

ChatGPT Advanced: Mastering Automation and Workflow Optimisation

Duration: 5 Days

Language: en

Course Code: PI2 - 124

Objective

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

- Master prompt engineering for complex and multi-step tasks.
- Use ChatGPT for automating reports, content generation, email writing, and research.
- Design end-to-end workflows using ChatGPT and third-party tools.
- Implement plugins and API calls to extend ChatGPT’s capabilities.
- Optimise repetitive business tasks through AI-powered assistants.
- Address challenges related to accuracy, data privacy, and output validation.
- Build sustainable systems for team collaboration using ChatGPT.

Audience

This course is ideal for:

- Content creators and marketing professionals.
- Business analysts and operations managers.
- Startup founders and entrepreneurs.
- Virtual assistants and administrative professionals.
- Customer service and support team leaders.
- Productivity enthusiasts and AI tool adopters.

Training Methodology

The course is hands-on and use-case driven. Participants will work on live prompt design, test AI workflows, integrate ChatGPT with tools like Zapier, Notion, and Google Workspace, and build reusable automation templates. The learning experience combines expert demos, guided labs, and collaborative design sessions.

Summary

ChatGPT has evolved beyond simple conversations—it's now a powerful tool for automating tasks, optimising workflows, and streamlining communication across industries. This advanced-level course explores how to harness ChatGPT effectively in professional contexts to save time, reduce manual workload, and enhance operational efficiency.

Through practical use cases, workflow design exercises, and automation integrations, participants will learn to build smart prompts, generate dynamic content, and connect ChatGPT with productivity tools via APIs and plugins. This course is ideal for professionals seeking to turn ChatGPT into a productivity powerhouse in their daily work or business.

Course Content & Outline

Section 1: Advanced Prompt Engineering and Context Mastery

- Structuring multi-step prompts for efficiency and clarity.
- Using variables, conditional logic, and system instructions.
- Managing memory and context windows effectively.
- Role-playing and instruction layering for business use cases.
- Hands-on: Build prompt libraries for different workflow categories.

Section 2: ChatGPT in Workflow Optimisation

- Using ChatGPT for task delegation, summaries, and daily planning.
- Automating routine emails, reports, briefs, and meeting notes.
- Standardising client responses, proposals, and customer support.
- Workflow mapping: identifying automation opportunities.
- Workshop: Optimise a real workflow using ChatGPT.

Section 3: Integrations and Automation with External Tools

- Connecting ChatGPT with Zapier, Make.com, or API gateways.
- Pulling and pushing data between ChatGPT and productivity tools.
- Examples: automating lead generation, CRM updates, form responses.
- Using ChatGPT with Google Sheets, Notion, and Trello.
- Lab: Design a multi-app automation workflow with ChatGPT in the loop.

Section 4: ChatGPT Plugins, API, and Custom Workflows

- Introduction to plugins and how to install/use them.
- Using the code interpreter (Advanced Data Analysis) for automation.
- Sending real-time queries via API and interpreting structured outputs.
- ChatGPT in low-code/no-code environments.
- Case study: Automating content curation or reporting with plugins.

Section 5: Ethics, Governance, and Scaling ChatGPT in Teams

- Ensuring quality control and factual reliability.
- Data privacy, compliance, and responsible use policies.
- Creating prompt documentation and knowledge bases.
- Training teams on AI best practices and collaborative use.
- Final project: Build and present an AI-powered workflow solution.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

AI, Data and Visualisation, IT & Computer Application, Technology

Tags

Artificial Intelligence, Automation, Chat GPT

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