

COURSE OUTLINE

Gen AI Beyond the Prompt

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Duration: One day (9:00 AM to 5:00 PM)

Method: Instructor-led

Mode: Physical

Level: Intermediate to Advanced Level

Instructor: Ali Reza Azmi

Course Overview

This full-day workshop is built for founders, business owners, and team leaders who want to dramatically increase their speed and output volume by using Gen AI as a working tool, not just a curiosity. The focus is productivity: getting more done, faster, without sacrificing quality.

Participants will audit their current workflows, identify the recurring tasks that slow them down, and rebuild those workflows with Gen AI integrated at the right points. Through hands-on practice, they will develop master prompts, build a custom AI agent trained on their business, and generate an automation script for one of their recurring tasks.

The day closes with a 90-day implementation roadmap and an accountability partner, ensuring the productivity gains compound long after the workshop ends.

Course Objectives

By the end of this session, participants will be able to:

- Diagnose their current position on the 4-Level AI Capability Ladder and identify specific gaps to close
- Apply the RTCO Framework (Role, Task, Context, Output) to produce reliable, structured outputs from Gen AI tools
- Build reusable master prompts mapped to recurring business tasks
- Build and deploy a custom AI agent (Custom GPT or Gemini Gem) trained on their business context
- Use Gen AI to generate slides, analyse documents with NotebookLM, draft communications, and produce automation scripts

- Rework existing workflows by integrating Gen AI into the process to increase speed and output volume
 - Develop a 90-day implementation plan to embed Gen AI into daily business operations
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Who Should Attend

This course is suitable for:

- Founders and business owners
 - Team leaders and department heads
 - Professionals who have used ChatGPT, Claude, or Gemini but haven't embedded AI into their workflow
 - Anyone looking to move from occasional AI use to systematic integration
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Prerequisites

- Prior experience with ChatGPT, Claude, or Gemini
 - Understanding of what a prompt is
 - Laptop with internet access
 - Basic digital literacy and familiarity with common office tools
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Course Outline

Introduction: Why Your AI Usage Isn't Compounding

Overview:

This opening module names the exact problem most leaders face: they've used Gen AI, gotten useful answers, but their usage hasn't translated into business results. The session sets the honest diagnosis and lays out what the day fixes.

Topics Covered:

- Why occasional AI use doesn't compound into business outcomes
- The gap between knowing about AI and embedding it into operations
- What this workshop will fix by 5pm

Learning Outcome:

Participants will arrive at a clear, honest diagnosis of their current AI usage and the specific shifts required to move forward.

Module 1: Diagnose and Map Your Work

Overview:

This module helps participants diagnose where they are on the AI Capability Ladder, tour the major Gen AI platforms, and build a personal task inventory that becomes the north star for the rest of the day.

Topics Covered:

- The 4-Level AI Capability Ladder: Curiosity, Occasional Use, Systematic Integration, Strategic Advantage
- Practitioner's tour of Claude, ChatGPT, Gemini, and Grok
- Foundational language: prompt, token, context window, model
- Output capabilities: docx, xlsx, pptx, images, audio, code
- Paid vs free tiers and when the upgrade is worth it
- Task inventory exercise: mapping recurring weekly, monthly, and quarterly work

Learning Outcome:

Participants will know exactly which AI tool to reach for based on the task, have a shared technical vocabulary, and leave with a personal task inventory mapped to AI opportunities.

Module 2: RTCO and the Master Prompt System

Overview:

This is the core skills module. Participants will learn the RTCO Framework as a reliability system, build their own master prompts against real business tasks, and develop the prompting habits that separate serious users from casual ones.

Topics Covered:

- The RTCO Framework: Role, Task, Context, Output
- Hands-on: building two master prompts mapped to your task inventory

- Prompt chaining: when one output feeds the next
- Hygiene and habits: new chats, hallucinations, when to start fresh
- Pro questions that upgrade every AI conversation
- Meta-prompting: using AI to write your prompts

Learning Outcome:

Participants will have a working prompting system, two master prompts built for their real business, and the discipline to produce reliable AI outputs consistently.

Module 3: AI-Powered Outputs and Automation

Overview:

This module moves from prompts into the concrete outputs Gen AI can produce for a business. Each topic combines demonstration and hands-on work against the participant's task inventory, producing real artefacts ready for use the following Monday.

Topics Covered:

- Custom AI agents: building a Custom GPT or Gemini Gem trained on your business
- Slides with AI: Gamma, Canva Magic Design, Claude artifacts, ChatGPT
- NotebookLM for analysis and research across your own documents
- AI-assisted communications: drafting in your tone of voice at scale
- Automation with AI-generated code: Office Scripts, Apps Script, VBA

Learning Outcome:

Participants will leave with one custom AI agent, a draft AI-generated slide deck, a working NotebookLM setup, communication templates in their voice, and one working automation script, all built for their actual business.

Closing

Overview:

The day is only valuable if it changes what happens next week, next month, and next quarter. The workshop closes by translating everything built during the day into a clear forward path, with peer accountability built in.

Topics Covered:

- 90-day implementation plan: Days 1 to 30 deploy what you built, Days 31 to 60 train your team, Days 61 to 90 measure ROI and identify the next tasks to systematise
- Pairing with an accountability partner for monthly check-ins
- Summary of key takeaways and reflection
- Final Q&A session
- Introduction to further training and the 24CO community

Learning Outcome:

Participants will leave with a clear 90-day roadmap, a peer accountability partner, and the structure to ensure the workshop translates into sustained business change

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