



@ASK Training
Attitude | Skills | Knowledge

Mastering ChatGPT for Strategic Communication

Course Code:
ASKCHAT

Course Duration:
1 day, 9.00am - 5.00pm

Course Fee:
\$750 (\$817.50 Inc. 9% GST) per participant

Course Venue:
Hotel

Course Dates:
<https://asktraining.com.sg/course-schedule/>



Course Synopsis

Embark on a journey to master ChatGPT for enhancing strategic communication among professionals, ensuring effective and impactful interactions with both internal stakeholders and external customers.

This course is meticulously designed to equip you with the knowledge and skills to leverage ChatGPT and other AI tools in various communication scenarios, ensuring precision, reducing bias, and fostering a collaborative communication environment.

Learning Outcome

By the end of this course, you will:

- Have a robust understanding of ChatGPT and its capabilities in strategic communication.
- Be adept in utilizing ChatGPT for various communication mediums, ensuring clarity, conciseness, and impact.
- Understand and mitigate biases in communication using ChatGPT, ensuring fairness and inclusivity.
- Apply ChatGPT in conflict management, crafting scenarios and responses that adhere to various conflict management styles.
- Implement AI-augmented workflows, enhancing efficiency and productivity in communication processes.

Course Outline

Introduction to ChatGPT

- The two key variables in using ChatGPT: prompts + training data
- Best practice in prompt engineering
- Use frameworks to add structure and clarity to craft effective prompts

Deep Dive into ChatGPT

- Capabilities of ChatGPT: e.g. summarizing, idea generation, etc
- Enhanced features: e.g. chart generation, PowerPoint, Word, Excel creation
- Plugins: ranging from creation of videos, to data analysis

Effective Communication with ChatGPT

- Amplify the principles of effective communication with ChatGPT
- Leverage ChatGPT for effective email communication, generating reports, etc
- Hands-on: participants to learn how to use ChatGPT for effective communication

Combating Biases in ChatGPT

- Understanding biases in ChatGPT
- How to use Hofstede model of six dimensions of national cultures with ChatGPT
- Leveraging ChatGPT to highlight and neutralize biases by incorporating the Hofstede model

Conflict Management with ChatGPT

- Understand the 5 conflict management style - Thomas Kilman Conflict Management Tool
- How to use ChatGPT to generate the various scenarios to handle conflict management
- Hands-on: Participants to evaluate their own conflict management style and how to use ChatGPT to address it

AI-Augmented Workflow

- Dive into the process of mapping workflow that can be enabled by AI
- Showcasing numerous case studies in AI-augmented workflow
- Introducing a range of AI tools for different workflow

Conclusion

- Q&A session on the use of ChatGPT and AI tools
- Forward looking: sneak peek into the numerous cutting-edge applications of Generative AI
- Consolidate their learnings and forming of the cohort community for future support

Pre-requisite

- A laptop (preferable your personal laptop) that allows you to access to internet (secured office laptop is not suitable)
- Laptop power adaptor and/or USB mouse