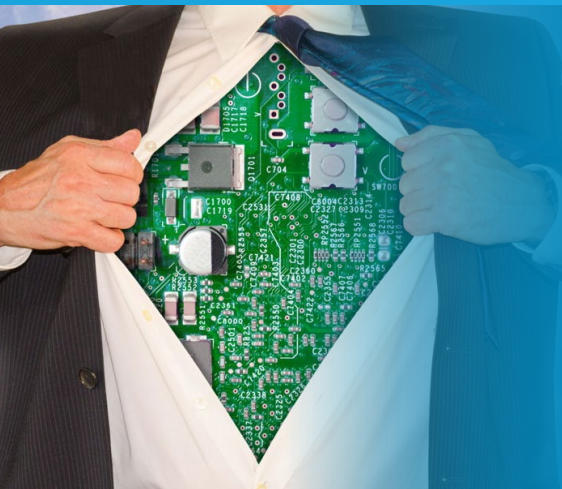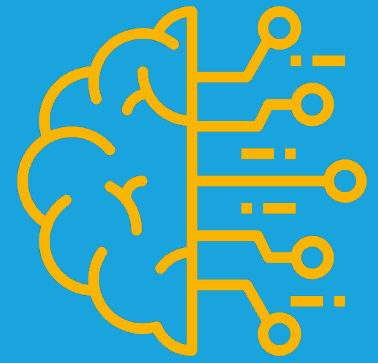# Superhuman writing with AI

Course for individuals   **Live online**

Who is it for?
Anyone new to writing with AI who wants a thorough introduction to getting the best from it.

Delivery
Live online

Participant numbers
Our scheduled courses run in groups of up to 12 attendees. Ideal for training just one or two of your people, or to try our training before bringing it in-house.

Course length
Two hours

Pricing
£300+VAT

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25 years

of better writing

AI tools offer both great opportunity and risk. Getting the best from the bots depends on playing to their strengths – and your own.

Love AI or hate it, there's no denying its power. Use it well and it can supercharge your workflow: streamlining research and analysis, generating drafts in moments and attuning you to your audience. It can even help you produce better quality writing than ever.

But for this to happen, you also have to understand its limitations. Poor use of AI can generate bland, biased and factually inaccurate text. It can pose risks to data security and raise questions over ethics. And remember: AI can't *think*.

Balancing human and machine

In harnessing the bots effectively, the human has never mattered more. Your insight, empathy, critical thinking and creativity are still what will set your work apart.

This practical session provides an intensive and engaging introduction to writing with AI – and how to balance the efficiency of the machine with the irreplaceable impact of the human touch.

Live online training

We run this course remotely, creating an interactive and engaging online classroom experience. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've designed our remote sessions with these differences in mind, to ensure you still get the same levels of activity and attention as in our face-to-face training.

Why it works

- ⊘ Small-group training ensures each attendee gets individual attention.
- ⊘ Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- ⊘ Practical exercises under expert guidance mean you quickly start applying and practising the learning in this intensive, supported session.

What you'll learn

By the end of this training, you will be able to:

- ⊘ understand the AI tools available and how they work
- ⊘ recognise the strengths and weaknesses of AI
- ⊘ identify the common (and best) use cases for AI
- ⊘ understand the ethical concerns and data security risks of using AI
- ⊘ create effective prompts with confidence
- ⊘ use AI to research and better understand your audience
- ⊘ summarise complex information using AI tools
- ⊘ use AI to improve the tone, readability and structure of your writing
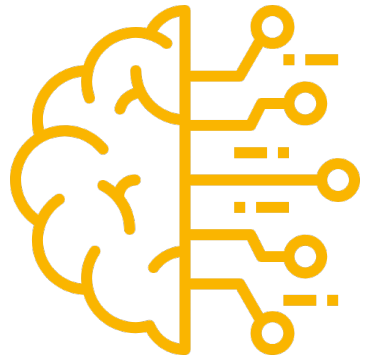- ⊘ ensure the accuracy of AI-generated content.

Trusted by over 1,000 organisations worldwide, including:

AVIVA   Deloitte.   eDF   HSBC   NHS

Superhuman writing with AI

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10.00	**Introduction**
	⊘ Welcome
	Human vs AI writing
	Understanding AI tools
	⊘ Key features of top tools: ChatGPT, Copilot and more
	⊘ An intro to LLMs
	AI strengths, weaknesses and use cases
	⊘ Limitations of AI
	⊘ Where AI excels
	⊘ Best ways to use AI
	Managing AI risks: ethics, data and environment
10.55	**Break**
11.00	**Prompting with confidence**
	⊘ The elements of an effective prompt
	⊘ Reiterating and refining
	⊘ Practise prompting
	Using AI at every stage of the writing process
	Summarising and analysing with AI
	Ensuring quality and accuracy
	⊘ Common issues in AI-generated text
	⊘ Editing your writing with AI
	⊘ Prompting AI to proofread
11.55	**Bringing it all together**

Optional extras

Comprehensive e-learning

Step up your writing skills with instant access to one of our engaging, self-paced online business-writing courses.

Live trainer-led writing courses

Or join a trainer-led course: learn best practice and practical techniques for high-impact writing. Includes individual writing analysis for targeted improvements.

Get in touch to discuss your course today

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