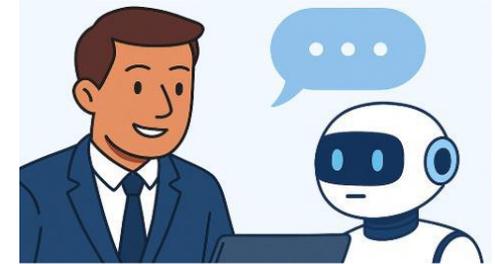


Prompt Engineering for Business Professionals



“Clarity + Context = Better AI Results”



KATS Training (Pty) Ltd

Course Overview & Outcomes

- Learn to write effective, structured prompts

- Apply AI tools in business & motor-industry contexts

- Understand ethical, responsible AI use

- Integrate ChatGPT, Copilot, Canva, and other tools into daily work

- Build a personal prompt library for your department

Why Prompt Engineering Matters

“AI won’t replace you — but the person using AI effectively will.”

- Prompting bridges human thinking and AI performance

- Clear instructions = accurate, business-ready results

- Real-world applications in HR, Finance, Operations, and Service

Tools You'll Use in This Course

- ChatGPT – prompt writing & reasoning

- Microsoft Copilot – summarising Word/Excel data

- Canva – visual content generation

- DALL·E – AI-driven image creation

- Notion / Zapier / Trello – workflow automation & project tracking

Day-by-Day Learning Path (1- Week Programme)

Day 1 – Introduction to Prompt Engineering: Weak vs Strong Prompts Demo

Day 2 – Role–Task–Format Framework: Design your first business prompt

Day 3 – Tools in Action: Create outputs using ChatGPT + Canva

Day 4 – Refinement & Ethics: Improve prompts, apply privacy rules

Day 5 – Capstone & Reflection: Submit your final prompt project

Ethics, Privacy & Safe Use

- Never share personal or client data in public AI tools

- Anonymise and protect all business information

- Keep human review and sign-off for all AI outputs

- Maintain professional tone and fact-checking

Motor- Industry Relevance

- Dealerships: customer comms, job cards, safety notes

- Workshops: maintenance checklists, tool SOPs

- Suppliers: stock summaries, compliance prompts

- Training: create quick guides & quiz questions

Assessment & Final Project

- Continuous participation & daily exercises
- Final Capstone Project: Create and refine a professional-grade prompt
- 80% minimum achievement required
- Certificates issued via KATS Academy LMS

Platforms & Support

- KATS Academy LMS – for materials & assessments

- Microsoft Teams – live sessions & Q&A

- WhatsApp Group – daily updates & peer support

- Email:
assignments@katstraining.co.za

Next Steps

- Log in to LMS and begin Day 1 (<https://katsacademy.co.za/>)

- Participate actively and ask for help early

- Apply what you learn immediately at work

<https://chatgpt.com/>

Thank You

KATS Training (Pty) Ltd

Empowering
professionals through
AI-driven excellence