

AI FOR BUSINESS AND NON-TECHNICAL AUDIENCES

Prompt Writing for Business Users

Level: Foundation • 2 days (expandable to 3) • Virtual, In-person

Overview

The difference between a useless AI answer and a genuinely useful one is usually the prompt. Most business users type a request the way they would type a search query, get a generic response, and conclude the tool is overrated. The skill they are missing is the same one behind a good delegation or a good creative brief: stating the goal, supplying the context, and describing what a good result looks like. That skill is entirely learnable, and no technical background is required.

This is a hands-on, foundation course. It deliberately teaches one skill deeply, writing prompts that get useful and reliable results, rather than surveying AI broadly. The gradient starts with why prompts matter and a plain-language model of how AI assistants respond, builds the anatomy of a good prompt, adds iteration as the working method, then applies the skill to core business tasks and hardens it into reliable, reusable templates. Every module includes a hands-on lab and builds on the one before, using tasks from your own work.

Who Should Attend

- Business users in any role who use ChatGPT, Claude, Copilot, or a similar assistant
 - Teams that want a shared, consistent standard for AI-assisted work
 - Anyone who tried an AI assistant, got mediocre answers, and wants to fix that
- Developers who want prompting depth for building software should take *Prompt Engineering for Developers* instead.

Prerequisites

- None. No technical background is assumed
- Access to any mainstream AI assistant and a few real work tasks to practice on

What You Will Learn

- Explain, in plain language, why prompt quality changes answer quality
- Write prompts with a clear goal, context, role, format, and constraints
- Refine answers through iteration instead of settling for the first response
- Apply prompt patterns to core business tasks: writing, summarizing, and analysis
- Judge output quality and harden prompts so they work reliably every time
- Build a personal prompt library and share effective prompts with a team

Course Outline

Day one: the fundamentals of a good prompt

- Why Prompts Matter
 - What the assistant does with your words, in plain language
 - Why vague requests get generic answers: the briefing analogy

- Lab: run the same task with a weak, a decent, and a strong prompt, and compare the results
- The Anatomy of a Good Prompt
 - The working parts: goal, context, role, format, and constraints
 - Showing what good looks like: examples and tone
 - Lab: build prompts from a checklist for three real tasks from your own work
- Iterating to a Great Answer
 - The conversation is the method: follow-ups, corrections, and narrowing
 - Asking the assistant to critique and improve its own answer
 - Lab: take a mediocre first answer and iterate it into one you would actually use

Day two: applying the skill and making it reliable

- Prompts for Core Business Tasks
 - Patterns for writing and rewriting, summarizing, and first-pass analysis
 - Adapting a pattern to your role and your audience
 - Lab: build task-specific prompts for the recurring work in your own job
- Reliability: Getting Good Results Every Time
 - Why the same prompt can give different answers, and how to tighten it
 - Verifying output: catching errors before they reach your name
 - Lab: harden one of your prompts until it produces consistent, trustworthy results
- Reusable Prompts and Team Sharing
 - Turning a good prompt into a template others can use
 - Building and maintaining a shared prompt playbook
 - Lab: build a personal prompt library of five templates and trade the best ones with the group

Extended Version

The three-day version keeps the same gradient and adds depth and practice:

- Advanced patterns: multi-step prompts, working with documents, and structured outputs
- Role-based workshops applying the skill deeply to each attendee's function
- Prompting inside workplace tools, connecting to *Getting Value from Microsoft 365 Copilot*
- A capstone in which each attendee builds, tests, and presents a complete prompt playbook for their role