Digital and artificial intelligence

Generative AI: Understand, Master and Apply It to Your Job

Two days to move from hesitant use of generative AI to a dependable practice in your own job. Each department learns to write a precise request, check what the tool produces and reject a doubtful answer, working on its own documents: procedures, reports, export translations, complaint replies. The rules of Law 09-08, the GDPR and trade secrecy are set out from the start, with at least one computer for every two participants.

Duration : 2 days

Objectives

1. Explain how a language model works, its limits and where hallucinations come from
2. Write effective instructions: role, context, task, constraints and expected format
3. Apply generative AI to your department's documents: procedures, reports, translations, complaint replies
4. Check an answer produced by AI and decide whether to correct or reject it
5. Identify the data that must not be entered into an AI tool under Law 09-08, the GDPR and trade secrecy
6. Build a library of reusable instructions for your department

Programme

Day 1 — morning

• What a language model does: text prediction, training data, context window

• Strengths and limits: hallucinations, invented sources, calculation errors, outdated information

• A neutral overview of the assistants on the market: consumer and enterprise versions

• Demonstration: the same question asked with a vague instruction, then with a precise one

Day 1 — afternoon

• Anatomy of an effective instruction: role, context, task, constraints, output format

• Giving the tool examples and reference documents

• Iterating: asking for a rewrite, a critique, a shorter version or another language

• Hands-on exercises in pairs, based on participants' real requests

Day 2 — morning

• Department workshops on your documents: drafting and updating procedures

• Reports and minutes produced from raw notes

• Export translations: technical sheets and letters, with terminology control

• Replies to customer complaints: structure, tone, commitments that can be kept

Day 2 — afternoon (workshop)

• Checking and rejecting: a control grid for a generated answer

• Law 09-08, the GDPR and trade secrecy: what never leaves the company

• The company's usage charter, or its first principles if none exists yet

• Workshop: your department's instruction library, knowledge test and debrief

Teaching methods

• Hands-on work, with one computer for every two participants at minimum
• Department workshops on real documents, anonymised where necessary
• Comparison of answers obtained with different instructions
• Exercises in spotting errors in generated texts
• Trainers who design and use AI tools themselves: Inspirra, OmniLearn, CourseTwin and Anir.io

Assessment and documents

Knowledge test at the end of the session, including a practical exercise in checking a generated answer; end-of-course survey the next day. Each participant receives a numbered certificate that can be verified online; the company receives the training report and the instruction libraries produced by each department.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

This course opens the Artificial Intelligence Path: three weeks of hands-on practice with remote support, then “Agentic AI: From Assistant to Autonomous Agent” and a 90-day roadmap presented to management. To set the rules before rolling out, see “AI Usage Charter and Governance”.

Practical information

Duration	2 days
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Do I need technical knowledge to take this course?
No. It is open to every department, including managers and supervisors. All you need is to use a computer every day; technical notions are explained with examples taken from the participants’ own work.

Which AI tools do you work with?
The ones your company authorises, or common assistants on the market if no choice has been made yet. The method of instruction, checking and rejecting does not depend on a vendor and stays valid when the tool changes.

Can we use our internal documents during the workshops?
Yes, that is the core of the second day. We ask in advance for a few procedures, reports or complaints, anonymised if needed. No personal data about employees or customers is entered into a tool during the session.

How many participants are in a group?
The Artificial Intelligence Path is designed for 12 to 16 participants, with one computer for two. This format allows department workshops while leaving each person real practice time.

How does it differ from “AI Applied to QSE”?
This course is for every function and lays the foundations for safe use of generative AI. “AI Applied to QSE” is reserved for quality, safety and environment teams and covers their own tasks: procedures, regulatory watch, risk analysis, audit preparation.