



A Practical Introduction to ChatGPT for Managers and Business Professionals

Half-day live online training course

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Overview

“ChatGPT is like the Swiss army knife of online tools.”

This **half-day live online training course** will show you how ChatGPT and AI can revolutionise your effectiveness. With ChatGPT, you can streamline communication effortlessly, drafting emails, sales proposals, marketing materials and reports with clarity and precision. Dive deep into data analysis, extracting insights swiftly to drive strategic decisions.

Use it to help solve complex challenges creatively, harnessing the power of AI for innovative solutions. Seamlessly manage tasks, prioritising and delegating for optimal workflow. Empower teams through AI-driven training and development resources, fostering continuous growth.

Plus, it can enhance customer interactions with personalised responses, boosting satisfaction and retention.

Learning objectives include:

1. Gain familiarity with prominent AI tools in the market.
2. Efficiently compose and respond to emails.
3. Generate concise summaries of complex reports and data.
4. Obtain quick insights, data, and research across varied topics.
5. Streamline the writing of articles, training notes, and posts.
6. Improve time and technique in writing sales emails and materials.
7. Create Excel formulas using plain English commands

Course Outline

I. Introduction to ChatGPT

- Understanding the capabilities and limitations of ChatGPT
- Exploring potential applications in business settings
- Overview of key features and functionalities

II. Leveraging ChatGPT for Communication

- Enhancing written communication with ChatGPT



- Crafting effective emails, reports, and memos using ChatGPT assistance
- Introduction to AI-Driven Content Marketing

III. ChatGPT for Decision Making

- Utilising ChatGPT to gather insights and information for decision-making processes
- Analysing data and generating reports with ChatGPT support
- Integrating ChatGPT into strategic planning and forecasting

IV. Improving Customer Engagement with ChatGPT

- Implementing ChatGPT for customer service and support
- Personalising interactions and responses with ChatGPT
- Managing customer feedback and sentiment analysis using ChatGPT tools

V. Practical Exercises and Case Studies

- Hands-on practice sessions to familiarise participants with ChatGPT
- Analysing case studies of successful ChatGPT implementations in various industries
- Group discussions and brainstorming on potential applications within participants' own organisations

VI. Q&A and Next Steps

- Addressing participants' questions and concerns about integrating ChatGPT into their work
- Providing resources and guidance for further learning and exploration
- Outlining the next steps for implementing ChatGPT strategies in participants' roles and organisations

Conclusion

- Recap of key takeaways from the training