



How can i help you today?

What do you want to know?



DeepSearch



Think



Generate More Than Just Text



Text



Image



Video



Audio



Automation

MASTERCLASS ONLINE TRAINING

Applied Generative AI for Professionals

C O U R S E G U I D E

Explore practical prompting techniques, AI best practices, and real-world use cases for the Modern Workplace

THE OVERVIEW

► www.wphacademy.com

APPLIED GENERATIVE AI

FOR PROFESSIONALS

EVENING SESSION | 5:30–8:30 PM

Choose Your Preferred Schedule

Batch 1: Nov 11-13 | **Batch 2:** Nov 18-21

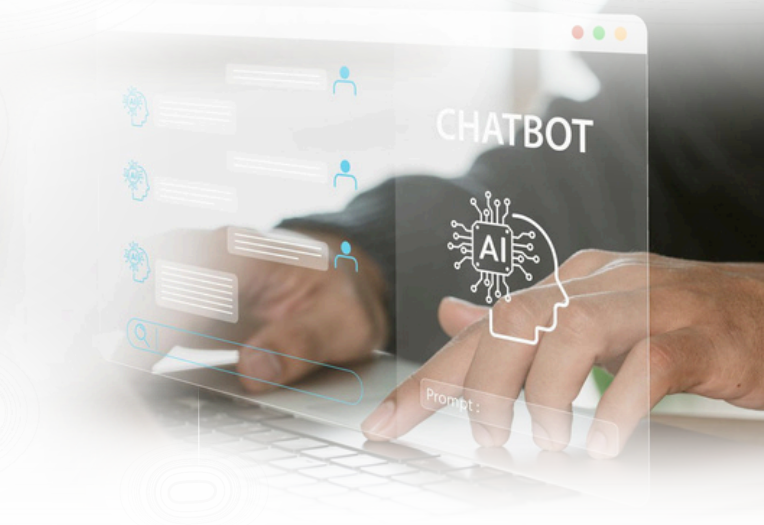
Language: English

Objectives:

- Raise awareness about generative AI tools and their applications.
- Develop skills in crafting effective prompts in generative AI.
- Explore practical ways to integrate generative AI into daily tasks, and activities.

“Joining WPH and their trainings and seminars will really help you learn. Especially now that we are transitioning to AI. AI will not replace us humans but it will help us do our tasks faster, more efficient and more accurate. It provides us with a lot of resources. It’s still humans that can decide later on if the AI output will be accepted or not”

— Sherry Naz, Chair of IT Department, DLSUD



Applied Generative AI for Professionals equips learners with practical skills to understand, use, and apply Generative AI in the workplace.

From AI foundations and prompt engineering to practical AI tools, productivity applications, live demonstrations, and workflow automation with n8n, the course combines guided learning with hands-on activities and knowledge sharing. Learners will learn to create better prompts, evaluate AI outputs, choose appropriate tools, and build AI-assisted workflows for real-world professional tasks.

INTENDED PARTICIPANTS

Designed for professionals, business users, and learners who want to apply Generative AI more effectively in their work, from crafting better prompts and evaluating AI outputs to selecting practical AI tools and building AI-assisted workflows. Suitable for professionals in Marketing, HR, Administration, Business, Freelancing, Technology, and other roles seeking practical, workplace-ready AI skills.



WHO IS THIS COURSE FOR?

Professionals and business users who want to apply AI more effectively in their everyday work — from prompting and research to productivity and workflow automation.

Pre-requisite Knowledge

- Basic familiarity with digital tools or workplace technologies
- No prior experience in AI required
- Willingness to explore and experiment with AI tools through guided exercises

For those who see AI not as a trend, but as a skill worth mastering.

Module 1:

Welcome to the AI Era

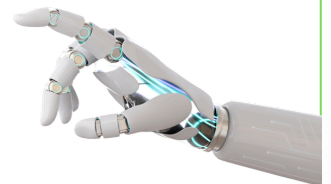
- Artificial Intelligence In Today's Workplace
- AI Integration Adoption Urgency



Module 2:

Understanding Generative AI

- What is Generative AI? • Generative AI Awareness Importance
- Generative AI Functions • Generative AI How it works?
 - Generative AI Benefits • Comparison AI vs. Non-AI



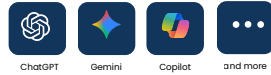
Module 3:

Applications of GenAI

Generative AI General Use Cases



Module 4:



Top Generative AI Platforms

ChatGPT, Gemini, Claude, Copilot, Perplexity, Image AI Tools, Choosing the Right Tool

Module 5:



Prompting Fundamentals

What is Prompting?, Basic Prompting Types

Module 6:



Responsible & Safe AI Usage

Ethical Considerations, Data Privacy Risk, AI Common Risks, Privacy Protection Best Practices,

Module 7:



Crafting Effective Prompts

In Depth Prompting, Effective Prompt using PARTS Method

Module 8:



Iterating Prompts

What is Prompt Iteration?, Iteration process,

Module 9:



Image Generation

CADES Method, Image Generation Types

Module 10:



Video Generation

SCES Method, Video Generation Notable Tools

Module 11:



Executive Prompting for Decision-Making

Examples: Meeting Creation, Strategy Ideas, SWOT Identification, Final Verdict

Module 12:



Validating AI Outputs Like a Professional

AI Hallucinations & Example cases,

Module 13:



Fact checking

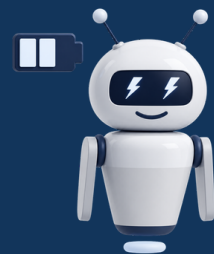
Using 3-Steps (Verify, Research, Review), Source verification

Go Beyond Prompting with Practical AI Applications

Module 1:

AI for Daily Planning

Time-Aligned vs. Energy-Aligned, Tackling Decision Fatigue, Tackling Decision Fatigue, Best AI Tools



Module 2:

AI for Productivity Enhancement

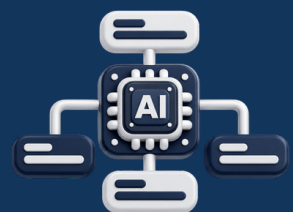
Productivity Enhancement Technological Enabler



Module 3:

Designing Your Personal AI Workflow

Gumloop, Zapier, N8N. N8N Demonstration workflow



RECOGNISED BY ACADEMIC AND INDUSTRY PARTNERS

“WPH Academy is a collaborative and forward-thinking education partner. They respect academic structures while bringing valuable industry perspectives that enhance student learning without compromising institutional values.”

— **Marivic R. Mitschek, MIT**
Dean, CITS DLSUD





All participants who successfully complete the programme will receive a Certificate of Completion.

This certificate recognises their commitment to the course and confirms that they have met the required learning outcomes through active participation and hands-on application of the concepts covered throughout the training. It serves as a formal acknowledgement of their skills development and learning achievement.



WPH Academy equips individuals with industry-driven training programmes and AI-focused workshops, helping develop essential digital skills to thrive in today's evolving technology landscape. Our programmes emphasise hands-on learning, real-world projects, and mentorship from industry professionals, ensuring participants gain practical, job-ready experience aligned with current market demands.

Backed by WPH Digital's 27 years of expertise in software development and AI-driven solutions, our training bridges the gap between learning and real-world application while empowering professionals with the knowledge to understand and apply emerging AI technologies.



Recognised as Industry Education Partner by DLSU-Damariñas Philippines.

Trusted Standards & Industry Recognition



We are among the first AI and Digital Companies in Asia to receive this certification, and the first in the world to achieve ISO 42001 certification for AI systems in the oil and gas industry.



Part of a global community advancing trustworthy and responsible AI development.

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INDUSTRY-ALIGNED TRAINING PROGRAMMES

including an elective course with the University Partner DLSUD in Philippines.

10

AI TRAINING PROGRAMMES DELIVERED

Specialised courses covering generative AI, AI governance, risk management, and modern AI applications.

2,600+

LEARNERS ENGAGED

through our training and bootcamp programmes

65%

CAREER PROGRESSION RATE

participants considered for internal job opportunities
Based on 40+ job offers from 60+ graduates

4.9 / 5

AVERAGE LEARNER RATING

Based on feedback from participants across academy workshops and bootcamps

5

REGIONAL TRAINING REACH

Based on feedback from participants across academy workshops and bootcamps

Ready to join? Register now:
www.wphacademy.com

5+ YEARS

of Professional Experience

Ansbert F. Gregana is an IT Trainer, Web Developer, and Academic Instructor with a strong background in computer science and hands-on industry experience. He specializes in full-stack web development, cloud technologies, and modern training methodologies for beginners and mid-level professionals.



The power of AI is not only in automation. It's in amplifying human creativity.

He has extensive experience delivering bootcamps and corporate training programs covering .NET, ReactJS, MySQL, Kubernetes, frontend technologies, application security, and Generative AI fundamentals. Known for his hands-on, project-based approach, Ansbert simplifies complex concepts into practical, real-world applications.

Currently an IT Trainer at WPH Digital, he designs industry-aligned programs while mentoring learners toward professional and career readiness.

ANSBERT GREGANA

WPH Academy Instructor

AI Development Lead with experience using AI tools such as GitHub Copilot, Google Gemini, ChatGPT, and Claude for development, automation, and AI integration. Conducted 20+ AI trainings and bootcamps focused on modern workplace applications.

WHAT OUR LEARNER SAY

"The bootcamp gave me a solid foundation in coding and boosted my confidence, especially in responsive design and JavaScript. The hands-on activities and supportive feedback from the instructors and co-trainees really helped me improve and apply what I learned."

— **KC M.**

BS Computer Engineer

"The activities are really engaging especially the LMS. I've seen the LMS, it's very good. I like this interactiveness. The graphics and all the content and how lessons are delivered through online platforms. So it's nice."

— **Sherry N.**

Chair of IT Department, DLSUD

"The most important thing for me is the learning environment because I get to talk with my teacher and classmates. It's very interactive, unlike other bootcamps where you cannot ask questions."

— **Clarence C.**

BS Chemical Engineer

"What it makes different from learning through YouTube is it has its structure. It has its own topics. People will be guided like levels, level one AI. It is transitioning for enhanced knowledge."

— **Christopher G.**

DOST Employee

"I've been getting a quality education, and I really appreciate the effort of everyone involved. My knowledge has expanded beyond the university, and I value the opportunity to connect with like-minded individuals and work as part of a team."

— **Lanz M.**

BS Computer Science

"It's not just about reading or watching tutorials; we're building and solving real problems."

— **Chanella A.**

BS Information Technology





GET IN TOUCH

Have questions or want to learn more about our programmes? We'd love to hear from you.

Drop us an email and our team will be glad to connect with you and provide the information you need.



wphacademy@wphdigital.com

Ready to join?
Register today



www.wphacademy.com

