



# The ChatGPT Primer

One 90-minute interactive online session that packs a punch!

Costa Michailidis

(212) 602-1401

[costa@innovationbound.com](mailto:costa@innovationbound.com)

# Learning Objectives for The ChatGPT Primer

The 90-minute ChatGPT Primer covers four areas:

- 1) Brief Technical Overview of ChatGPT
- 2) Crafting Prompts for High Quality Results
- 3) Basic Use Cases & Practice Exercises
- 4) Foundational Habits for Working With A.I.

In the end, your team members will have a **basic understanding and experience with this powerful new tool.**

# Brief Technical Overview of ChatGPT

Understanding the technical aspects of how ChatGPT works under the hood helps you use it more effectively, more intelligently.

The technicals can be very complex, however, and ultimately you don't need everyone to understand all the fancy algorithms and calculations to utilize the tool in a practical sense.

We strike the balance with a very brief **10 minute technical overview** that helps your team members **understand the risks, limits, and potential** of the A.I. system.

Features we cover include the **“Context Window,” “Hallucinations,”** and **“Generative AI.”**

# Crafting Prompts for High Quality Results

ChatGPT can **save you hundreds of hours by delivering high quality results** at lightning speed with just the right prompt... Or, you can get stuck in a confusing mess of chat messages and lose your morning, blame the tool and abandon the potential of A.I. altogether, missing out on tremendous value.

We will guide your team in understanding *why some prompts work well while others don't*.

We will work through many examples and give high level guidance on **how to craft prompts** to maximize the potential for high quality results.

# Basic Use Cases & Practice Exercises

The best learning is learning by doing. You can talk theory all day, but if you don't roll your sleeves up and try for yourself, you'll never truly grow and learn.

We will present a series of **powerful use cases for ChatGPT** and guide your team members in executing these uses cases in their own work context.

This process of practical exercises also **reveals learning challenges**, and allows our instructors to help your team members overcome them.

# Foundational Habits for Working With A.I.

A.I. is new and powerful, which means there are going to be many risks, and many opportunities. Making **mistakes fully backed by the power of A.I. can be quite damaging**. Likewise, successfully seizing opportunities by using A.I. can be extremely rewarding.

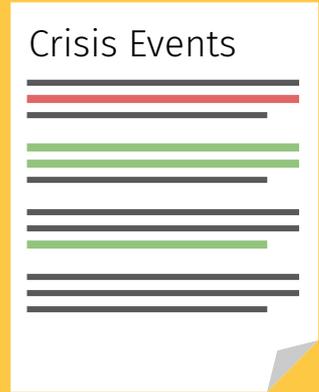
We will outline risks and how to mitigate them, as well as guide your team members in **learning to identify opportunities** to use ChatGPT to accelerate their work beyond what was covered in class.

Our purpose is to give your team members the habits that will serve them best.

# Your team will go from slow Search Engines...

 Please find a **bunch of things** for me to sift through

- 
- 
- 
- 



# ...to ***fast*** Thinking Engines!



Please generate **thoughts for me to consider.**



They'll understand ChatGPT's limits:

- **“Hallucinations”**
- **The “Context Window”**

And how to use it to generate valuable output:

- **The G in GPT is for “Generative”**

# Going Beyond The ChatGPT Primer

The Primer will *not* cover the following:

- 1) Deep Technical Dive
- 2) Intermediate & Advanced Prompting Techniques
- 3) Use Cases Tailored to Your Company
- 4) Prototyping & Building A.I. Powered Tools & Products
- 5) Customizing ChatGPT

There are also **no follow-up video lessons** included in this package.

For a more extensive training package, consider the **Innovator Bundle** or **Enterprise Pack**.

# Training Program **Creators**

**David Lomas** is a *Creativity and A.I.* expert with a computer science PhD.

**Costa Michailidis** is an *Innovation Leadership* expert and a founder here at Innovation Bound.



Both David and Costa have decades of experience as computer programmers, and enterprise level corporate training programs. NASA scientists and many Fortune 500 leaders count themselves among their happy customers. This includes working on NASA's ten years astrobiology roadmap, facilitating innovation tournaments inside of large tech companies, and in all cases, guiding people to find their own creativity and showing them how to use it to solve complex and important challenges.



Creating our ChatGPT training programs has been incredibly fun, has been received with enthusiasm and joy, and has created value and opportunities for hundreds of people already.

Hundreds of millions of dollars in seed and grant funding have been raised through David and Costa's workshops, conferences, and programs.

We hope you **join us** in learning this powerful new tech and using it to make the world just a little bit more... Innovation Bound 🧡

# Program Administration Process



*Reserve your training with an initial fee of \$1,500.*

*1) Choose your Innovation Bound lead instructor.*

*2) Add your teammates.*

*3) Schedule your 90-minute session.*

*4) Ensure all teammates have ChatGPT ready.*

*1) Submit final payment.*

**2) Enjoy your training program 😊**

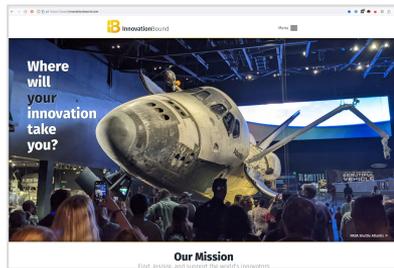
*1) Complete your feedback survey.*

# Our Extended Family

Innovation Bound is part of [a family of innovation companies](#) that consult on high level innovation projects.

We've worked on the search for life beyond Earth with NASA, on seeding innovation projects within large tech companies, on development projects across economically disadvantaged communities in Latin America, on circular economies for island nations, the future of airport security, building synthetic cells, launching swarms of toaster-sized satellites into space, and even more of some of the toughest, most complex innovation challenges out there.

We work on the bleeding edge, every day. It is our pride, joy, and promise to help unlock your creative potential. You'll be amazed at what you can do...



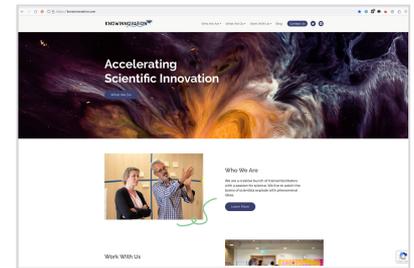
**Innovation Bound** works to forge innovation capability at enterprises.

Learn more at [InnovationBound.com](https://www.innovationbound.com)



**Inclusive Innovation** focuses on innovation in the developing world.

Learn more at [InclusiveInnovation.org](https://www.inclusiveinnovation.org)



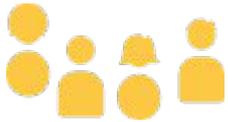
**Knowinnovation** works to accelerate innovation in the scientific domain.

Learn more at [Knowinnovation.com](https://www.knowinnovation.com)

# What are Innovation Tournaments?

## Hackathons, Idea Jams, Sprints, Labs...

Over **\$1 billion in seed and grant funding** have been raised through our programs.



Interdisciplinary  
**Top Talent**

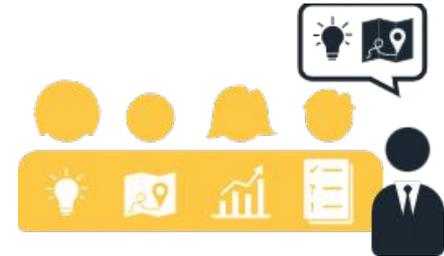
Optional Strategic  
Focus Areas

Learn Innovation By Doing Innovation

In A Dynamic & Immersive  
**Creative Process**

With Built-In **Learning Labs**,  
On-Demand **Coaching**,

And Facilitated Feedback Sessions  
With **Senior Leaders**.



Promising 10x to 100x ROI  
**Business Cases**  
Sponsored By Executives

- New Product Developments
- Brand Extensions
- Technical Improvements
- Cost Reduction Efforts
- Cross-Functional Collaborations
- New Research and Development
- And More!

In a 3-day program of ours for **200 senior managers of a large tech firm**, 40 innovative business cases were developed, and 97% of them got **\$50,000 or more in seed funding from executive sponsors**.



## Barcelona **Innovation Tournament**

200 **recently promoted Senior Managers** of a large tech enterprise assembled in Barcelona for 7 days of training.

We designed and facilitated a *stage-gated*, **3-day Innovation Tournament** for two cohorts of 100 Senior Managers.

They developed **business cases** (new product ideas, brand extensions, cost-reduction schemes, new partnership ideas, etc) over four stages (Ideas, Tactics & Strategy, Finance & Metrics, Experimentation & Risk Management) with the **guidance of their senior leaders**.

**97.5%** of the 40 project teams that emerged were each granted seed funding of **\$50,000** or more to pursue their ideas.

*For many other clients of ours seed funding amounts to **several million dollars** per project team.*



# Finding The **Wild Within**

Created in collaboration with a *Wildlife Professor*, a *World Champion freediver*, and an *Expedition Photographer*, this immersive **leadership adventure** takes participants under the water and deep into their own physiology to discover their *mammalian diving reflex*, a source of **fierce calm** within them, and a hidden superpower that stimulates personal breakthroughs and transformation.

The program focuses on four key types of leadership traits needed in our world today: **Creativity**, **Impact**, **Responsibility**, and **Courage**.

Real *courage* requires coming face-to-face with one's own fear. Genuine *responsibility* requires seeing the problem first hand. Even with these two paramount traits, we live in a world that requires leaders to be *impactful* in their communications, and harness the *creativity* to overcome the inevitable challenges that will arise on the journey.



## More **Case Studies & Projects**

Award-winning, multi-year innovation training program at a large engineering firm

Training on **core creative thinking skills** for managers and front-line leaders at several banks and accounting firms

Harnessing the power of the data revolution with 200 scientists assembled by the National Science Foundation

A small group workshop on reimagining the search for life beyond Earth with NASA & the ten year astrobiology roadmap development

An all-hands meeting with an international development bank designed and facilitated in English and Spanish

Building a pandemic planning model for a large food distributor

Strategic planning for a Bitcoin company in Latin America

Utilizing storytelling training for reinforcement learning at a large tech firm

An **innovation training program** that rescued a tech firm's legacy business

# Your **World Class** Innovation Team



Our team is made up of facilitators, consultants, coaches, and master trainers with expertise in creativity and innovation leadership. We work in English, Spanish, French, Greek, and other languages when needed. Our team members are based in New York, Cambridge, Barcelona, and several other cities around the globe.

We've worked with *Design Thinking* approaches, *Agile*, and a variety of other popular methodologies and models. We've also helped clients build innovation processes and training programs all their own from the ground up.

It has been **our pride and joy** to work with scientists, business leaders, and other inspiring innovators on some of the most complex and pressing challenges our world faces. From the search for life beyond Earth, right down to smallholder farmers working to feed their communities.

We didn't always do this kind of work. We came from all walks of life. Some of us were academics, entrepreneurs, consultants, programmers, even accountants. We were all misfits to start with, always trying to change things.

Now, **changing things** is our job... and we love what we do 🤍



For each new connection, **\$100** goes to...

## **Coral Restoration Foundation™**

...to support their **innovative** work restoring coral reefs critical to our ecosystem, food supplies, and climate stability.

[www.innovationbound.com/coral](http://www.innovationbound.com/coral)

...to learn more.