

AI Foundations Course

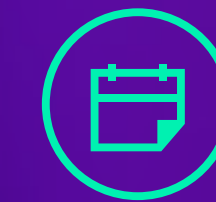
Helping New Zealand business professionals improve their AI literacy for better workplace productivity, as part of Spark's mission to accelerate New Zealand businesses one technology generation forward.

Introducing AI Foundations Course

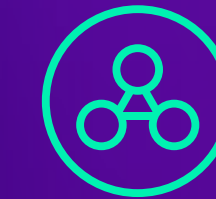
Unlock the power of AI to transform your workflows in 1 week.

Leveraging AI is no longer optional - it's essential for staying ahead. In six fast-paced lessons, the AI Foundations Course equips you with the tools to use AI daily for maximised productivity at work. Learn how to craft effective prompts, optimise workflows and set up your AI workspace in just one week.

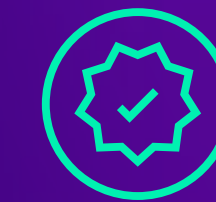
This partnership is part of Spark's programme of initiatives to help accelerate New Zealand businesses one technology generation forward with digital technologies.



One week course



Valued at \$450NZD



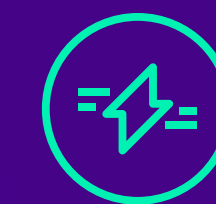
Learn how to create effective AI prompts



Set up your AI workspace



Build a plan to implement AI into at least one workflow



Become AI literate

Learning Outcomes

By the end of this course, you will feel confident using AI and will have identified a personal use case to improve one of your workflows.

+ **Understand the Fundamentals of Generative AI**

Grasp the capabilities, limitations, and risks associated with generative AI.

+ **Set Up Your AI Workspace**

Configure your AI tools on your preferred platform, including GPT, Microsoft Copilot, Claude, and others.

+ **Identify AI Use Cases**

Discover and assess opportunities to optimise or enhance your personal workflows using AI.

+ **Master Prompt Engineering**

Learn the foundational elements of creating effective prompts and practise building your own.

+ **Implement AI in a Workflow**

Develop and execute a plan to integrate AI into at least one of your workflows.

+ **Course Includes**

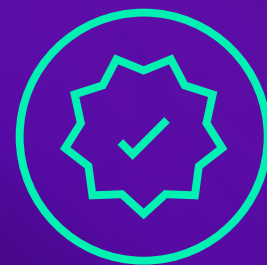
Certificate and LinkedIn badge upon completion.



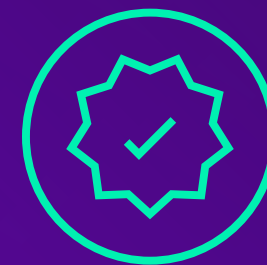
Who it's designed for

Spark and Section's AI Foundations course is designed for professionals who want to integrate AI into their daily workflows, regardless of your technical background.

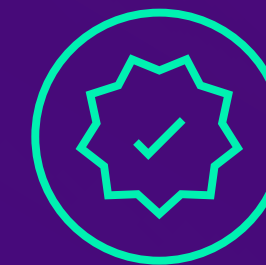
NZ Business Professionals



Who want to use large language models in their daily work but need a place to start.



Who want to teach simple prompting skills to their direct reports.



Who want to become AI literate.

Introducing Section

Founded by NYU Stern Professor and best-selling author Scott Galloway in 2019, New York based Section School partners with world class business school professors to deliver high quality education solutions that enable real-world outcomes.

Section has developed the Foundations Course for business professionals to get AI-confident in 5 days and kick start their AI journey.

By the numbers

 30,000 STUDENTS

 150+ ENTERPRISE CLIENTS

 70% OF THE FORTUNE 100

 70 NPS

- + **Business is changing:**
All companies – even the winners – are having to rethink strategy to stay on top.
- + **You need a deep bench:**
Managers with top-notch strategic ability who can help your organisation innovate and grow.
- + **Section is a fast, fun, and scalable strategy school** that has helped 30,000 students at the world's most innovative companies hone their strategic acumen.

What students say about Section's AI courses

+ "A leading-edge course
for a topic disrupting
every area of society."

– Wilder Serrato, Stabil Drill

+ "I feel much more equipped to
use LLMs and confident they'll
make me more efficient."

– Julia Mastroianni, Post City Magazines

+ "A good mix of 'this is how
you do it' and 'here's a great
idea to get you going.'"

– Ken Fischer, Broadcom

Course Framework

+ Boost your productivity with AI integration

Discover how to supercharge your efficiency by integrating AI into your workflow seamlessly. From automating repetitive tasks to optimising complex processes, learn how AI augmentation can revolutionise your productivity strategies.

+ Unleash AI's three personas for versatile task management

Unlock the full potential of AI by leveraging its three distinct personas to tackle a wide range of tasks effectively. Whether you need a researcher, a creative assistant, or a problem solver, explore how AI can adapt to diverse challenges and enhance your productivity across various domains.

+ Master the art of writing high quality AI prompts

Craft AI prompts that deliver precise and insightful outputs, elevating the quality of your interactions with AI systems. Gain the skills to formulate prompts that elicit accurate responses, empowering you to harness AI's capabilities effectively and achieve optimal results.

Meet your instructor



Edmundo Ortega

Machine & Partners, Partner

- + Edmundo Ortega is a partner at Machine & Partners, a technical consultancy helping organisations prototype AI experiences that create real business values.
- + Previously, he was the Head of Product at Section, where he shaped the development of Section's product experience.

AI Foundations Schedule

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|--|--|--|---|---|
| 28/07 | 29/07 | 30/07 | 31/07 | 1/08 |
| | | Join the course Slack space Introduce yourself and meet your cohort | | Live Onboarding with Mary Moore 12 - 1 PM local time |
| 4/08 | 5/08 | 6/08 | 7/08 | 8/08 |
| Watch Day 1 videos: Getting started with AI and the Personal Productivity Framework Optional Videos: AI Tool Demos | Watch Day 2 videos: 3 AI Personas and Intro to Prompting Optional Videos: Prompting Demo | | Live Lecture with Ed Ortega 12 - 1 PM local time | Live Office Hours with Chase Ballard 12 - 1 PM local time |
| 11/08 | 12/08 | 13/08 | 14/08 | 15/08 |
| | | | | Submit Project by 11:59 PM local time |

Throughout the program: Join the ongoing Slack discussions

Where to apply

Visit <https://www.spark.co.nz/aifoundations>
follow the instructions on-screen and submit
the application form.