

# UNLEASHING THE USE OF GENERATIVE AI FOR PRODUCTIVITY OF MANAGERS

*for HR Executives, HR Managers and Managers*

Date : 6 & 7 February 2025 (2 Days)  
Time : 9.00 am - 5.00 pm  
Mode : Face-to-Face  
Venue : Klang Valley, Selangor  
Price (RM) : RM 1,920.00 (Member) | RM 2,160.00 (Non-Member)  
*\*Prices exclusive of 8% SST*



## INTRODUCTION

In today's fast-evolving workplace, leveraging AI technologies like ChatGPT, Gemini, Co-Pilot, DeepSeek, Dalle, MidJourney, ElevenLabs, Awaz, Sora and other Generative AI tools has become essential for companies in the corporate sector to stay competitive. These are powerful tool that can revolutionize company's functions, from automating routine tasks to enhancing employee engagement and decision-making. By integrating AI into the company's processes, organizations can streamline operations, reduce costs, and improve overall efficiency. This course is designed to provide corporate executives and managers with hands-on experience and insights into using LLMs and other Generative AI tools for their daily work. This includes recruitment, onboarding, policy creation, drafting and replying emails, generating ideas & contents, personalize reports and content, designing, marketing & promotions, researching and more. Participants will also explore ethical considerations, data privacy, and future trends, equipping them to lead their organizations in an AI-driven landscape.



## OBJECTIVE

- Understand the basics of artificial intelligence (AI) and explore ways in integrating generative AI tools into daily corporate functions.
- Familiarize participants with common Large Language Model AI tools (LLM AI) in the market.
- Explore practical use cases of LLMs like ChatGPT & DeepSeek in improving efficiency and effectiveness in day-to-day work by providing hands-on experience in correct prompt
- engineering techniques (LLMs are designed to be talked to in a specific structure in order to get the best results, and the technique of how to talk to them is called Prompt Engineering).
- Enhance the employee experience using AI-driven engagement strategies.
- Explore the future of AI in the corporate landscape and prepare participants to lead the transformation.
- Address ethical considerations and best practices for Large Language Model AI tools utilization in corporate environments.



## COURSE OUTCOME

- By the end of the training, participants will be able to:
- Demonstrate an understanding of AI concepts.
- Effectively utilize LLMs like ChatGPT to enhance their day-to-day work, improving efficiency and effectiveness.
- Develop strategies to integrate AI into daily functions while addressing risks and challenges.
- Be equipped to lead innovations and transformations in their organizations.
- Evaluate ethical implications and adhere to best practices when using Generative AI in their work.
- Ultimately, participants will be able to do more with less time and effort as time is the most precious commodity anyone could have.



Organised by :

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## COURSE CONTENT

### Day 1

9.00am – 5.00pm

#### 1) Introduction to AI and Its Applications in Corporate Environments

- What is Artificial Intelligence?
- Key Concepts of Artificial Intelligence: Machine Learning vs. Deep Learning.
- Everyday Examples of AI usage.
- Case studies of AI success stories in HR & other corporate operations.

#### 2) Introduction to common LLM AI Tools in the market

- ChatGPT (by Open AI)
- Gemini (previously Bard) (by Google)
- Claude (by Anthropic)
- Co-Pilot (by Microsoft)
- Poe (by Quora)
- Perplexity (by Perplexity AI)

#### 3) Hands-on Training with ChatGPT

- (A) Getting started with ChatGPT (From Basic Prompts to Higher Level Prompts Level 1 to 3)
  - PROMPT STRUCTURE
  - PROMPT MODIFIER
  - PROMPT QUESTIONAIRE
- (B) Fine tune ChatGPT to achieve the desired outcomes

#### 4) Identifying AI Integration Opportunities

- (A) Getting started with ChatGPT (From Basic Prompts to Higher Level Prompts Level 4 to 6)
  - PROMPT JUSTIFIER
  - PROMPT SUCCESS CRITERIA
  - MULTI-MODAL PROMPTING

- (B) Harnessing ChatGPT for day-to-day work  
Applying the 6 levels of prompts to different work situations

- Drafting and replying emails,
- Generating ideas & contents,
- Personalize reports and content without compromising quality,
- Designing,
- Marketing & promotions,
- Researching,
- Automating recruitment: Job posting, resume screening, and scheduling interviews, etc.

#### 5) Brainstorming & practical exercises on other potential applications in corporate processes

#### 6) Q&A and Discussion Session

End of Programme



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## COURSE CONTENT

### Day 2

9.00am – 5.00pm

#### 1) Recap of Day 1 Learnings

#### 2) Introduction to Role Model Prompts

- Using Role Model Prompts
- Master Prompts
- Grand Master Prompts

#### 3) Image Creation with AI

- Getting started with Image Creation via Dalle and Mid Journey
- Fine tune Images created to achieve the desired outcomes
- How to create consistent images
- Practical usage of image creation

#### 4) Enhancing Employee Engagement Using ChatGPT

- Using AI to personalize employee feedback and training.
- Addressing FAQs and providing 24/7 support.

#### 5) Ethical and Legal Considerations

- Addressing data privacy and security concerns in AI usage.
- Navigating biases and ensuring fair decision making.
- Compliance with local and international regulations (e.g., GDPR, PDPA)

#### 6) Building an AI-Ready Corporate Team

- Skills and mindset shifts needed for corporate executives.
- Training HR& other teams to adopt AI tools effectively.
- Managing change and fostering a culture of innovation.

#### 7) The Future of AI in the corporate setting

- Predictive analytics: Forecasting workforce trends with AI.
- Exploring next-gen AI tools and technologies for the corporate sector.
- Developing a strategic roadmap for long-term AI integration in the corporate setting.

#### 8). Recap of Learnings over the 2 days

#### 9) Q&A and Discussion Session

End of Programme



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