



Writing Effective Prompts for Generative AI

Course description

Master the art of communicating with Generative AI through effective prompting techniques. Learn how to design clear, structured, and context-rich prompts that generate accurate, relevant, and high-quality responses from Large Language Models (LLMs). Discover practical prompt engineering strategies that improve productivity, creativity, and decision-making across business workflows.

Participants will learn the fundamentals of prompting, understand the differences between keyword search and AI prompting, apply prompt design best practices, and explore techniques to improve output accuracy. Through demonstrations and hands-on activities using Google Gemini, learners will gain practical experience creating prompts that generate useful, reliable, and actionable results.

- Course level: Introductory
- Duration: 1 day

Activities

This course includes instructor-led training, interactive discussions, guided demonstrations, google gemini hands-on activities, scenario-based learning, prompt design workshops, knowledge checks, and quiz and q&a sessions to reinforce learning.

Course objectives

In this course, you will learn to:

- Explain the capabilities and use cases of Generative AI.
- Differentiate keyword search from AI prompting.
- Understand the benefits of effective prompting.
- Apply prompt design best practices.
- Structure prompts using prompt building blocks.
- Use examples and context to improve outputs.
- Create follow-up and iterative prompts.
- Improve AI response accuracy and reliability.
- Reduce hallucinations through grounding and validation techniques.

Intended audience

This course is intended for:

- Business Professionals
- Project Managers
- Business Analysts
- Marketing Professionals
- Sales Professionals
- Operations Teams
- Knowledge Workers
- Administrative Professionals
- Anyone using Generative AI in daily work

Prerequisites

We recommend that attendees of this course have:

- Access to Gemini (gemini.google.com).
- No prior AI experience required.
- Suitable for beginners and experienced users alike.
- Interest in using AI to improve productivity. -

Products covered

- Google Gemini
- Google Workspace with Gemini

Course outline

Module 01 - What is Generative AI?

- Definition of Generative AI
- Capabilities of Generative AI
- Tasks Generative AI Can Help With
- Real-World Business Use Cases

Module 02 - Searching vs Prompting

- Differences Between Keyword Search and Prompting
- Prompt Examples
- Benefits of Prompting
- Conversational AI Interactions

Module 03 - Prompt Design Best Practices

- Importance of Prompt Design
- General Best Practices
- Prompt Building Blocks
- Providing Examples
- Iterative Prompting
- Follow-Up Prompts
- Chain-of-Thought Prompting
- Prompt Editor

Module 04 - Improving Output Accuracy

- Hallucinations and Their Impact
- Prompt Instructions
- Grounding and Citations
- Double-Checking Responses
- Developer Settings

Module 05 - Quiz & Summary

- Quiz Questions

- Course Summary
- Q&A Session

Certification details

Participants receive a course completion certificate upon successfully attending the training program.

FAQs

Who should attend this course?

This course is designed for business professionals who want to use Generative AI more effectively in their daily work.

Is prior AI experience required?

No. The course is suitable for both beginners and users with some prior AI experience.

What is prompt engineering?

Prompt engineering is the practice of designing effective instructions and inputs that help AI systems generate accurate and useful outputs.

Will I get hands-on experience?

Yes. The course includes multiple activities using Google Gemini and several live demonstrations.

What topics are covered?

The course covers Generative AI fundamentals, prompt design, prompt engineering best practices, iterative prompting, grounding, citations, and output accuracy techniques.

How can prompting improve AI outputs?

Well-designed prompts provide context, structure, and guidance, helping AI systems generate more accurate, relevant, and actionable responses.

How long is the course?

The course is delivered in a 3-hour instructor-led format.

What business benefits can organizations expect?

Organizations can improve employee productivity, increase the quality of AI-assisted work, reduce time spent on repetitive tasks, and enable more effective use of Generative AI technologies across business functions