BLACKBIRD FOR TRAINING

Generative AI Tools for Productivity and Business Innovation

5 – 9 July 2027
Amsterdam (Netherlands)



Generative AI Tools for Productivity and Business Innovation

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Introduction

The Generative AI Tools for Productivity and Business Innovation course focuses on using generative artificial intelligence tools to improve daily work, support decision-making, accelerate content creation, and develop practical business ideas. Organizations are increasingly using these tools to improve productivity, automate routine tasks, analyze information, enhance communication, and support innovation across departments.

This course provides a practical understanding of how generative artificial intelligence can be used in business environments. It covers prompt writing, task automation, document preparation, data summarization, idea development, workflow improvement, and responsible use. It also explains how to evaluate outputs, reduce errors, and apply these tools in a way that supports real business needs.

The course is delivered over five connected days. It begins with the foundations of generative artificial intelligence, then moves into prompt design, productivity applications, innovation use cases, workflow integration, and finally governance, evaluation, and continuous improvement. The content is aligned with the provided course topic.

Course Objectives

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

- Understand the main concepts of generative artificial intelligence and its business uses.
- Identify suitable use cases for productivity and innovation.
- Write effective prompts for different business tasks.
- Use generative artificial intelligence tools to summarize, draft, analyze, and organize information.
- Improve daily workflows through structured tool application.
- Support content creation, reporting, communication, and planning activities.
- Generate and evaluate business ideas using artificial intelligence tools.
- Reduce errors by reviewing and validating generated outputs.
- Apply responsible use practices when handling data and sensitive information.
- Integrate generative artificial intelligence into team and departmental workflows.
- Measure productivity improvements and business value.
- Develop practical action plans for continuous improvement.



Course Outlines

Day 1: Foundations of Generative Artificial Intelligence in Business.

- Concept of generative artificial intelligence and its role in modern organizations.
- Main types of generative tools used in business environments.
- Common productivity and innovation use cases.
- Opportunities and limitations of artificial intelligence outputs.
- Risks related to accuracy, privacy, and misuse.
- Responsibilities of users, teams, and managers when applying these tools.

Day 2: Prompt Design and Output Improvement.

- Principles of writing clear and effective prompts.
- Defining context, role, task, format, and expected output.
- Improving prompts through examples and follow-up instructions.
- Evaluating generated outputs for accuracy, clarity, and usefulness.
- Reducing vague, incomplete, or misleading responses.
- Practical application on preparing prompts for business tasks.

Day 3: Productivity Applications and Daily Workflows.

- Using generative tools for emails, reports, summaries, and meeting notes.
- Supporting research, comparison, and information organization.
- Preparing presentations, outlines, checklists, and action plans.
- Improving communication quality and document clarity.
- Automating repetitive writing and analysis tasks.
- Practical application of improving a daily workflow using artificial intelligence tools.

Day 4: Business Innovation and Idea Development.

- Using generative tools to explore business opportunities.
- Supporting brainstorming, product ideas, service improvement, and process redesign.
- Building scenarios and evaluating alternative solutions.
- Applying artificial intelligence to customer experience and internal operations.
- Turning ideas into structured business proposals.
- Practical application of developing an innovation concept.



Day 5: Governance, Measurement, and Continuous Improvement.

- Setting guidelines for responsible use of generative artificial intelligence.
- Managing data privacy, confidentiality, and quality control.
- Measuring productivity gains and business impact.
- Reviewing use cases and identifying improvement opportunities.
- Building a team-level action plan for adoption.
- Integrated application linking prompts, productivity, innovation, governance, and measurable value.

Why Attend this Course: Wins & Losses!

- Improve the ability to use generative artificial intelligence tools in daily work.
- Increase productivity through better drafting, summarizing, and organizing.
- Strengthen prompt writing and output improvement skills.
- Support faster preparation of reports, plans, and business documents.
- Improve communication quality across teams.
- Generate and structure business ideas more effectively.
- Reduce time spent on repetitive tasks.
- Support better decision-making through organized information.
- Improve workflow efficiency across departments.
- Build practical understanding of responsible tool use.
- Measure business value from artificial intelligence adoption.
- Develop action plans for applying generative tools in real work settings.

Conclusion

The Generative AI Tools for Productivity and Business Innovation course provides a practical framework for using generative artificial intelligence tools to improve productivity, communication, planning, and innovation. It covers the main stages of effective use, starting with understanding the tools and their limitations, then designing prompts, improving outputs, applying tools to daily workflows, developing business ideas, and managing responsible use.

The program follows a connected sequence that helps participants move from basic tool use to structured business application. It explains how generative artificial intelligence can support writing, summarizing, reporting, research, decision preparation, brainstorming, and workflow improvement when used with clear objectives and proper review.

By the end of the course, participants will have a practical understanding of how to apply generative artificial intelligence tools in a way that supports real business outcomes. The course helps improve productivity, reduce repetitive work, support innovation, strengthen communication, and build responsible practices for using artificial intelligence across teams and departments.

