



# GENAI-OPT1 GENERATIVE AI FOR DAILY WORK OPTIMIZATION

Duration: 1 day; Instructor-led | Virtual Instructor-led

## WHAT WILL YOU LEARN

Welcome to a Journey into AI Mastery! In a world where innovation and efficiency converge, the power of Artificial Intelligence (AI) becomes an undeniable force reshaping industry. Our immersive course is an expedition into the heart of Generative AI, designed to unlock its transformative capabilities across diverse landscapes. Join us on this immersive journey, where innovation meets exploration, and nature's essence intertwines with AI's brilliance. Ignite your curiosity, fuel collaboration, and witness firsthand how AI echoes the ingenious patterns found in nature.

## METHODOLOGY

- PowerPoint Presentation
- Interactive Group Activities
- Case Study
- Group Discussions

## COURSE OBJECTIVES

Upon completing the course, participants should be able to:

- Understand the foundational technologies powering Generative AI, including Deep Learning, Neural Networks, and Large Language Models.
- Demonstrate proficiency in utilizing ChatGPT capabilities and strategize domain-specific fine-tuning for custom GPT models.

- Employ AI-driven solutions to generate custom formulas and automate tasks within spreadsheet applications.
- Utilize AI tools to optimize content for search engines and craft impactful ad copies and content outlines.
- Comprehend AI's role in scripting, editing, and producing marketing videos.

## OUTLINES

- Module 1: Introduction to Generative AI Technologies
- Module 2: ChatGPT and Custom GPT Bots
- Module 3: Supercharging Spreadsheets with AI
- Module 4: AI in Marketing Content Curation

## GET IN TOUCH

+6016 509 9138 ( Iffah ) - iffah@goldpath.com.my +6011 2740 2138 - crystal@goldpath.com.my  
www.goldpath.com.my