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Sign up

Acculturation to the challenges of generative AI
1 day (7 hours)

Presentation

Generative artificial intelligence is profoundly transforming the way we create content, interact with digital tools and automate complex tasks, while raising new challenges in terms of accuracy, reliability and responsible use. This training course, Creating efficient prompts with generative AI, is aimed at anyone wishing to exploit the full potential of AI models, while understanding their limitations and adopting good usage practices.

During this training course, you'll discover how generative artificial intelligence (GAI) works, and the different families of existing solutions: language models, image AI (as well as tools dedicated to audio and video). We'll look at their benefits, but also their limitations and constraints, to better understand their impact and possible uses.

You'll learn how to use these tools to generate textual content (writing, summarizing, reformulating), create images according to a precise style, produce and correct code, or automate workflows via APIs. You'll be guided in the art of designing and optimizing effective prompts, adapted to your business objectives and the type of AI used.

Finally, you'll develop a critical eye for the results produced: knowing how to assess their relevance, detect biases and hallucinations, and avoid common mistakes, in order to adopt a reliable, responsible and appropriate use in business.

This training course is based on the latest generations of AI, to offer a complete and operational vision of the ecosystem.

Objectives

- Understand how generative artificial intelligence (GAI) works and the different families of AI solutions available.
- Use the main functionalities of AGI tools and formulate prompts adapted to the objectives.
- Develop a critical eye for the results produced by AI in order to assess their relevance, limitations and biases.

Target audience

- Anyone wishing to learn how to prompt

Prerequisites

No pre-requisites

PROGRAM - CREATING EFFECTIVE PROMPTS WITH GENERATIVE IA

[Day 1 - Morning]

Introduction to Generative AI

- Understand what generative AI is and its main families:
  - Language models (LLM): ChatGPT, Claude, LLaMA, Mistral...
  - Image AI: DALL-E, MidJourney, Stable Diffusion...
  - Audio and video AI: ElevenLabs, Synthesia, Runway Gen...
- Overview of enterprise use cases (text, code, image, video, automation).
- Limits, biases and risks associated with generative models.
- Practical workshop: Test the same prompt on several AIs (text or image) and compare results.

Prompting fundamentals

- The ingredients of an effective prompt: context, role, objective, expected format.
- Key prompting methods: zero-shot, few-shot, iterative prompting.
- Advanced strategies: chain-of-thought prompts, use of external tools.
- Common mistakes to avoid for greater clarity and precision.
- Practical workshop: reformulate a poorly conceived prompt and measure the improvement achieved.

[Day 1 - Afternoon]

Prompting applied to use cases

- Text: writing, summarizing, reformulating, creative generation (articles, posts, storytelling).
- Code: generation, correction, documentation, creation of simple tests (e.g. GitHub Copilot, ChatGPT, Code Llama).
- Images: creation with style constraints, composition, photorealism.
- Audio & Video: voice generation (ElevenLabs), synthetic videos (Synthesia, Runway).
- Automation: AI integration into workflows via APIs or tools like Make / Zapier.
- Practical workshop: Design a "business" prompt (text, code, image or video) and optimize it through successive iterations.

Critical analysis and best practices

- Assessing the relevance and reliability of results.
- Detecting bias, hallucinations and factual errors.
- Ethical framework and best practices for responsible corporate use.
- Practical workshop: Compare several AI outputs, identify their limitations and adjust prompts to improve quality.

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced IT technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire enabling us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the forthcoming course, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical training: 60% hands-on, 40% theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Certification

A certificate will be awarded to each trainee who has completed the entire course.