GenAI Essentials for Every Role

Use generative AI confidently and responsibly in everyday work, whatever your role.

DURATION	FORMAT	LEVEL	LABS
16 hours	Onsite, online or hybrid	Foundation	Cloud sandbox included

About this programme

A practical, non-technical programme that explains how generative AI works, where it adds value in each function and how to use popular tools safely, so every employee can start experimenting with confidence.

Who it is for: All employees: delivery, product, sales, marketing, HR, finance and operations teams

What your team will be able to do

- Explain how generative AI differs from traditional AI in plain terms
- Identify high-value GenAI use cases in your own function
- Use popular GenAI tools for common writing, research and analysis tasks
- Recognise privacy, bias and misinformation risks and follow responsible-use guidelines
- Leave with a personal plan to experiment with GenAI in your work

Before you start

- No technical background needed
- Access to a work laptop and a browser

Course outline

1. Understanding generative AI

- What generative AI is and how it differs from traditional AI
- How models such as GPT, DALL-E and diffusion models generate content
- Key terms simplified: tokens, training data, neural networks and prompts

2. GenAI across business functions

- Delivery and CoE: content generation, documentation and code suggestions
- Product teams: rapid prototyping and feature brainstorming
- Sales and marketing: personalisation, content ideation and social media
- IT and facilities: predictive maintenance and automated reporting
- HR and finance: onboarding content, resume screening, forecasting and analysis

3. Tools and platforms

- Overview of popular tools such as ChatGPT, Jasper and Midjourney
- Live demonstration: completing a common task with a GenAI tool
- Strengths and limitations of today's tools

4. Ethics and responsible use

- Common concerns: data privacy, bias and misinformation
- Responsible-use guidelines for the workplace
- Practical tips for ethical and effective adoption

5. Applying GenAI in your role

- Industry case studies and their business impact
- Group exercise: where GenAI fits in your function
- Next steps: experiments to try and resources for further learning

Sample schedule

2 days onsite, or 4 half-day sessions online. We fit days and session lengths to your team's calendar.

Day 1	8 h	Understanding generative AI; GenAI across business functions
Day 2	8 h	Tools and platforms; Ethics and responsible use; Applying GenAI in your role

Assessment and certification

How learning is checked

- A short knowledge check on day one and again at the end, so you can see each person's progress
- Graded hands-on labs in every module, reviewed by the trainer
- A final exercise that applies the programme to a problem like your team's own

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 25 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=genai-essentials

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