

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Prompt Design and AI Productivity for Managers

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Generative AI assistants can save managers hours each week on writing, analysis, planning and research, but only when used well. This hands-on course teaches practical prompt design, ways to verify AI output, techniques for summarising documents and data, and how to build simple repeatable AI workflows while protecting confidential information.

Most people use AI tools far below their potential, or trust them too much. You will learn a structured, safe way to get reliable results and to guide your team's use of AI.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Hands-on practice with AI assistants on realistic management tasks, prompt clinics, peer review of outputs and creation of a personal prompt library.

Course objectives

By the end of this course, participants will be able to:
• Explain how generative AI assistants work and where they fail
• Write structured prompts that produce reliable results
• Use AI for writing, summarising, analysis and planning
• Verify facts and reduce errors and bias in AI output
• Protect confidential data when using AI tools
• Create repeatable AI workflows for your team

Target audience

This course is suitable for:
• Managers and team leaders
• Executive assistants and coordinators
• Project and programme managers
• HR, finance and operations professionals
• Anyone wanting practical AI skills for work



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Target competencies

Participants will develop competencies in:

- Prompt engineering
- Critical evaluation of AI output
- Workflow design
- Information security awareness
- Productivity management

Course outline

Day 1: How Generative AI Works

09:00–10:08	Large language models in plain language
10:08–11:00	Strengths, limits and hallucinations
11:00–11:30	**Coffee break**
11:30–11:45	Strengths, limits and hallucinations (continued)
11:45–12:53	Choosing the right tool
12:53–14:00	Exercise: first prompts and comparison

Day 2: Prompt Design Techniques

09:00–10:08	Role, context, task and format
10:08–11:00	Examples and step-by-step instructions
11:00–11:30	**Coffee break**
11:30–11:45	Examples and step-by-step instructions (continued)
11:45–12:53	Iterating and refining
12:53–14:00	Prompt clinic: improving weak prompts

Day 3: AI for Management Tasks

09:00–10:08	Drafting emails, reports and policies
10:08–11:00	Summarising long documents and meetings
11:00–11:30	**Coffee break**



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11:30–11:45	Summarising long documents and meetings (continued)
11:45–12:53	Analysing data and spreadsheets
12:53–14:00	Workshop: real tasks from participants

Day 4: Quality and Safety

09:00–10:08	Fact-checking and source verification
10:08–11:00	Bias and fairness considerations
11:00–11:30	**Coffee break**
11:30–11:45	Bias and fairness considerations (continued)
11:45–12:53	Confidential data and company policy
12:53–14:00	Exercise: catching AI errors

Day 5: Building AI Workflows

09:00–10:08	Templates and prompt libraries
10:08–11:00	Team guidelines for AI use
11:00–11:30	**Coffee break**
11:30–11:45	Team guidelines for AI use (continued)
11:45–12:53	Measuring time saved
12:53–14:00	Personal productivity plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Dubai Confirmed dates	3 May 2027	7 May 2027	**€3,150.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Amsterdam Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,540.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Barcelona Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,840.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Vienna Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Rome Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,840.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online