



KNOWLES Advisory & Consulting

AI Mastery Accelerator

ChatGPT to Claude & Beyond

Your Gateway to the AI-Powered Future

□ 2 Days | 3 Hours Live per Day | □ 4 Batches/Year | □ TBD | □ ₹5,000

◆ COURSE OVERVIEW

The AI Mastery Accelerator is your intensive two-day launchpad into the world of Artificial Intelligence. Designed for forward-thinking professionals, researchers, and students, this course demystifies AI tools and empowers you to harness them for real-world productivity gains. Over two immersive days, you will master AI fundamentals, prompt engineering, data storytelling, automation, and ethical deployment - walking away with a complete AI toolkit and the confidence to deploy it immediately.

◆ COURSE MODULES - 2 DAYS × 3 HOURS

□ Module 1: AI Foundations, Prompt Engineering & Professional Productivity

□ 3 Hours

□ LECTURE CONTENT (90 min)

- Understanding Large Language Models (LLMs): how ChatGPT, Claude and Perplexity work
- ChatGPT vs Claude vs Perplexity: strengths, differences, and use-case mapping
- AI ecosystem overview: navigating platforms safely and responsibly
- Anatomy of a perfect prompt: chain-of-thought and role-based prompting techniques
- Zero-shot, few-shot, and persona prompting with Claude
- AI-powered document drafting, editing, and email automation
- Gamma for AI-generated presentations from plain text briefs
- Meeting summarisation and task management with AI co-pilots

□ GROUP WORK & PRACTICALS (90 min)

- Participants set up Claude and Perplexity accounts and explore interfaces
- Prompt engineering challenge: craft 5 domain-specific prompts and compare outputs
- Group activity: draft a professional report using Claude with AI editing feedback
- Teams create a Gamma presentation from a real-world brief in 20 minutes
- Debrief: share AI workspace setups and discuss prompting strategies

□ Module 2: Data Storytelling, AI Agents & Ethical Deployment □ 3 Hours

□ LECTURE CONTENT (90 min)

- Julius AI for data analysis: uploading datasets and generating visual insights
- Claude for interpreting complex datasets and producing narrative summaries
- Diagramming AI for creating professional infographics and process flows
- Presentation AI for turning data findings into polished slide decks
- What are AI agents and why do they matter for workflow automation
- Building no-code AI workflows: automating repetitive tasks end-to-end
- Bias, fairness, and responsible AI: ethical deployment frameworks
- Data privacy considerations and AI governance for organisations

□ GROUP WORK & PRACTICALS (90 min)

- Hands-on with Julius AI: upload a dataset, generate charts, and interpret results
- Group challenge: use Claude to build an evidence-based narrative from raw data
- Create a Diagramming AI infographic summarising a research finding
- Build your personal AI strategy roadmap: identify 3 workflows to automate
- Ethics debate: real-world AI case studies — discuss risks and mitigation strategies

◆ LEARNING OUTCOMES

- Confidently use Claude and Perplexity for daily professional and research tasks
- Build compelling data stories using Julius AI and Diagramming AI visualisation tools
- Design effective prompts that yield professional-grade outputs consistently
- Create polished presentations using Gamma and Presentation AI from scratch
- Apply ethical AI frameworks to real-world professional settings
- Integrate AI into existing work processes with an actionable automation roadmap

◆ TOOLS & TECHNOLOGIES

□ Claude

□ Perplexity

□ Julius AI

□ Gamma

□ Presentation AI

□ Diagramming AI

◆ WHO SHOULD ATTEND

□ Professionals, Researchers, Students seeking AI-powered productivity

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