

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

# Prompt Design and AI Productivity for Managers

5 days | Classroom training | English

**SMART HORIZON**

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London W2 6BD, United Kingdom

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https://smarthorizon.uk



# 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



# Course content

## 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** |



# Course content

| | |
|---|---|
| 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 GBP, excluding unconfirmed taxes.

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



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Cape Town<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **£1,890.-** |
| Online<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **£1,250.-** |
| Amsterdam<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£1,250.-** |
| Cape Town<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£1,890.-** |
| Online<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£1,250.-** |
| Barcelona<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **£2,840.-** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **£1,250.-** |
| Vienna<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **£2,940.-** |



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£1,250.-** |
| Frankfurt<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **£2,650.-** |
| Online<br>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 UK 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

info@smart-horizon.eu
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View the latest course details online