## Lesson 1

Introduction to Generative AI: Part 1

Exploring the Basics and Everyday Applications

### **What You Learned in This Lesson**

This session introduced the foundational concepts of **Generative AI**, its practical applications, and how to start using it in both your **personal workflows** and your **organization**.

We covered:

* **What Generative AI is** AI that creates new content based on learned patterns — from emails and blogs to strategies, summaries, code, and visuals.
* **AI’s Four Superpowers**
  + **Content Generation**
  + **Content Analysis**
  + **Feedback**
  + **Thought Partnership**
* **Why AI matters in your role as a leader** It enhances productivity, creativity, and decision-making — especially for data-heavy or repetitive tasks.
* **Where AI falls short** Hallucinations (inaccuracies), bias, and outdated information were highlighted as areas to watch. Always validate AI outputs.
* **The difference between mental vs. manual tasks** We explored how AI assistants (mental) and AI agents (manual) can help streamline your workflow.
* **Getting started with AI tools** You were introduced to some of the most widely used tools and what they're best for:  
  + **ChatGPT** for general prompting and custom GPT creation
  + **Claude** for reasoning and dialogue
  + **Perplexity** for research
  + **Copilot (Microsoft)** and **Gemini (Google)** for productivity tool integration

### **Step-by-Step Practice from This Session**

1. **Identify AI Opportunities in Your Workflow**
   * Ask yourself:  
     + Which repetitive tasks drain your time and energy?
     + Which creative or strategic tasks would benefit from a thought partner?
2. **Mental vs. Manual Task Mapping**
   * Create a list of tasks you do weekly.
   * Divide them into two categories:  
     + **Manual** = scheduling, emails, summaries, reports
     + **Mental** = strategy, analysis, decision-making
3. **Tool Exploration (Live Example Shown)**
   * **Notebook LM** (Google): For summarizing and mind-mapping uploaded documents or web content.
   * **AI Audio/Video Tools**: Generative content from plain text for marketing and onboarding.
4. **Personalization Tip**
   * Customize your ChatGPT (Pro) settings: tone, personality, format. This makes your AI assistant more consistent.

### **Homework Reminder**

**Your AI Onboarding Checklist:**

✅ Register for 2 different AI tools from the following:

* ChatGPT (Free or Plus)
* Claude
* Perplexity
* Microsoft Copilot or Google Gemini

✅ Test these tools with basic tasks:

1. **Use Perplexity** to research a business-relevant topic (e.g., market trends, compliance standards).
2. **Upload a document** to Claude or ChatGPT (non-sensitive) and ask for a summary.
3. **Compare the experience**: Which tool felt more intuitive? What did you like or dislike?

✅ Optional: Start mapping your own **mental vs. manual task list**.

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## Lesson 2

Introduction to Generative AI: Part 2

Deep Dive into AI Personas and Prompting Techniques

### **What You Learned in This Lesson**

In this session, we explored how to use AI as a powerful teammate by assigning it specific roles like Assistant, Strategist, or Creator. You learned how different types of prompts lead to very different outputs — and that great results start with great input. We introduced structured prompt building using six key components and practiced techniques for brainstorming, feedback, content drafting, and pressure testing ideas. This lesson laid the groundwork for effective AI communication — and showed that prompting is a real skill that improves with intention and repetition.

### **Step-by-Step Practice from This Session**

1. **Understand AI Personas**
   * **Assistant** → Manual, repetitive tasks
   * **Strategist** → High-level thinking, pros/cons analysis
   * **Creator** → Draft content and generate ideas  
      👉 Choose the right persona based on the type of work you need help with.
2. **Learn Prompt Types**
   * **Basic** → Simple task with context
   * **Focused** → Adds role and requirements
   * **Comprehensive** → Adds reasoning, boundaries, review instructions
3. **Use the Six Building Blocks of Prompting**
   * Context
   * Role
   * Interview
   * Task
   * Boundaries
   * Reasoning  
      👉 Mix and match based on what you want the AI to do.
4. **Polish the Output**
   * Use follow-up prompts for AI polish
   * Review everything manually for accuracy and brand tone
   * AI is a co-creator, not a replacement — your judgment is still key

### **Homework Reminder**

**This Week’s Hands-On Assignment:**

✅ **Write a prompt** asking AI to critique a decision, plan, or idea you’re currently working on  
 ✅ **Build your prompt library** — save 2–3 prompts that worked well and could be reused  
 ✅ **Document what happened**:

* What was useful?
* What did AI misunderstand?
* How did you improve the output?

💡 *Pro Tip: Try the same task in different tools (ChatGPT, Claude, Perplexity) and compare how they respond.*

## Lesson 3

Generative AI: Using AI to Build Tools

Your first hands-on prompting to prototyping session

**What You Learned in This Lesson**

This session marked your first hands-on experience using AI to **go beyond prompting — and start building.** You learned how to define a simple, real-world business need, craft a structured AI prompt, and test it in a no-code tool like **Lovable.dev**. This was about **creating prototypes**, not perfection. You saw how AI can help generate workflows, reports, calculators, and simple apps — all without coding. This is the start of understanding how AI can help you build **operational tools**, not just content.

**Step-by-Step Practice from This Session**

1. **Define the Business Need**
   * Choose a task that is **repetitive, data-heavy, or time-consuming**.
   * Think in terms of automating something you or your team does regularly.
   * *Examples*:
     + Build a **flow chart for decision-making or reporting**
     + Automate a **KPI summary report** based on input data
     + Create a **monthly schedule** builder for internal reviews
2. **Prompt ChatGPT to Write App Instructions**
   * Use the following format:
     + **Context** – What’s the business and challenge?
     + **Role** – What role should ChatGPT play?
     + **Task** – What tool do you want it to help create?
     + **Boundaries** – What should be excluded or simplified?
   * *Example Prompt*:  
     “You are a product designer. I work in finance and want a simple tool to visualize monthly accounting data. Help me write a prompt for Lovable.dev to create a flow-based dashboard that displays revenue, expenses, and variance. Keep it simple and clean.”
3. **Build in Lovable.dev**
   * Copy the ChatGPT-generated prompt
   * Paste into [Lovable.dev](https://lovable.dev/)
   * Let the tool generate a working prototype
   * Interact with it — test layouts, buttons, flows
   * 💡 *Reminder*: You don’t need to publish or finish it. The goal is **proof-of-concept**

**Homework Reminder**

✅ Choose a small, practical tool you'd like to build (for example:  
– a client onboarding checklist,  
– a reporting visualizer,  
– a scheduling assistant).

✅ Use **ChatGPT** to generate a **Lovable.dev prompt**.

✅ Paste it into Lovable and test the output. *(You get 5 free tries per day).*

✅ Document your results:

* What worked well?
* What surprised you?
* What would you improve?

*Optional: Take a screenshot and bring it to next session for feedback and iteration.*

**Lesson 4 – Building Your Own Custom LLM & AI Assistant** Exploring how to turn general AI tools into business-specific assistants

### **What You Learned in This Lesson**

In this session, we explored how general-purpose AI tools like ChatGPT, Gemini, and Claude are powered by Large Language Models (LLMs), and how these LLMs can be adapted for business use. You learned the difference between using a model “as is” and customizing it for specific business roles — like a customer support assistant or HR policy responder. We walked through the steps of setting up your own AI Assistant inside a ChatGPT Project and outlined how it can support real business workflows by referencing your internal knowledge.

### **Core Concepts Covered**

* What is a Large Language Model (LLM)
* Differences between general-purpose and specialized/custom LLMs
* Business benefits of customizing LLMs vs. building them from scratch
* What AI Assistants (Custom GPTs) are and how they function
* Key differences between AI Assistants and AI Agents

### **Step-by-Step Activity Summary**

**1. Understand What You’re Building**

* LLMs are the foundation — like engines.
* AI Assistants are powered by these models but serve specific tasks.
* Your assistant should support one focused area in your business (e.g., HR, customer service, operations).

**2. Set Up Your ChatGPT Project**

* Choose a base model (ChatGPT is recommended).
* Name your project clearly (e.g., “HR Assistant” or “Customer Policy Helper”).
* Define assistant behavior:  
  + Role: What job should it perform?
  + Tone: Formal, friendly, concise?
  + Tasks: What will it handle (e.g., FAQs, policy clarifications, drafting replies)?
  + Restrictions: Topics to avoid or flag.

**3. Upload Relevant Internal Documents**

* Add at least three: FAQs, SOPs, policy manuals, or onboarding guides.
* Ensure they are clear and up to date.

**4. Start a Chat and Give Instructions**

* Guide the AI by setting clear instructions in the project setup.
* Describe who it is helping and what kind of responses are expected.

**5. Test and Iterate**

* Ask 3–5 real questions it should be able to answer:  
  + “Summarize our employee training policy.”
  + “Explain steps to onboard a new contractor.”
  + “Draft an email response to a client asking about pricing.”
* Review for tone, accuracy, and usefulness.
* Refine project instructions or reformat source documents as needed.

### **Key Takeaways**

* You don’t need to build your own LLM to benefit from it.
* Business value comes from *customizing* LLM behavior using simple tools.
* AI Assistants are task-focused, easy to deploy, and can quickly become valuable internal tools.

### **Homework Reminder**

✅ Create your AI Assistant in ChatGPT  
 ✅ Upload at least 3 supporting business documents  
 ✅ Define its role, tone, and responsibilities clearly  
 ✅ Test with 3–5 practical business questions  
 ✅ Evaluate: Did it respond well? What could improve?

Bring your setup and test results to the next session for review.