends in business transformation.
- Integrating AI into strategic operational frameworks.

Unit 5: Ethical AI Usage, Risk Management, and Future Business Applications

- Ethical principles of AI usage in professional environments.
- Understanding risks associated with generative AI tools.
- Data privacy considerations in AI-supported operations.
- Responsible AI communication and content practices.
- Evaluating AI-generated information for accuracy.
- Governance and compliance considerations for AI adoption.
- Future trends in AI business productivity technologies.
- Organizational readiness for AI transformation initiatives.
- Long-term business opportunities using intelligent automation.

Final Insights & Key Takeaways

The course equips professionals with practical knowledge of how generative AI technologies improve communication, efficiency, collaboration, and strategic productivity within modern organizations. Participants gain a strong understanding of AI-driven business transformation, professional applications of ChatGPT, and responsible approaches to integrating intelligent productivity solutions into daily operations.