

# Understanding and Harnessing Generative AI

Hands-on course of 1 day - 7h

Ref.: GCJ - Price 2025: CHF870 (excl. taxes)

This course is designed to equip you with the skills to craft effective prompts and establish robust workflows for the most common business applications of artificial intelligence. You will learn how to harness the full potential of these tools while avoiding common pitfalls and risks.

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Define and effectively utilize generative AI tools.
- Craft efficient and tailored prompts using a systematic methodology.
- Establish workflows for the most common use cases.
- Validate content to mitigate any risks to the enterprise.
- Discover the latest functionalities in image, audio, and video AI.

## THE PROGRAMME

last updated: 02/2025

### 1) Understanding the Dimensions of the Ongoing Revolution

- What is Generative AI?
- Exploring the stakes of this revolution for business through practical examples.
- Presentation of the main tools and key players.
- AI Everywhere: LLMs, GANs, APIs, RAG, etc.

*Storyboarding workshops* : Collective reflection and exchange of ideas.

### 2) How LLMs Work, Their Limitations, and Prompt Writing Methodology

- Overview of current LLMs (ChatGPT, Gemini, Copilot, Mistral, Claude, etc.).
- Update on the latest announcements.
- How LLMs operate: knowledge base, algorithms, RLHF, and moderation.
- Limitations, biases, and errors: essential precautions.
- A systematic approach to constructing prompts to save time and boost efficiency.
- Transitioning from prompt to workflow with LLMs.

*Hands-on work* : Writing prompts on Padlet (analysis and refinement), with sector-specific application examples.

### 3) Mastering Common Business Use Cases with AI (Images, Audio, and Video)

- Enhancing existing content (summaries, analyses, improvements, translations, etc.).
- Creating new content (articles, newsletters, blogs, emails, etc.).
- Advanced applications (working with Excel data, producing SEO-optimized content, etc.).
- Extensions and tools for specialized tasks (handling critical documents, video summarization, etc.).
- Overview of image and video tools and key players.
- Discussion on the latest functionalities available with these tools.

*Case study* : "Photo Studio" – real-world examples and group discussion.

### 4) Ethical and Legal Considerations

- Using generative AI while protecting yourself and your organization.

#### PARTICIPANTS

All audiences, and in particular, all employees who need to be informed and reassured as soon as possible about these new methods of accessing information.

#### PREREQUISITES

No specific knowledge required.

#### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

#### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

#### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Addressing legal issues: GDPR, copyright, plagiarism, and liability for AI-generated content.

- Discussing ethical questions: transparency, misinformation, etc.

*Storyboarding workshops. : Analyzing concrete case studies from various enterprises.*

## DATES

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Contact us