

OpenAI Academy

ChatGPT for Small Business

Practical AI for Everyday Work

Abilene, TX | April 17, 2026



Introductions - OpenAI



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Today's goal is to learn the basics of using ChatGPT, then build one practical, reusable solution for your business.

Agenda



- 01 Getting started with ChatGPT
- 02 How to get better results
- 03 The tools to use first
- 04 Practical demos
- 05 Q&A + workshop preview

Follow along on OpenAI Academy

- Today's slides
- Sample prompts & tutorials
- Workshop templates
- Files you can use during activities
- WiFi:
 - WiFi: TSTC_Guest

LIVE EVENT April 15, 2026 · Last updated on April 17, 2026

OpenAI Academy Abilene Resource Hub

Session materials, tutorials, and next steps

X in Email

tinyurl.com/oai-abilene

Table Of Contents

Getting started

Responsible use of AI



Keep a human in the loop for important work



Obtain consent before sharing someone else's voice or data



Watch for bias and perspective



Know your data controls, and protect sensitive personal data



Seek expert review for legal, medical, or financial advice



Ask for sources when you need current answers

How ChatGPT can help small businesses

Customer replies and follow-up

Hiring & onboarding

Planning & meeting prep

Marketing & promotions

File summaries & data analysis

Checklists, SOPs, and internal docs

**Start with one real task
you already do every week.**

Today, we'll focus on ChatGPT Plus — but first, a quick note on a few other tools in the OpenAI ecosystem



ChatGPT Business

Shared tools, data, and admin controls for your team



Codex

AI tool that helps you write and debug code



OpenAI API

Build custom solutions connected to your data

You're 1 minute away from using ChatGPT for real work.

01 Go to chat.com.

Use your browser, desktop or mobile device.

02 Sign-in

Make sure you're in the right account for this session.

03 Send your first message.

Try this prompt:

*I run a [type of business]. Give me 3 practical ways
ChatGPT can help me save time this week.*

Anatomy of a great prompt

Task

What should ChatGPT do?

Write a clear customer update and an internal action plan for a delayed order.

Context

What should ChatGPT know?

We are a small business in Abilene.

A shipment is running late.

Customers are asking for updates.

We want to be clear, calm, and practical.

Expectation

What should the answer look like?

Return:

1. a customer email
2. a 30-second phone script
3. a 5-step internal checklist

Okay

Task

Help me hire a front-line employee.



Better

Task + context

Help me hire a front-line employee for a small business.

We need someone reliable, customer-friendly, and comfortable with a fast-paced environment.



Best

Task + context + output

Help me hire a front-line employee for a small business in Abilene. We need someone reliable, customer-friendly, and comfortable with a fast-paced environment.

Write: 1) a job post; 2) a 20-min interview guide; 3) a first-week training checklist



5 MINUTES

Pair Activity

Rewrite each prompt

Write marketing for my business.



Make me a flyer for this promo.



Respond to this negative review.




Make a plan to improve my business.

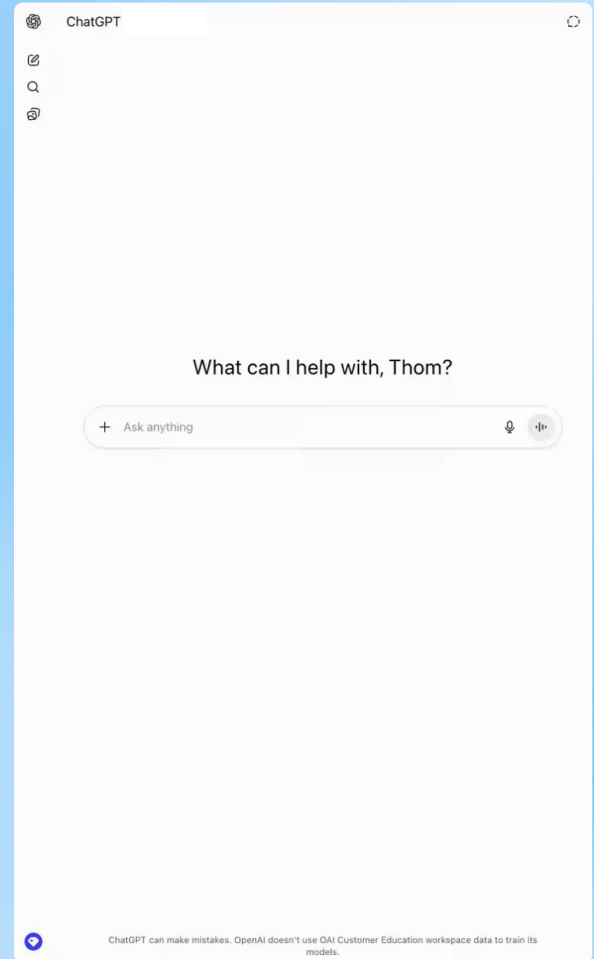


Use ChatGPT to meta-prompt

Ask ChatGPT to help you write, refine, and adapt more effective prompts.

- ✓ Make this prompt clearer and more specific
- ✓ Rewrite this for a different audience or goal
- ✓ Turn this rough idea into a stronger prompt

 **Tip:** Start with voice dictation, then ask ChatGPT to turn your rough idea into a polished prompt.



Models, tools, and capabilities

Analyze

Create

Automate

Collaborate

Learn

Research

Translate

Build

Code

Reason

Write

Speak

See

Interpret

Search

Read

Customize

Personalize

Share

Organize

Schedule

Visualize



OpenAI

with ChatGPT

Which model should I use?

Auto

Best default for most everyday work

Instant

Fast responses for everyday questions.

Thinking

Better for more complex planning, analysis, and multi-step tasks

Pro

Most advanced reasoning model for highest rigor or precision.



Tip: When in doubt, start with Auto.

Tools you can use inside ChatGPT



Tip

You do not need to master everything at once.

Start with chatting, then add tools as your use cases mature.

Get started with our core features

ChatGPT Auto

Workhorse model

ImageGen

Custom mockups + visuals

Search

Access to the web

Voice Mode

Speak to our models

Data Analysis

Analyze documents & data

Memory

Personalize ChatGPT based on your details

Projects

Organize chats and maintain context

Level up with more powerful tools

Thinking & Pro

Multi-step reasoning

Deep Research

Research & report generation

Canvas

Interactive writing and coding

Agent Mode

Have ChatGPT take actions on your behalf

Apps

Connect your company's sources to ChatGPT

Skills

Scale best practices across teams

Custom GPTs

Create custom chat assistants

Practical demos

READ ME THEN DELETE ME

AGENDA A

Demo Guidelines:

- **Refer to Agenda A in the [facilitation guide](#).** This is an optional way of constructing and delivering your demos that anchors on a modular, point-and-demo format. together. A few slides can be customized for the company and segment (data analysis, voice mode, canvas).
- **Show the slide briefly, then pivot to the product.** The slides are only a guide. The real value comes from showing the workflow live in ChatGPT - what you prompt, and how you move across tools in real time.
- **Make each demo easy to follow and digestible.** We want users to understand how to navigate ChatGPT easily and invoke different features across the UI. Share the prompts in the chat so they can try workflows out with you.
- **Pre-run every demo.** Test your files, prompts, and outputs in advance so the live demo is smooth, credible, and easy to follow — and ready in case of technical issues.
- **[OPTIONAL] Gamified giveaways for in-session interaction.** Time-permitting, use slides 35-37 as interactive rounds to get the audience practicing live in ChatGPT alongside the trainer.

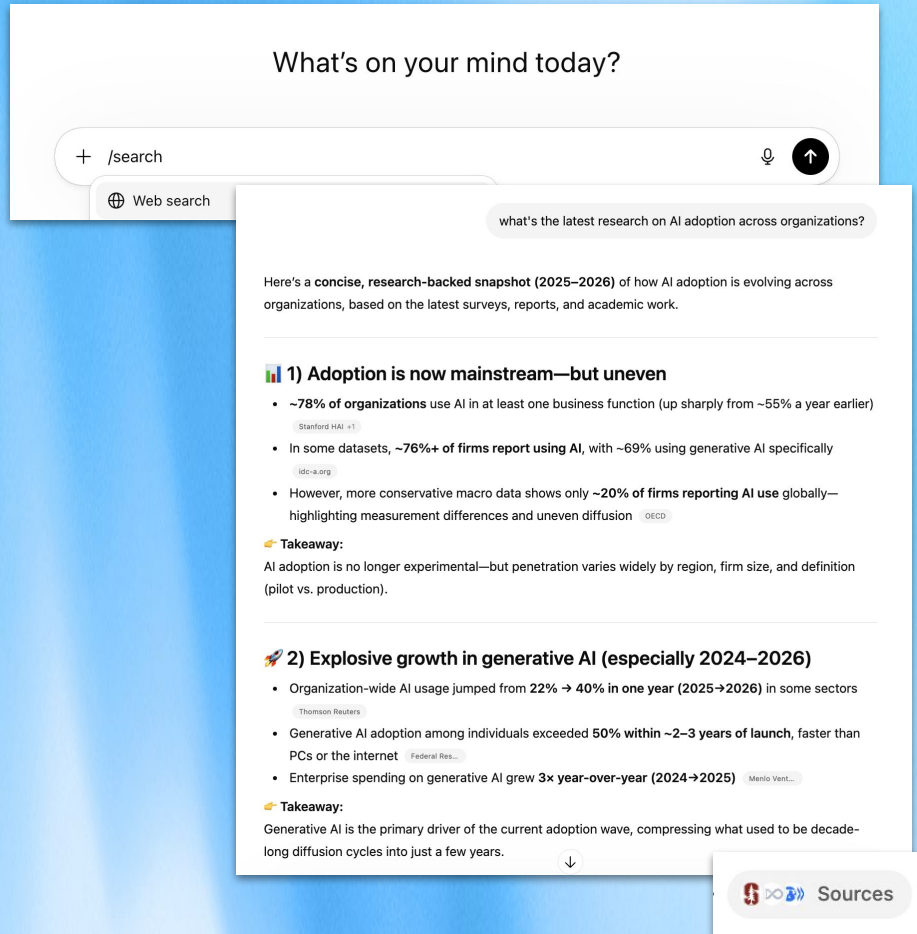
Use **Search** for fast answers with links to relevant web sources

Use search to....



- Find current information with sources
- Compare peers or competitors
- Check claims before you act


 **Type `/search` in a new chat and try this prompt:**

*I run a [industry] business in [region].
What are 3 current customer or market trends I
should pay attention to this quarter?
Use recent sources.*



What's on your mind today?

+ /search  

 Web search

what's the latest research on AI adoption across organizations?

Here's a **concise, research-backed snapshot (2025–2026)** of how AI adoption is evolving across organizations, based on the latest surveys, reports, and academic work.

1) Adoption is now mainstream—but uneven



- **~78% of organizations** use AI in at least one business function (up sharply from ~55% a year earlier) Stanford HAI <1>
- In some datasets, **~76%+ of firms report using AI**, with ~69% using generative AI specifically idc-a.org
- However, more conservative macro data shows only **~20% of firms reporting AI use** globally—highlighting measurement differences and uneven diffusion OECD

Takeaway:
AI adoption is no longer experimental—but penetration varies widely by region, firm size, and definition (pilot vs. production).

2) Explosive growth in generative AI (especially 2024–2026)

- Organization-wide AI usage jumped from **22% → 40% in one year (2025→2026)** in some sectors Thomson Reuters
- Generative AI adoption among individuals exceeded **50% within ~2–3 years of launch**, faster than PCs or the internet Federal Res...
- Enterprise spending on generative AI grew **3x year-over-year (2024→2025)** Merito Vent...


Takeaway:
Generative AI is the primary driver of the current adoption wave, compressing what used to be decade-long diffusion cycles into just a few years.

  Sources

Analyze and visualize with Data Analysis

Use data analysis to....

- Understand what is in a file
- Spot patterns, outliers, and gaps
- Turn raw data into a chart and actions

 **Upload a dataset and try this prompt:**

Analyze the uploaded file.

First tell me what it is, how clean it is, and what context is missing. Then show the biggest patterns, one simple chart, and the top 3 actions this business should take next.

Saas Customer Data

	customer_id	company	industry	region
1	C001	Northwind Health	Healthcare	North America
2	C002	BluePeak Finance	Finance	North America
3	C003	Orchid Retail	Retail	Europe
4	C004	Zenith Manufacturing	Manufacturing	Asia
5	C005	Evergreen Logistics	Logistics	North America

Analyze the uploaded CSV and briefly describe its structure, key columns, and any data quality issues. Then summarize key insights, include one simple visualization of a major pattern, and end with the top 3 takeaways for a decision-maker.

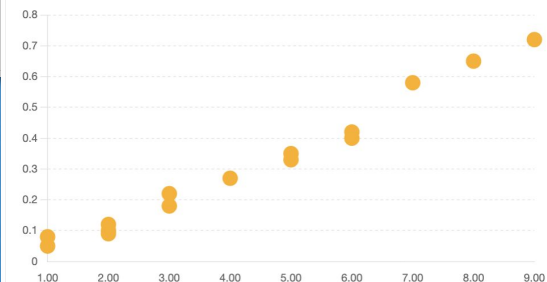
1) Dataset structure

The file contains 15 customer records with 11 columns:

- **Identifiers & attributes**
 - customer_id, company
- **Segmentation fields**
 - industry, region, plan
- **Time field**
 - start_date (stored as text, not parsed as datetime)
- **Usage / engagement metrics**
 - monthly_revenue
 - active_users
 - logins_per_week
 - support_tickets
- **Outcome / risk metric**
 - churn_risk_score (0-1 scale)

Support Tickets Vs Churn Risk Score

Churn Risk Score by Support Tickets



Turn business inputs into usable outputs

Ask ChatGPT to:

- Draft customer-facing content.
- Build team checklists and SOPs.
- Create summaries and next-step plans.



Try this prompt:

Using the notes attached, create:

- 1. A customer-ready summary*
- 2. An internal checklist*
- 3. A short follow-up email*

Using the KPI data I already shared, create a simple one-page set of visuals that show where we are off plan.

Include:

- A Plan vs Actual chart for Deal Cycle, Conversion Rate, Gross Churn, WAU, NPS, and Resolution Time with the gap clearly labeled.
- A month over month trend line for Deal Cycle and Support Resolution Time.
- A simple visual that shows which of our 3 priorities are currently most at risk.

Then add 2 to 3 short bullets:

- What changed this month
- What leadership should focus on first

Keep it clean and presentation-ready.

I'm pulling the KPI file into a clean one-page visual and will keep the layout presentation-ready. First I'm checking the charting/export workflow and reading the KPI source.

I've got the slide workflow and the KPI file. Next I'm inspecting the workbook structure so I can build the chart data cleanly and keep the final slide to one page.

I've got the source metrics. I'm now building the slide layout so the off-plan items are readable at a glance, not buried in a dense table.

Thought for a second >

Done — the one-page slide deck is here:

kpi_off_plan_dashboard.pptx

Where performance is off plan

KPI snapshot • current vs plan • recent 5-week trend • priority risk ranking

Plan vs actual

Deal cycle

Actual 97 | Plan 85



+12 days

Conversion rate

Actual 19% | Plan 22%



-3 pts

Gross churn

Actual 2.1% | Plan 1.8%



+0.3 pts

WAU

Actual 54% | Plan 70%



-4 pts

NPS

Actual 38 | Plan 42



-4

Resolution time

Actual 31 | Plan 24



+7 hrs

Recent trend

Average deal cycle (days)



Support resolution time (hrs)



3 priorities at risk

- 1 Improve onboarding completion**
Step 3 drop-off is rising and agent backlog gains slow traction.
- 2 Reduce support resolution time**
Backlog and ticket volume are up; routing is still inconsistent.
- 3 Accelerate Enterprise deal velocity**
Security review and legal redlines are extending cycle time.

What changed this month

- Enterprise cycle time worsened from 84 to 97 days; support backlog rose 14% MoM and NPS fell 4 points.
- Onboarding step 3 drop-off increased, aligning with higher 30-day churn in new cohorts.

What leadership should focus on first

- Stabilize onboarding and support together; both are already feeding churn.
- Standardize Enterprise security and legal posture to protect Q2 forecast timing.

Use **Apps** to bring your own business context into ChatGPT

Connect with Apps to...

- Get more relevant, specific answers
- Work from your real files, notes, and FAQs
- Create more useful outputs with less re-explaining



Connect to your Calendar app and try this prompt:

What's on my calendar tomorrow and how should I prep?

What's on my calendar tomorrow and how should I prep?

Thought for a few seconds >

Here's your calendar for tomorrow, Tuesday, March 24.

Tomorrow

All day

Office >
Time: All day
Location:
Description:

Morning

Time	Title	Location
7:45 AM-8:45 AM	Commute >	
8:00 AM-9:00 AM	Executive WS	
8:00 AM-9:00 AM	FW: ChatGPT Enterprise Executive Training Unlock Your AI Superpowers >	Virtual (Link in Description)
9:00 AM-10:00 AM	Product Learning Hour: Codex Roadmap updates & releases >	London-1-The Rolling Stones (16) [Google Meet, Guests Allowed]
10:30 AM-11:00 AM	Dee / Lea	SFO-575-2-2.16-Lathe (2) Guests Allowed]

Afternoon

Time	Title	Location
1:30 PM-2:00 PM	Lea / Sophie	

Ask anything

+ Google Calendar

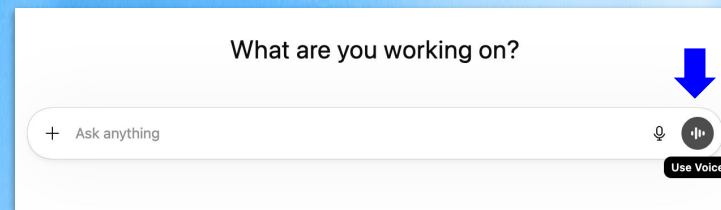
Have a live conversation with ChatGPT through **Voice Mode**

Use voice mode to....

- Think out loud
- Work hands-free
- Turn rough thinking into a usable plan

 **Click on the Voice Mode button and say:**

Hey ChatGPT, I have a lot on my mind. Let me ramble about everything I need to do, then read back a summary and help me prioritize.



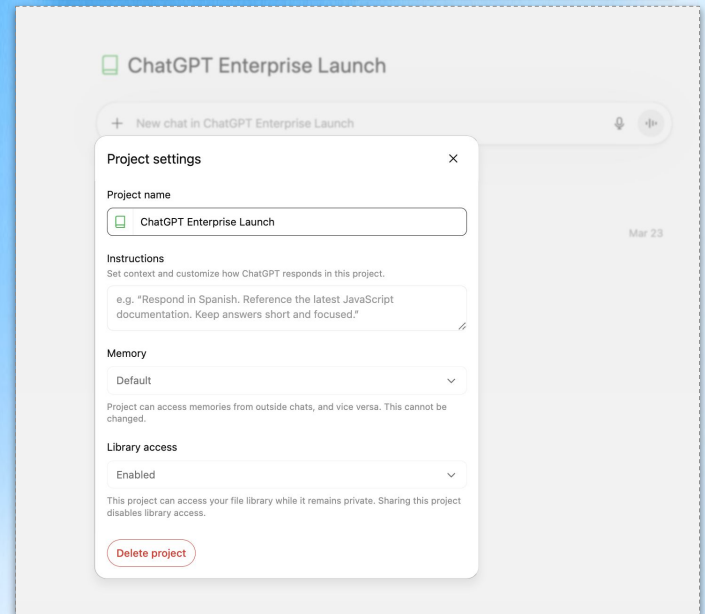
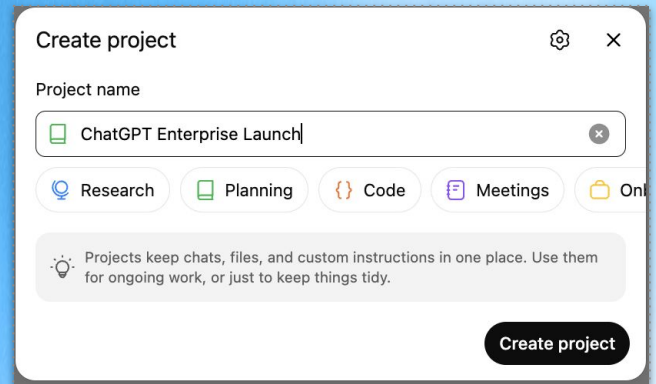
Use **Projects** to organize work across your chats

Use Projects to...

- Keep chats, files, and instructions in one place
- Reduce repeated prompting
- Keep outputs more consistent over time

 **Find Projects in your sidebar and click new project:**

Label it OpenAI Academy workshop and drag and drop some of your chats into it.



Q+A

ChatGPT Enterprise Resources

[OpenAI Help Center](http://help.openai.com)

<http://help.openai.com>



[ChatGPT Cookbook](http://cookbook.openai.com)

cookbook.openai.com



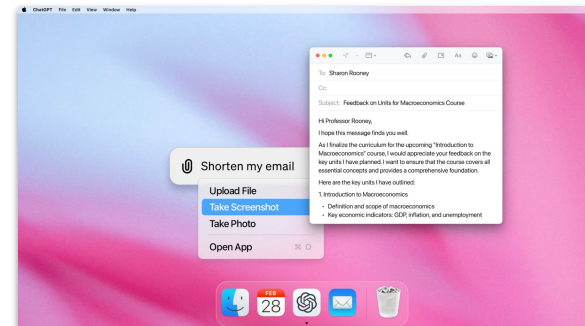
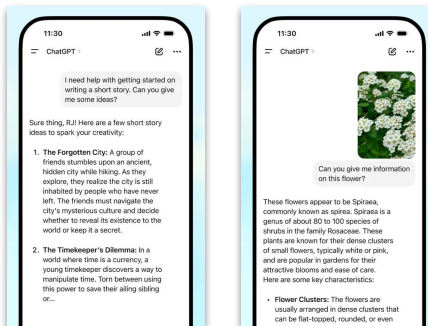
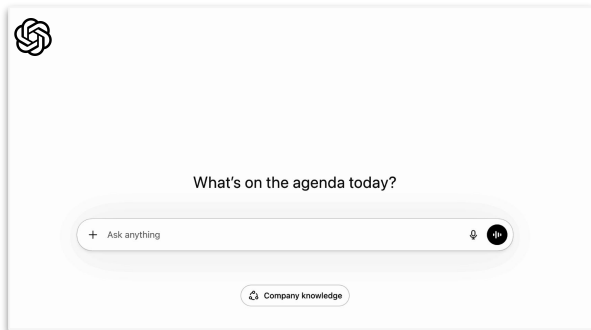
[OpenAI Academy](https://academy.openai.com/home/clubs/work-users-ynjqu)

academy.openai.com/home/clubs/work-users-ynjqu



Appendix

Accessing ChatGPT



Browser

Use ChatGPT Enterprise in your web browser at chat.com.

Mobile







Use our iOS or Android app to use ChatGPT Enterprise on the go.

Desktop

Use our Mac or Windows desktop app for faster access, screenshots and file uploads.







Tool guide

Which tools to use when

	When to use	Best use cases
 Search	For quick, simple web searches	<ul style="list-style-type: none">• Find me some data points to support this messaging• What's trending in B2B marketing on LinkedIn this week
 Image generation	For creating and editing any visuals with natural language	<ul style="list-style-type: none">• Use our uploaded brand kit to create a product launch poster• Edit this image and add "Coming Soon to You" using a font first high contrast style.
 Canvas	For editing code and writing side by side with ChatGPT	<ul style="list-style-type: none">• Using this webinar transcript, build a blog post that we can edit• Write me a set of hooks for our new product launch
 Data analysis	For analyzing data from spreadsheets or text, or visualizing data in charts and graphs	<ul style="list-style-type: none">• Find key trends in this screenshot of our pipeline data• Visualize trends in this webinar attendance and survey data
 Voice	For brainstorming, ideation or dictating through voice with ChatGPT	<ul style="list-style-type: none">• Can you talk me work through building a brief for our leadership team based on this framework, ask me to outline each section, section by section• Run me through what I need to know based on this document.
 Vision	For using your phone camera or sharing your screen to understand visuals and your surroundings	<ul style="list-style-type: none">• Find key trends in this screenshot of our pipeline data• Can you find more info on this OOH campaign in NY.

Tool guide

Which tools to use when

	When to use	Best use cases
 GPTs	For repeatable use cases that you can share with others	<ul style="list-style-type: none">• Build a tone of voice and brand writing GPT• Build a FAQ GPT to answer sales teams questions about webinars.
 Tasks	For building repeatable tasks that take place on a particular schedule	<ul style="list-style-type: none">• Schedule a weekly competitive review every Friday across a set of predetermined web pages• Generate a reminder to fill out our weekly pipeline report.
 Memory	For teaching ChatGPT your work style and preferences	<ul style="list-style-type: none">• Customize custom instructions to Change ChatGPT's writing style, skepticism, tone, and share what you like, dislike and how you want to work, or just ask it to remember.
 Projects	Dedicated workspaces for organizing, saving, and building multi-step workflows	<ul style="list-style-type: none">• Collect deep research reports, customer feedback and surveys, and MSDs all in the same project for context• Organize all project specific documents in the same project.
 Apps	For connecting your internal data to chat, or deep research for more contextual conversations	<ul style="list-style-type: none">• Can you review documents related to our latest product launch, provide an update and outline the next steps?
 Deep research	For long, more complex research tasks across web, internally uploaded docs, or connected data	<ul style="list-style-type: none">• Help me understand the key trends for CMOs in 2025. Use validated survey results, consulting articles and industry reports to build a research report

Use Canvas as a writing or coding partner

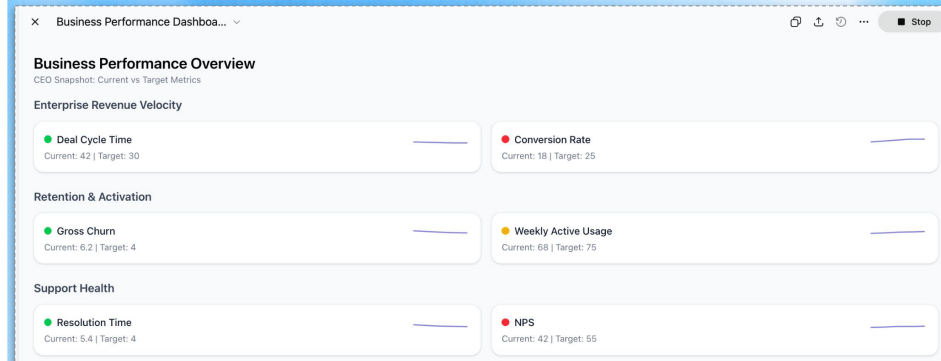
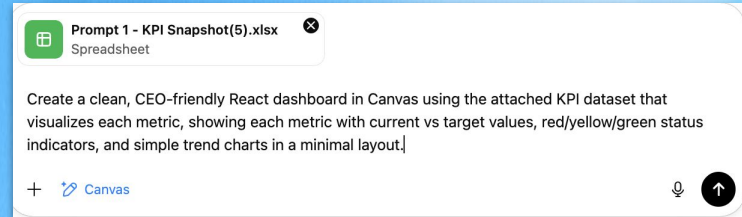
Use Canvas to...

- Draft and edit long-form content with structure
- Iterate on writing or code within your ChatGPT workspace
- Build things like React components directly in the canvas and preview them



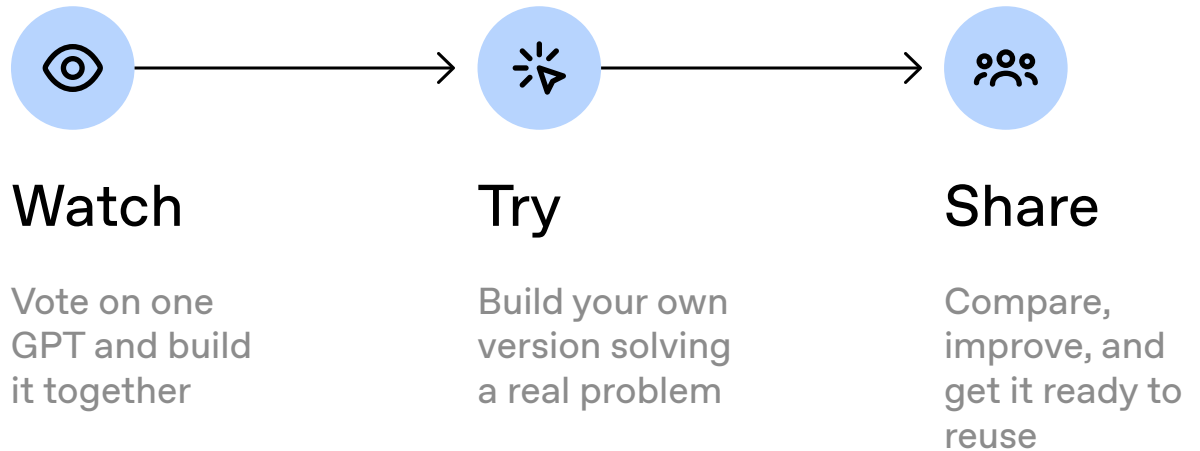
Type **/canvas** and try this prompt:

Create a clean, CEO-friendly React dashboard using the attached KPI dataset that visualizes each metric, showing each metric with current vs target values, red/yellow/green status indicators, and simple trend charts in a minimal layout.



Part 2: Build a reusable assistant

The rest of today



Vote: Which GPT should we build?

01

Customer FAQ + reply assistant

Fast replies for email, SMS,
and DMs using FAQs,
policies, and tone guidance.

02

Offer / proposal builder

Turn rough notes into a
clear estimate, proposal, or
customer-facing draft.

03

Onboarding + training coach

Turn process notes and
policies into checklists,
onboarding help, and team
guidance.

Build recipe

01	Define the job	Who + when + what 'good' looks like
02	Add context & knowledge	Your notes, policies, examples, files
03	Specify the output	Format, length, tone
04	Add guardrails	Do/don't, when to ask you
05	Test for reliability	5 test prompts / tasks

Define the job

Who is it for?

When will they use it?

What job does it do?

What does success look like?

My assistant helps [**who?**] do [**job?**] by [**process?**].

Add context and knowledge

What content/assets will the user paste/upload each time?

What steps should the assistant follow to produce the output?

What questions should it ask when key info is missing?

What should the output look like?

Be explicit about structure, length, and tone.

Return a 6-line sign + a 120-word email + 1 SMS.



Return a table: Theme | Evidence | Fix | Owner | Effort.



Always include a quick 'human check' checklist.



Add guardrails

-
- Accuracy** Don't invent facts; ask clarifying questions

 - Safety** Don't include personal customer data

 - Style** Practical, concise, no hype

 - Human check** What must be verified before sending?

Test for reliability

Mark each pass/fail & fix what breaks

-
- Normal case 1**

 - Normal case 2** What you expect most often

 - Normal case 3**

 - Edge case** Weird but possible

 - Missing info case** Forces it to ask questions

Now it's your turn

Pick the simplest format

If you're not sure, start in **Chat** or a **Project**.

Chat / prompt pack

Prompts you can copy & paste.

Best for

When you're still exploring a range of tasks.

Project

Workspace with your files + instructions

Best for

Staying organized and consistent while conducting related tasks

Custom GPT

Reusable assistant for one job

Best for

One repeatable job with stable knowledge and a consistent output

Data workflow

Analyze data from a range of sources

Best for

Spreadsheets, reports, reviews, and trends

Goal: Leave with one working v1 you can reuse next week.

46

15 MINUTES



Individual Activity

Build your own v1

Scope the problem

Build a v1 using the Build Recipe

Test it

Save it

Power-ups

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Finished early? Try going up a level.

- Get sourced context with [Deep Research](#) ↗
- Pull live inputs from [Sharepoint / Google Drive](#) ↗

Quick check-in

How is it going?

- What are you building?
- What's working?
- What's not?

Iteration clinic

Improve your v1

Tighten output format

Make it easy to scan

Add guardrails

No guessing; asking clarifying questions

Testing

Add a 5-test set + pass/fail checklist

Add a knowledge file

(FAQ, policies, menu, pricing notes, etc.) and retest



Make it reliable

Iterate, improve,
and polish

15 MINUTES



Individual Activity

Improve, test, and save your solution

Definition of Done:

- Runs end-to-end
- The output is usable
- You've tested it
- You saved it

Improve your v1

Test and retest with each change

Fix what breaks

Save it

Power-ups

51

Finished early? Try going up a level.

- Add a full eval: 3 normal cases, 1 edge case, 1 missing info case
- Add a tool: Search/Deep Research, Apps

What did you build?

The problem

What was the real pain point you chose?

The solution

What does your AI-assisted process do now?

What format did you choose? Did you use any tools?

One result

Describe the result or output of your process.

What's next?

Share how you'd improve or level-up the tool you built, or what you want to make next.

Thank you

Booking.com



Retail
Excellence
Ireland

Skillnet
INNOVATION
EXCHANGE 

 **dogpatch**
LABS

Continue learning with OpenAI Academy

Join our free learning communities to keep building with AI

Share your feedback

Tell us what worked, what didn't, and what you want next.

tinyurl.com/abilene-feedback



OpenAI Academy Small business chapter

Templates, training, and a global community for Small Business teams using AI.

Join today!

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