



AI Usage for Everyone Crash Course

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Format: Online Live Crash Course (Google Classroom)

Duration: 4 Sessions | 8 Hours (2 Hours/Session)

Audience Level: Beginners – No prior experience needed

Region Focus: MENA – Especially KSA, Egypt, UAE



Learning Outcomes

After finishing this course, you'll be able to:

Understand AI Fundamentals

Gain clarity on what AI really is and how it can be practically applied in business operations and everyday tasks across the MENA region.

Master Prompt Engineering

Learn effective techniques to communicate with AI tools & write clear instructions so AI gives you useful, accurate answers.

Leverage Generative AI Tools

Confidently use ChatGPT, Notion AI and similar tools for comprehensive research, engaging content creation, and strategic business planning.

Boost Workplace Productivity

Streamline your workflow with AI-powered email drafting, document analysis, report summarization, and presentation creation techniques.

Develop a Personalized AI Routine

Create your own system to use AI in your role or business every day, so it feels natural and saves you time week after week.

Course Modules & Sessions

4 Online Session / 8 Hours

Module 1: AI Foundations & Everyday Use Cases (1 Session/2 h)

Module 2: Prompt Engineering for Beginners (1 Session/ 2 h)

**Module 3: Generative AI for Planning, Research
& Content Creation (1 Session/ 2h)**

**Module 4: Productivity Hacks with AI – Automate Your Work
(1session/ 2h)**



Module 1: AI Foundations & Everyday Use Cases

1 Session / 2 Hours

- Understand what AI is, and what it's not
- See how AI is used in daily life & business from search to decision-making

Topics

- History of AI in 7 mins
- Difference between Machine Learning, AI, and Generative AI
- Simple Use Cases: Translation, Task Automation, Brainstorming, Voice Assistants

Tools Demo

- ChatGPT, Google Gemini

Real-World Case Study

Task

List 5 tasks you can now automate or speed up with AI this week



Module 2: Prompt Engineering for Beginners

1 Session / 2 Hours



- What is a Prompt?
- Role-based prompts (e.g., "Act like a marketing expert...")
- Prompt formulas: Who + What + Format + Goal
- Learn how to write instructions (prompts) AI understands
- Understand context, role-setting, and output types

Tools Demo

ChatGPT playground, PromptHero, Custom GPTs

Real-World Case Study

Task

- Rewrite 3 everyday tasks using prompt structure
- Bonus: Create your first prompt for writing a business email

Module 3: Generative AI for Planning, Research & Content Creation

1 Session / 2 Hours

- Use AI to do faster market research, customer profiling, and content creation
- Learn when and how to fact-check AI outputs

Topics

- Business idea validation with AI
- Persona generation and industry research
- Generating posts, blogs, product descriptions

Tools Demo

ChatGPT, Notion AI, Perplexity, Grammarly

Real-World Case Study

Task

- Create a basic content plan for your business using AI
- Ask AI to build a 1-page market research summary



Module 4: Productivity Hacks with AI – Automate Your Work

1 Session / 2 Hours

- Use AI to save hours on communication, data handling, and visuals
- Organize files and work smarter using AI integrations

Topics

- Writing and replying to emails with tone control
- Summarizing PDFs, analyzing spreadsheets
- Building presentations from scratch using prompts

Tools Demo

ChatGPT, Microsoft Copilot, SlidesAI, PDF.ai

Real-World Case Study

Task

- Ask AI to summarize a sample PDF and suggest improvements
- Build 1 presentation slide from prompt only



Final Project: AI Daily Use Blueprint

Planning



Identify AI tools and prompts for strategic planning, idea generation, and project management in your specific role

Communication



Develop templates and workflows for AI-enhanced emails, reports, presentations, and content appropriate for your audience

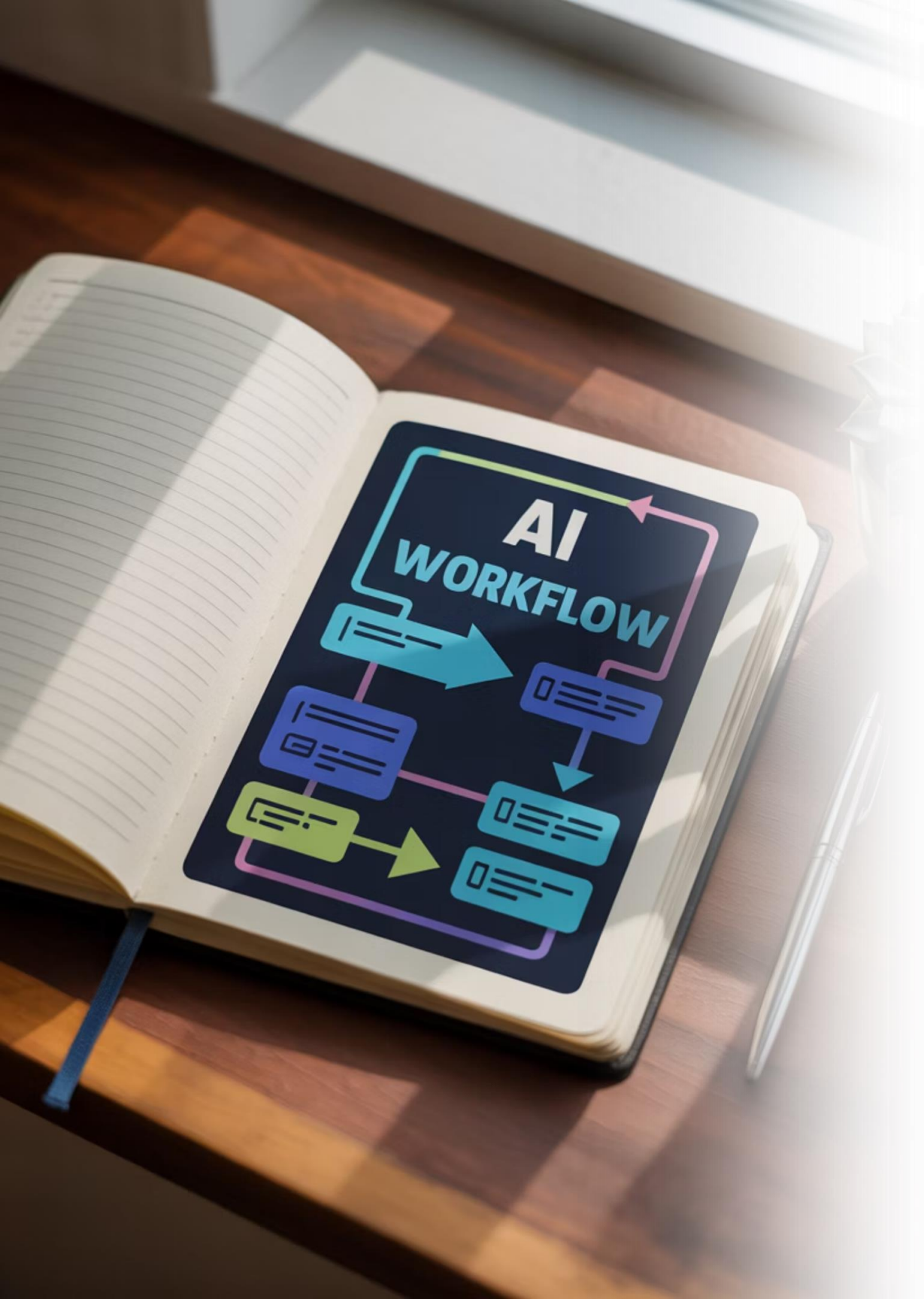
Productivity



Design time-saving processes using AI to automate repetitive tasks and enhance output quality in your daily work

Evaluation Criteria

- Relevance and clarity of selected AI tools
- Proper use of prompt engineering
- Practicality of the routine created
- Bonus: Time-saving estimate (before vs after AI)



Who Should Attend This Course?



Employees

Who want to become faster, smarter, and more productive at work, impressing managers and opening doors for advancement



Freelancers

Who want to deliver more value to clients, charge premium rates, and save valuable time on routine tasks



Startup Founders & Solopreneurs

Looking to leverage AI capabilities instead of hiring full teams, maximizing limited resources



Certification

Upon Completion You'll Receive:

- Crash Course Certificate of Completion
- Verification through IMFND Academy
- Powered by Oligence AI Performance Labs

Your certificate demonstrates practical AI skills that are increasingly in demand across the MENA region, giving you a competitive advantage in the rapidly evolving job market.



Investment 5k EGP (4k EGP for Groups)

What's Included:

4 Online live sessions (2 hours each)

Recording access after each session

Templates, cheat sheets, and prompt scripts

Certificate from IMFND & Oligence AI Labs

Many participants recoup their investment within the first month by applying AI tools to save time and increase their output quality.



What's the ROI (Return on Investment)?

Skill	Time Saved	Financial Value
AI-Powered Writing (Emails, Posts)	3–5 hrs/week	2,000+ EGP/month saved in time
Market Research with AI	1–2 days/week	No need for external researchers
Presentation Building with AI	80% faster	Save design fees (400–800 EGP/pitch)
File Analysis & Report Writing	5x faster	Impress your manager or clients
AI Thinking Routine	Daily use	Get promoted, land freelance gigs faster

The skills learned in this course provide both immediate time savings and long-term career advantages, especially in the rapidly developing MENA business landscape where AI adoption is accelerating.

What Will You Walk Away With?



AI Confidence

Develop the confidence to use AI tools **every single day** in both professional and personal contexts, without fear or confusion



Enhanced Speed

The ability to build presentations, emails, research, and content **5x faster** than before, giving you a competitive edge



Smart Workflow

A streamlined AI-powered workflow that **saves you hours per week** on routine tasks, freeing time for higher-value activities



Practical Experience

Real-world AI experience that makes you **stand out** in your CV or freelance profile in the competitive MENA job market



Personalized Plan

Your own **AI usage blueprint** customized to your specific job, role, or business needs in the MENA region



Ready to Transform Your Work with AI?

Thank You

Contact us to reserve your spot in the next **AI Usage for Everyone Crash Course**

Call/ WhatsApp: +20 1028866235