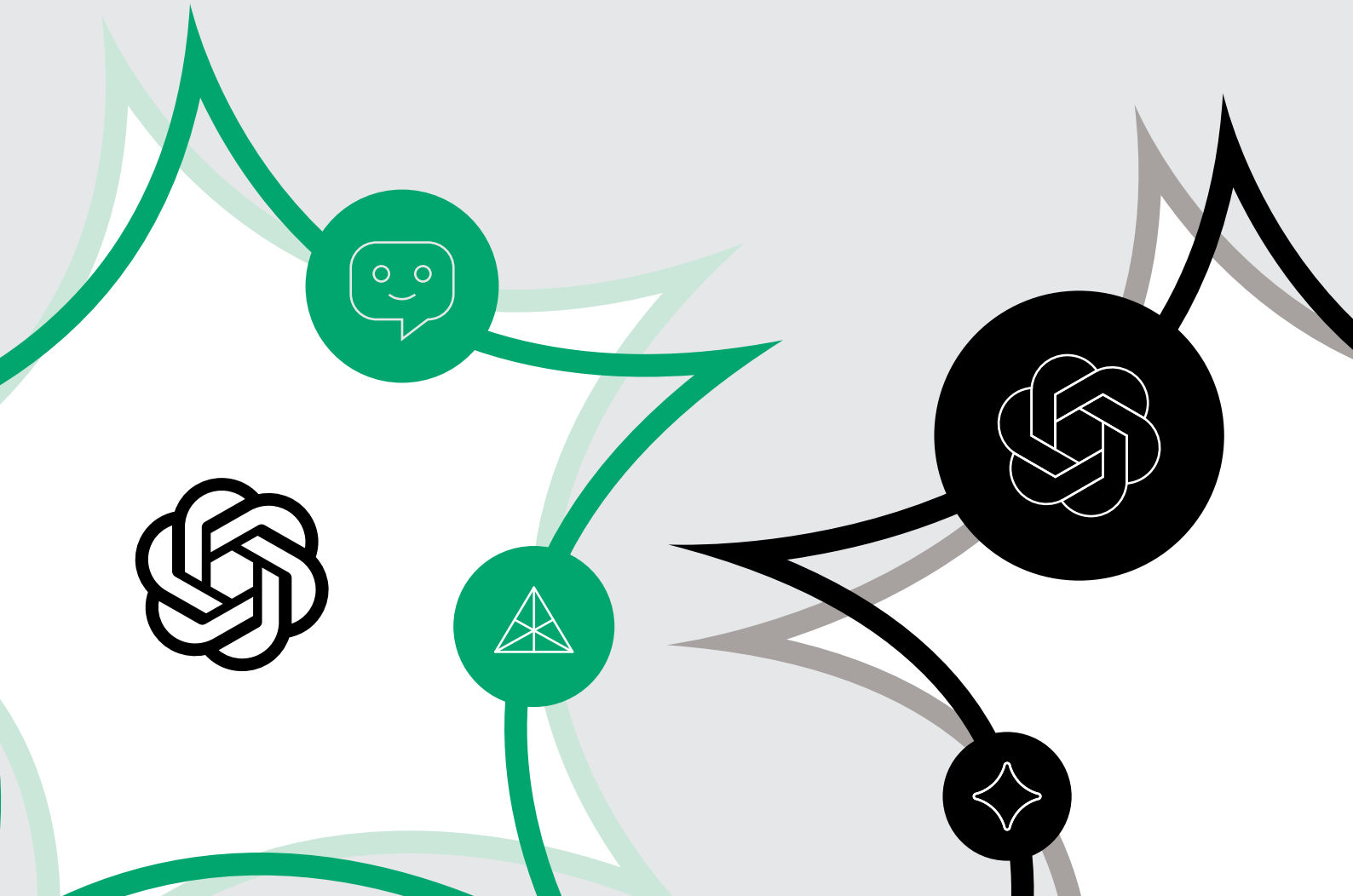
ONLINE MARKETING ACADEMY

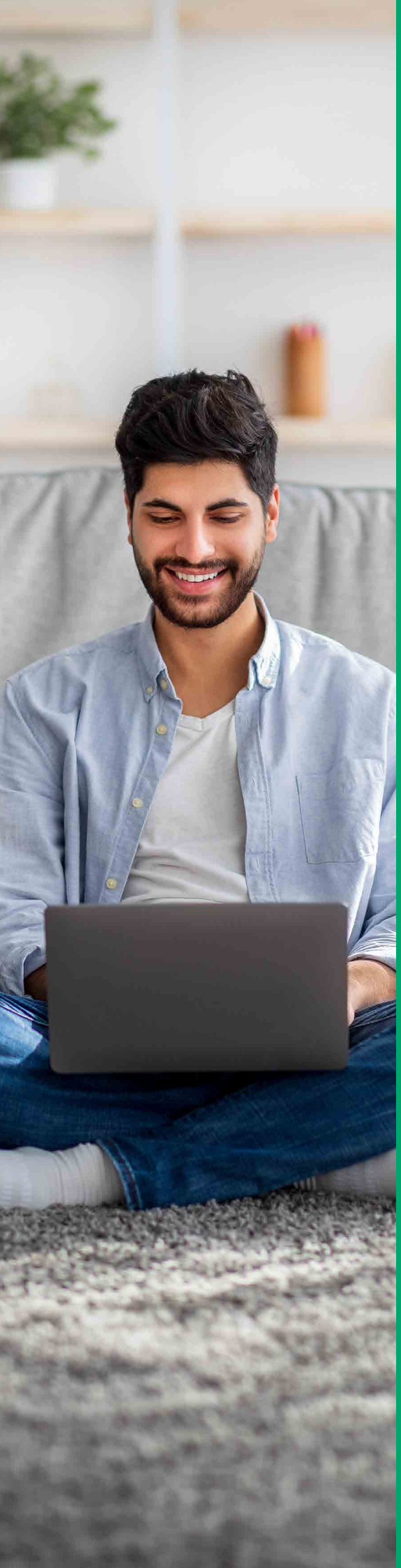
Optisage Technology

ChatGPT AI for Business Level 1

HRD CORP CLAIMABLE

SME 100 Awards FAST MOVING COMPANIES





Course Overview

Most professionals try ChatGPT once, receive a vague answer, and stop. The key to turning it into a reliable business assistant lies in clear instructions, the right business files, and verified results.

ChatGPT AI for Business Level 1 is an intensive, one-day practical training programme designed for SME owners, managers, and operational teams who want to move beyond casual experimentation and use AI confidently in everyday business operations, entirely without coding.

Following a practical four-stage approach, Ask Well, Build, Serve, and Decide, participants will master the PRISM+ prompting framework (Purpose, Role, Instruction + Interview + Input, Structure, Measure) and learn essential privacy controls to safeguard company data and reduce compliance risks.

Using a realistic SME business simulator, Dapur Mesra Trading Sdn Bhd, participants will solve practical business challenges, including managing sales enquiries, correcting pricing errors, cleaning contact databases, and creating a verified owner dashboard.

By the end of the programme, participants will take home six tested, production-ready workflow assets, an organised ChatGPT Project workspace, and a tailored 30-day action plan with clear responsibilities and measurable milestones to drive immediate business productivity.

Course Content

» Module 1
From Chatbot to Assistant

- The finished owner dashboard shown first, as the end goal of the day.
- A chatbot answers; an assistant produces a result that a person has checked.
- Chat, Work and Codex in one picture, and the decision test: what do you want at the end? A helpful answer, or a finished file?

» Module 3
Build a Calculator without Coding

- Describe the tool, let ChatGPT build it, then test it with numbers you already know.
- Change one thing at a time.
- Why a calculator built this way is an internal tool and is not shared outside the company.
- Trainer demonstration: the first version built live.
- Pair exercise: check the three hero products against the answer key.
- Hands-on exercise (W2): add a voucher and correct the tier price, then re-test.

» Module 5
Brand and Marketing

- A voice card built from six past posts, with two voices: wholesale and consumer.
- Every claim must match the product catalogue.
- One generated poster image, with a proofreading check of every word on the image.
- A two-week content calendar.

» Module 7
Customer Database

- What counts as the same customer.
- Propose first, approve, then change.
- A change log, and the original file never touched.
- Ask for row counts before and after, because a silently dropped row is the likely failure.

» Module 2
ChatGPT Foundations and PRISM+ Prompting

- ChatGPT as a well-read intern, with three roles: Assistant, Amplifier, Challenger.
- Choosing speed or depth by the job, not by the model name.
- Privacy settings before the first prompt: Data controls, Memory and Temporary Chat.
- PRISM+ in order: Purpose, Role, Instruction + Interview + Input, Structure, Measure.
- Letting ChatGPT interview you before it produces anything.

» Module 4
Projects, Files and Skills

- One ChatGPT Project per company: instructions, files and project-only memory.
- File limits depend on the plan, so choose the seven files that matter.
- Four prepared skills (or instruction cards): brand voice and content, FAQ-grounded enquiry reply, customer-data clean-up, owner dashboard.
- Permission levels for any tool that touches files: narrowest first, and always on a copy folder.
- Usage budgeting: spend the allowance on the jobs that need it.

» Module 6
Customer Replies

- Sort first, then reply.
- Ground every answer in the company FAQ.
- Reply in the sender's language: English, Bahasa Malaysia or Chinese.
- Escalation rules: what goes to the owner.
- PDPA: never repeat a bank account number, point the sender to a safe channel and remove it from the conversation.

» Module 8
The Owner's Report

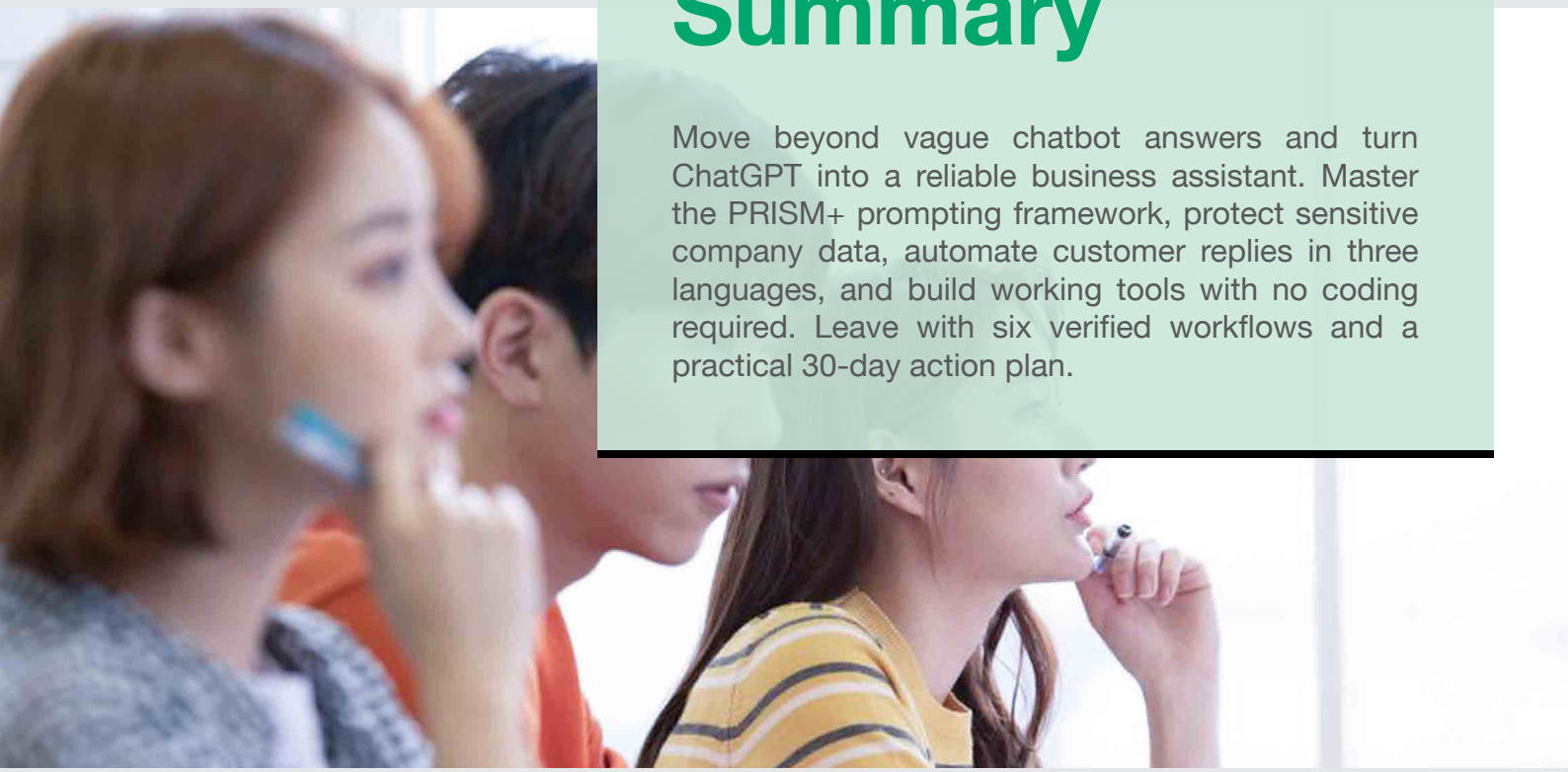
- Agree the KPI table before drawing anything.
- Mark each line: on track, or needs a decision.
- Verify at least one number against the source.
- Keep it private: a dashboard of customer data is never published.

» Module 9
30-Day Action Plan and Close

- Top three workflows for your own business, with an owner and a date for each.
- The ladder from task to schedule to skill (shown, not required).
- An honest view of what a higher plan unlocks and what it does not.
- Take-home cards, not taught: marketplace payout reconciliation, and an SOP from a voice note.



Course Summary



Move beyond vague chatbot answers and turn ChatGPT into a reliable business assistant. Master the PRISM+ prompting framework, protect sensitive company data, automate customer replies in three languages, and build working tools with no coding required. Leave with six verified workflows and a practical 30-day action plan.

Course Objectives

- Apply the PRISM+ prompting framework (Purpose, Role, Instruction + Interview + Input, Structure, Measure) to produce reliable business outputs from ChatGPT.
- Construct a simple internal business calculator in ChatGPT without coding, and verify it against known answers.
- Operate ChatGPT on business files with a check-first, human-review workflow that protects the original data and personal data, using privacy settings and working copies.
- Produce a brand guide and voice card, and apply them to generate on-brand, multi-channel marketing content including one generated visual.
- Draft customer enquiry replies grounded in a company FAQ, in English, Bahasa Malaysia and Chinese, with escalation and PDPA safeguards.
- Prepare customer data by cleaning and de-duplicating it, and build a one-page owner dashboard that compares key numbers with targets.
- Run ready-made ChatGPT skills or instruction cards, and develop a 30-day AI adoption plan for their own business.

Course Learning Outcomes



1. Understand the fundamentals of ChatGPT and its practical applications in business operations.
2. Apply effective prompt engineering techniques to generate accurate and relevant AI outputs.
3. Use ChatGPT to improve workplace productivity and streamline daily business tasks.
4. Create AI-powered business tools, calculators and customised solutions without coding.
5. Leverage ChatGPT for marketing content creation, customer engagement and business communication.
6. Use ChatGPT to organise business information, analyse data and generate reports.
7. Apply responsible AI practices, including information verification, data privacy and PDPA compliance.
8. Identify opportunities to integrate ChatGPT into business workflows to enhance operational efficiency and decision-making.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee
Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin
Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei
VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui
Pansar Company Sdn Bhd

Certified Trainer



Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Kalmen Chia

HRD Corp TTT Certified Trainer

Kalmen Chia is the founder and CEO of E-Global SCM Solutions Sdn Bhd, with over 25 years of experience in technology and business innovation. An early Odoo (formerly TinyERP) adopter, he champions AI-driven ERP automation and open-source solutions to help SMEs embrace digital transformation.





Course Duration:
1 Day

Time:
9:30am - 5:30pm

Course Fee:
RM1,250 + 8% SST
*per pax

Delivery Method:
Face-to-Face or Online (Zoom)

Managed By Optisage Technology Sdn Bhd
(Company No.200601035725 (755484-A))

**14-01 & 14-02, Jalan Molek 1/9,
Taman Molek 81100 Johor Bahru,
Johor, Malaysia.**

+6011-1144 5462

+6011-1144 5462

www.OnlineMarketing-Academy.com

info@OnlineMarketing-Academy.com

@OnlineMarketingAcademy.org

@online.marketing.academy

@online.marketing.academy

@onlinemarketing-academy

@MyGuruOnline

HRDCORP CLAIMABLE

SME 100 Awards
FAST MOVING COMPANIES®