



Generative AI at Work: AI Essentials for Business Professionals

14 – 18 June 2027

Amsterdam - Zuidas business district hotel



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Introduction

Modern workplaces increasingly provide employees with generative AI tools, copilots, and chat assistants, yet inconsistent usage, unchecked outputs, and data privacy concerns prevent organisations from realising measurable gains. Developing generative AI essentials enables staff across administrative, analytical, and operational roles to apply generative AI at work with confidence, precision, and adherence to governance boundaries. Through guided hands-on exercises, participants master practical interaction techniques, evaluate machine responses systematically, and address security hazards. Practical exercises guide each professional to construct a Personal Generative AI Workflow Playbook tailored to routine responsibilities with Core Concept.

Course Objectives

- Explain how large language models generate answers and identify the mechanical causes of inaccurate responses.
- Apply organizational acceptable use policies to match specific operational tasks and data types with appropriate generative tools.
- Write structured prompts using role, task, context, and format parameters to generate usable drafts, summaries, and analyses quickly.
- Employ chat assistants and office copilots to draft business correspondence, extract meeting action items, and evaluate tabular data.
- Verify model outputs for factual accuracy, bias, confidential details, and intellectual property attribution prior to dissemination.
- Compile a Personal Generative AI Workflow Playbook to streamline repetitive administrative, analytical, and operational duties.

Target Audience

- Administrative professionals and coordinators responsible for drafting minutes, business correspondence, and routine documentation.
 - Research officers and business analysts who compile information, summarise findings, and present briefing materials.
 - Customer support representatives and client services personnel handling written enquiries and communications.
 - Project coordinators and operational support specialists tracking project schedules, milestone logs, and action items.
 - Functional practitioners across human resources, accounting, procurement, and operations who produce domain-specific documentation.
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Course Outline

Day 1: How Generative AI Works and Where It Fits

- How Large Language Models Work: Tokens, Training Data and Probabilistic Output
- AI, Machine Learning and Generative AI Terms Using ISO/IEC 22989 Definitions
- Generative AI Tool Landscape: Chat Assistants, Office Copilots and Image Generators
- Personal Task Audit: Mapping Daily Work Suited to Generative AI
- Acceptable Use Policy Review: Approved Tools, Data Classes and Human Review Points

Day 2: Prompting Methods and Output Evaluation

- Role, Task, Context and Format Prompt Pattern
- Few-Shot Examples and Step-by-Step Instructions
- Grounding Answers in Own Documents with File Upload and Retrieval Features
- Output Evaluation Rubric: Accuracy, Relevance, Completeness and Tone
- NIST AI 600-1 Generative AI Risk Categories for Everyday Users

Day 3: Generative AI in Everyday Work Tasks

- Email and Report Drafting Lab with a Chat Assistant
- Meeting Summaries and Action Logs with an Office Copilot
- Spreadsheet Analysis Lab: Formula Help, Pivot Summaries and Chart Suggestions
- Presentation Outline and Slide Drafting from a Source Document
- Multilingual Drafting and Translation Review with Back-Translation Checks

Day 4: Accuracy, Security and Responsible Use

- Hallucination Detection Using Source Checking and Lateral Reading
- Confidential Data Handling with Sensitivity Labels and Redaction
- Prompt Injection and Malicious Content Awareness from the OWASP Top 10 for LLM Applications
- Copyright, Attribution and Disclosure of AI-Assisted Work
- Bias Recognition in Generated Text and Images

Day 5: Workplace Scenarios and the Workflow Playbook

- Customer Enquiry Scenario Lab: From AI Draft to Approved Response
 - Policy Summary Scenario Lab: Checking a Long-Document Summary Against the Source
 - Personal Prompt Library Build for an Own Role
 - Verification Checklist and Workflow Playbook Assembly
 - Peer Demonstration and Time-Saving Estimate
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Skills You Will Gain

- Generative AI Literacy
- Structured Prompt Writing
- AI-Assisted Document Drafting
- AI Output Verification
- Information Security Awareness
- Responsible AI Use
- AI-Assisted Data Summarisation

Why Attend This Course

- Establish a personal generative AI workflow playbook to handle recurring drafting, summarisation, and analysis duties.
- Accelerate routine workplace tasks while preserving professional oversight and intellectual accountability over final results.
- Identify data security boundaries to prevent unapproved transmission of sensitive or restricted organizational records.
- Exchange practical operational approaches with peer professionals across diverse industries handling comparable administrative duties.

Conclusion

Workplace adoption of artificial intelligence delivers sustained efficiency only when professionals recognise the operational boundaries of language models and apply disciplined review routines. Moving progressively from model mechanics and structured prompt patterns to daily business tasks and information risk safeguards, this programme equips staff with balanced operational competence. Participants conclude the course with an actionable Personal Generative AI Workflow Playbook, ensuring immediate and responsible productivity enhancements upon return to their functional units.
