

## BIZ-I6

# BIZ-I6 — Advanced Prompting for Business

*Business — Intermediate / Intermediate*

<b>Audience</b>	Professionals who use AI tools regularly and want to get consistently better results
<b>Prerequisites</b>	BIZ-F2 — AI Tools for Professional Productivity (recommended)
<b>Duration</b>	1 day
<b>Delivery format</b>	Practical workshop — prompt development and testing
<b>Group size</b>	8–16
<b>Materials provided</b>	Prompt library template, chain-of-thought examples, system prompt reference guide, prompt testing framework

## Description

This one-day course elevates competent AI users to expert-level prompt engineering. Participants develop personal and team prompt libraries, master advanced techniques like chain-of-thought reasoning and structured outputs, and build a systematic methodology for prompt testing and refinement. Leave with 20+ production-ready prompts, the ability to train others in your approach, and frameworks for continuous improvement. Focus is practical, business-relevant, with real workflow optimization.

## Key Modules

### Module 1 — Prompt anatomy

What every strong prompt contains: context, task, constraints, examples, output format. Components that improve results: persona setting, step-by-step instructions, negative examples. Anti-patterns: vague instructions, contradictory requirements, unrealistic expectations.

### Module 2 — Chain-of-thought and structured outputs

Advanced reasoning techniques that improve result quality and traceability. Chain-of-thought prompting that shows working. Structured output formats (JSON, XML, markdown) for integration with downstream tools. When to use each approach and why it matters.

### Module 3 — System prompts and role-setting

Configuring AI behaviour for consistent business use. System prompt templates by use case. Setting tone of voice, domain expertise, decision-making style. Testing system prompt effectiveness.

## Module 4 — Building and maintaining a team prompt library

Prompts as organisational assets. Documentation standards and version control. Sharing within teams and across the organisation. Feedback loops and continuous improvement. Governance: who approves which prompts, when do you retire them.

## Module 5 — Evaluating prompt quality

Criteria for evaluating results: accuracy, completeness, relevance, style consistency. Iteration frameworks: what changed and why. The science of testing: control variables, sample sizes, statistical significance. Knowing when to stop iterating.

## Module 6 — Prompt testing methodology

Systematic testing, not trial and error. Setting up test frameworks. Blind testing to avoid bias. Documenting what works and what does not. Building institutional knowledge about prompt engineering in your organisation.

## What You Will Be Able To Do

1. Analyse prompt anatomy and apply advanced techniques like chain-of-thought and structured outputs
2. Build a personal and team prompt library of 20+ production-ready, tested prompts
3. Design system prompts that configure AI for consistent business outcomes
4. Apply rigorous testing methodology to evaluate and improve prompt quality
5. Teach colleagues systematic prompt development and become a prompt engineering expert in their organisation
6. Establish and maintain prompt governance and continuous improvement processes

## Delivery Notes

Meeting room with internet, projector, and paired workstations. All participants require laptops with access to multiple AI tools (ChatGPT, Claude, Gemini minimum). Live tool access for prompt building and testing. Provide prompt library template and testing worksheet. Trainer should be an experienced prompt engineer or AI product specialist. Optimal group size 10–14, preferably mixed roles that use AI daily.

## Pathway Position

**Comes after:** BIZ-F2 — AI Tools for Professional Productivity (recommended)

**Feeds into:** BIZ-I7 — AI for Data Analysis / BIZ-A8 — AI Strategy and Transformation

### Ready to book this course?

Contact Io Technologies to discuss delivery at your organisation.

All courses and engagements are delivered on request — on-site, remote, or blended.