Get Started with AI Prompt Engineering

Unlock the Full Potential of AI at Work

Whether you're using ChatGPT, Microsoft Copilot, Claude, Gemini, or another AI assistant, the quality of your prompts has a major influence on the quality of results you receive. On our Get Started with AI Prompt Engineering course, you'll learn how to communicate with AI more effectively, save time, improve the quality of your work, and unlock far more value from the tools you already use.

Get Started with AI Prompt Engineering gives you the practical skills to craft clear, effective prompts that unlock valuable results from generative AI tools. Effective prompting transforms AI into a true partner in agility, helping individuals and organisations harness the potential of this rapidly evolving technology.

Why this course?

Prompt engineering is the foundation of effective AI use. This course demystifies how prompts work and shows you how to design them for stronger, more consistent outcomes.
You'll start by exploring how AI understands and responds to prompts, then move into practical techniques for refining and adapting your inputs for specific goals.

Prompt Engineering Lab: Once you've learned prompting techniques and frameworks, you'll put your knowledge to the test in a hands-on prompting lab. Using realistic workplace scenarios, you'll apply what you've learned and experience how small improvements to your prompts can dramatically improve AI's responses.

By the end of this Scrum Alliance microcredential course, you'll know how to guide AI with clarity and confidence to produce more useful, consistent, and relevant outcomes in your day-to-day work.

Attend this course and:

- Learn practical prompt engineering techniques that work across today's leading AI assistants, including ChatGPT, Microsoft Copilot, Claude, and Gemini.
- Understand why some prompts produce outstanding results while others fall short, and learn proven frameworks for writing more effective prompts.07
- Practise your new skills through interactive exercises and realistic workplace scenarios that you can immediately apply in your own role.
- Discover how to tailor prompts for different objectives, audiences, and types of work to achieve more consistent, higher-quality results.
- Gain a recognised Scrum Alliance Microcredential that demonstrates your understanding of AI prompt engineering.
- Leave with the confidence to use AI more effectively, saving time, improving the quality of your work, and becoming more productive.

Are there any prerequisites?

There are no prerequisites for the Get Started with AI Prompt Engineering course. However, attendees are expected to complete the required pre-course reading and activities.

No previous experience of prompt engineering is required. The course is suitable for people who are new to generative AI as well as those who have already experimented with tools such as ChatGPT, Copilot, Claude, or Gemini and want more reliable results.

How should I prepare?

Attendees will be required to complete the pre-course activities and reading before attending the Get Started with AI Prompt Engineering course.

Ensure that you have access to an AI tool such as ChatGPT, Copilot, Claude, Gemini or another tool. A free account will be sufficient.

What you'll come away with

Upon successful completion of this course, you will be able to:

- Explain the function of generative AI and its relationship to a prompt.
- Describe core principles for writing an effective prompt.

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- Apply a prompting framework to customise AI outputs for a specific task.
- Create prompts aligned with your team's goals and workflows to help generate backlog items, analyse feedback, and summarise retrospectives more efficiently.

What the course includes

- Live, interactive instruction from Tom Reynolds, an experienced trainer, consultant, facilitator, and Scrum Alliance Certified Scrum Trainer (CST) who uses AI extensively in his day-to-day work.
- A highly engaging two-hour virtual course designed specifically for live online delivery.
- Digital course materials, access to our Learning Management System and any online content created during the course.
- The Scrum Alliance Get Started with AI Prompt Engineering Microcredential awarded on successful completion of the course.
- Two years' Scrum Alliance membership (worth US$100), providing access to exclusive member resources, webinars, and learning content.
- Complimentary lifetime access to TAMAI (The Agile Mindset AI), our purpose-built AI learning companion. TAMAI helps you continue developing your AI prompting skills while also supporting your ongoing learning and day-to-day practice in Agile, Scrum, Kanban, facilitation, and coaching. Whether you want to explore a Scrum concept, think through a coaching challenge, improve a prompt, or deepen your understanding of Agile ways of working, TAMAI is available whenever you need it.
- Editable prompt templates, practical frameworks, and real-world examples that you can immediately adapt for your own work.
- Access to exclusive course resources and future updates.
- An exclusive 40% participant discount on Tom Reynolds' forthcoming book, The Professional Handbook for Working with AI. Early access to the book is available.
- 2 Scrum Education Units (SEUs) towards your Scrum Alliance certification journey.

What topics are covered?

Module 1: Prompt Engineering: The Key to Effective AI Interactions

In this module, you will discover how to craft precise and effective prompts that unlock the full potential of AI tools, enabling you to achieve more accurate and impactful results in your interactions with AI.

- Topics:
  - Prompt engineering basics
  - Prompt refinement

Module 2: Customising AI for Your Team

In this module, you will understand how to tailor AI tools to fit your team's unique needs, enhance their effectiveness across various Agile frameworks, and ensure they align seamlessly with your Scrum processes.

- Topics:
  - Writing prompts with custom data
  - Iterating prompts for your scrum workflows
  - Using GenAI with other frameworks

Who is this course suitable for?

- Anyone introducing AI to their teams
- Scrum Masters and agile coaches
- Scrum, agile, and product teams
- Product owners who want to accelerate their team's AI implementation to get better results
- Teams and individuals who want to know how to leverage AI
- Anyone who wants to make AI outcomes more accurate, useful, and aligned with organisational goals and targets

Attending as a team gives colleagues the opportunity to develop a shared approach to using AI, practise prompting together, and explore how generative AI could support their goals, workflows, and ways of working.

What do our students say?

"Superbly organised and delivered course, with a very experienced trainer guiding you through the sessions. The organisation of the pre-course materials was detailed and complete." - Phillip Ingham

"The small, intimate team made discussions open and safe and Tom was brilliant at answering every question at each stage." - Helen Gabler

"Highly professional process from the registration to the wrap up. Great expertise from the trainer." – Esmerelda Garcia

What about exams and certifications?

There are no exams and on completion you receive the Scrum Alliance Microcredential Get Started with AI Prompt Engineering.

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