



# **AI at Work: Practical Productivity and Responsible Use**

26 - 30 Oct 2026  
Casablanca



# AI at Work: Practical Productivity and Responsible Use

**Ref.:** 103600650\_82865 **Date:** 26 - 30 Oct 2026 **Location:** Casablanca **Fees:** 4100 **Euro**

## Course Overview:

The Artificial Intelligence and Its Practical Applications in the Workplace course is an institutionally focused programme designed to help employees and managers understand artificial intelligence and apply it effectively, responsibly, and securely in everyday work. The course moves beyond general awareness by demonstrating how AI tools can support report writing, professional correspondence, document summarisation, information analysis, idea generation, work planning, and decision support.

Participants will explore generative AI and distinguish it from traditional automation, machine learning, and data analytics. They will also develop practical prompt engineering skills, learning how to define the role, context, task, constraints, audience, and required output when interacting with AI systems. The programme explains how to use ChatGPT and similar generative AI tools while critically reviewing their outputs for accuracy, relevance, bias, and reliability.

A defining feature of the course is its integration of practical AI use with institutional governance. Participants examine roles and responsibilities, acceptable and restricted uses, risk classification, data protection, human oversight, output approval, and accountability. These areas align with recognised AI ethics principles, including fairness, privacy and security, reliability, transparency, explainability, and responsibility.

The course also considers AI's impact on tasks, skills, job quality, and workplace organisation, emphasising that AI should augment human capability rather than replace professional judgement or human accountability.

## Target Audience:

- Administrative and office-based employees
- Managers and heads of departments
- Team leaders and supervisors
- Strategy and planning professionals
- Operations and process improvement personnel
- Human resources and learning and development professionals
- Business analysts and reporting specialists
- Quality and organisational excellence professionals
- Digital transformation and information technology personnel

## Targeted Organisational Departments:

- Executive management and general administration
- Strategic planning and performance management
- Operations and process improvement
- Human resources and learning and development
- Project management offices
- Data analysis and business intelligence
- Information technology and digital transformation
- Quality and organisational excellence
- Governance, risk, and compliance

## Targeted Industries:

- Government authorities and public-sector entities
- Ministries and public institutions
- Private companies and corporate groups
- Banking, financial services, and insurance
- Oil, gas, energy, and utilities
- Telecommunications and information technology
- Education and professional training

## Course Objectives:

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

- Explain the fundamental concepts of artificial intelligence and generative AI.
- Distinguish AI from machine learning, traditional automation, and data analytics.
- Identify workplace tasks that can be automated or augmented using AI.
- Use AI tools to prepare reports, correspondence, summaries, and structured content.
- Apply prompt engineering techniques to obtain clearer and more relevant outputs.
- Construct prompts using a defined role, context, task, constraints, and output format.
- Use ChatGPT in the workplace while critically reviewing its responses.
- Improve work planning, meeting preparation, documentation, and follow-up activities.

## Training Methodology:

The course uses an applied learning methodology that combines clear conceptual instruction, guided practice, workplace scenarios, and institutional case analysis. Each unit begins with a concise explanation of a relevant concept before participants apply it to a realistic workplace task, such as drafting a report, summarising a document, preparing professional correspondence, analysing information, or developing an action plan.

Participants will complete structured exercises in prompt engineering and progressively improve their prompts by adding context, defining the intended audience, specifying constraints, and clarifying the required output. They will compare initial and revised outputs and assess them against defined criteria, including accuracy, clarity, relevance, consistency, and reliability.

Group-based case studies will examine institutional uses of artificial intelligence. Participants will identify responsible parties, classify risk levels, determine what information may or may not be shared with AI systems, and establish suitable review and approval controls. Cases will also address bias, weak transparency, overreliance on automation, and the inappropriate use of personal or sensitive information.

Reflection and feedback sessions will allow participants to revise their prompts, improve AI-generated outputs, and identify points where human intervention is essential. This methodology reflects the growing importance of AI literacy, which requires not only effective use of AI tools but also an understanding of their limitations, potential bias, privacy implications, and misuse risks.

## Course Tools:

- Practical explanations of artificial intelligence and generative AI concepts
- Workplace examples demonstrating the use of AI in daily tasks
- Illustrative prompt structures for producing clearer and more relevant outputs
- Examples of prompts for reports, correspondence, summaries, and planning
- Workplace scenarios covering administrative and institutional activities
- Practical cases for assessing AI-generated content
- Examples of inaccurate, incomplete, biased, or misleading AI outputs

## Course Content:



## Day 1: Artificial Intelligence Fundamentals and Workplace Applications

- **Topic 1:** Understanding artificial intelligence, its evolution, and current uses
- **Topic 2:** Distinguishing AI, machine learning, automation, and generative AI
- **Topic 3:** How generative AI tools operate and the content they can produce
- **Topic 4:** Practical AI applications in administrative and knowledge-based work
- **Topic 5:** Identifying tasks suitable for automation and AI-assisted augmentation
- **Topic 6:** Understanding AI limitations, inaccurate outputs, and overreliance risks
- **Reflection & Review:** Analysing participants' responsibilities and identifying suitable AI opportunities

## Day 2: Prompt Engineering and AI for Everyday Workplace Tasks

- **Topic 1:** Prompt engineering principles and their effect on output quality
- **Topic 2:** Building effective prompts using role, context, task, and constraints
- **Topic 3:** Defining the audience, tone, detail level, and required output format
- **Topic 4:** Improving prompts through iteration, review, and staged instructions
- **Topic 5:** Using ChatGPT for workplace correspondence, reports, and summaries
- **Topic 6:** Verifying information and evaluating accuracy, consistency, and relevance
- **Reflection & Review:** Developing and refining prompts for real workplace tasks

## Day 3: Governance and Institutional Controls for AI Use

- **Topic 1:** Distinguishing personal AI use from authorised institutional use
- **Topic 2:** Defining roles, responsibilities, and accountability for AI-assisted work
- **Topic 3:** Classifying AI use cases according to risk level and organisational impact
- **Topic 4:** Establishing acceptable, restricted, and prohibited uses of AI
- **Topic 5:** Controlling the use of confidential, personal, and sensitive information
- **Topic 6:** Reviewing, approving, and documenting AI-generated outputs
- **Reflection & Review:** Analysing an institutional case and defining risks, responsibilities, and controls



## Day 4: AI for Productivity and Workplace Performance Improvement

- **Topic 1:** Analysing workflows and identifying repetitive or time-consuming tasks
- **Topic 2:** Using AI for research, document review, and information summarisation
- **Topic 3:** Supporting meetings through agendas, minutes, and action tracking
- **Topic 4:** Improving professional reports, presentations, and administrative content
- **Topic 5:** Using AI-supported data analysis to identify trends and insights
- **Topic 6:** Measuring AI's impact on time, quality, accuracy, and productivity
- **Reflection & Review:** Redesigning a workplace task with AI and comparing the results

## Day 5: Responsible AI Use and Institutional Implementation

- **Topic 1:** AI ethics, fairness, integrity, and the prevention of bias
- **Topic 2:** Privacy, security, and the protection of personal and sensitive data
- **Topic 3:** Transparency, explainability, and the documentation of AI-supported decisions
- **Topic 4:** Reliability, safety, accountability, and appropriate human oversight
- **Topic 5:** Evaluating AI use-case risks and establishing monitoring arrangements
- **Topic 6:** Designing a practical AI initiative for a department or organisation
- **Reflection & Review:** Preparing a responsible individual and institutional AI adoption plan

## FAQ:

### What qualifications or prior experience are required before attending the course?

No technical qualifications, programming experience, or data science background are required. The course is designed for employees, managers, and non-technical professionals who want to understand how artificial intelligence can be used in the workplace. Basic familiarity with computers, internet use, and standard office applications is sufficient.

### How long is each daily session, and what is the total course duration?

Each daily session lasts approximately four to five hours, including breaks and interactive activities. The course runs for five days, with a total duration of approximately 20 to 25 training hours.

## **What does risk classification mean in the context of institutional AI use?**

Risk classification involves evaluating an AI use case according to the type of data it processes, the significance of its outputs, its effect on employees or stakeholders, and the likelihood of error, bias, or harm. A low-risk use may involve summarising non-confidential information, while higher-risk uses may include analysing employee data or supporting recruitment, performance, or eligibility decisions. AI ethics principles recognise different risk levels and emphasise that monitoring and controls should be proportionate to the potential impact of the system.

## **How This Course Differs from Other AI Courses:**

Artificial Intelligence and Its Practical Applications in the Workplace differs from general AI courses that focus primarily on definitions, technical concepts, or demonstrations of popular platforms. This programme is structured around real workplace responsibilities, including report preparation, professional correspondence, document summarisation, meeting coordination, information analysis, and work planning.

The course also treats artificial intelligence as an institutional capability rather than merely an individual productivity tool. Participants learn to distinguish personal experimentation from authorised organisational use and to define responsibilities, classify risks, protect information, and review outputs before they are formally adopted or communicated.

Another distinguishing feature is the integration of prompt engineering with governance. Participants do not only learn how to produce stronger prompts; they also learn what information should not be entered into public tools, when an output requires approval, how its use should be documented, and who remains accountable for the final result.

The course places the human user at the centre of AI-supported work. It reinforces the principle that artificial intelligence should complement professional expertise and human decision-making rather than weaken critical thinking, autonomy, or responsibility. This is consistent with a human-centred approach to workplace transformation, in which technology supports human capability while institutions actively manage its risks.



# Training Course Categories

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**Agile PM and Project Management Training Courses**

**Certified Courses By International Bodies**

**Communication and Public Relations Training Courses**

**Data Analytics Training and Data Science Courses**

**Environment & Sustainability Training Courses**

**Finance and Accounting Training Courses**

**Governance, Risk and Compliance Training Courses**

**Human Resources Training and Development Courses**

**IT Security Training & IT Training Courses**

**Leadership and Management Training Courses**

**Legal Training, Procurement and Contracting Courses**

**Maintenance Training and Engineering Training Courses**

**Marketing, Customer Relations, and Sales Courses**

**Occupational Health, Safety and Security Training Courses**

**Personal & Self-Development Training Courses**

**Quality and Operations Management Training Courses**

**Secretarial and Administration Training Courses**



## Training Cities

|                                 |                                     |                                 |
|---------------------------------|-------------------------------------|---------------------------------|
| <b>Accra</b><br>Ghana           | <b>Al Jubail</b><br>Saudi Arabia    | <b>Amman</b><br>Jordan          |
| <b>Amsterdam</b><br>Netherlands | <b>Athens</b><br>Greece             | <b>Baku</b><br>Azerbaijan       |
| <b>Bangkok</b><br>Thailand      | <b>Barcelona</b><br>Spain           | <b>Berlin</b><br>Germany        |
| <b>Cairo</b><br>Egypt           | <b>Cape town</b><br>South Africa    | <b>Casablanca</b><br>Morocco    |
| <b>Chicago</b><br>USA           | <b>Doha</b><br>Qatar                | <b>Dubai</b><br>UAE             |
| <b>Frankfurt</b><br>Germany     | <b>Geneva</b><br>Switzerland        | <b>Istanbul</b><br>Turkey       |
| <b>Jakarta</b><br>Indonesia     | <b>Johannesburg</b><br>South Africa | <b>Kuala Lumpur</b><br>Malaysia |
| <b>Kuwait</b><br>Kuwait         | <b>Langkawi</b><br>Malaysia         | <b>Lisbon</b><br>Portugal       |
| <b>London</b><br>UK             | <b>Madrid</b><br>Spain              | <b>Manama</b><br>Bahrain        |
| <b>Marbella</b><br>Spain        | <b>Milan</b><br>Italy               | <b>Montreux</b><br>Switzerland  |
| <b>Munich</b><br>Germany        | <b>Muscat</b><br>Oman               | <b>Nairobi</b><br>Kenya         |
| <b>New York</b><br>USA          | <b>Paris</b><br>France              | <b>Phuket</b><br>Thailand       |
| <b>Porto</b><br>Portugal        | <b>Prague</b><br>Czech Republic     | <b>Riyadh</b><br>Saudi Arabia   |



## Training Cities

**Rome**

Italy

**San Diego**

USA

**Seoul**

South Korea

**Sharm El-Sheikh**

Egypt

**Singapore**

Singapore

**Tashkent**

Uzbekistan

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Georgia

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