

OpenAI Academy

ChatGPT for what's next

San Jose | October 13, 2026



Get ready

- Open ChatGPT and sign in to the intended account.
- Follow the event promo-code instructions for three months of Plus.
- Confirm that Chat and Work are visible.
- Think of one next step in work, study, business, or life.
- Raise your hand if you need help.

See three examples.

Work on what matters to you.

Leave with something useful you can run again.

Today's plan

- 01 Welcome and setup
- 02 Lesson 1: Prompting and responsible use
- 03 Lesson 2: Research your next step
- 04 Coffee break
- 05 Lesson 3: Put ChatGPT Work...to work
- 06 Build, share, and close

Watch



Try



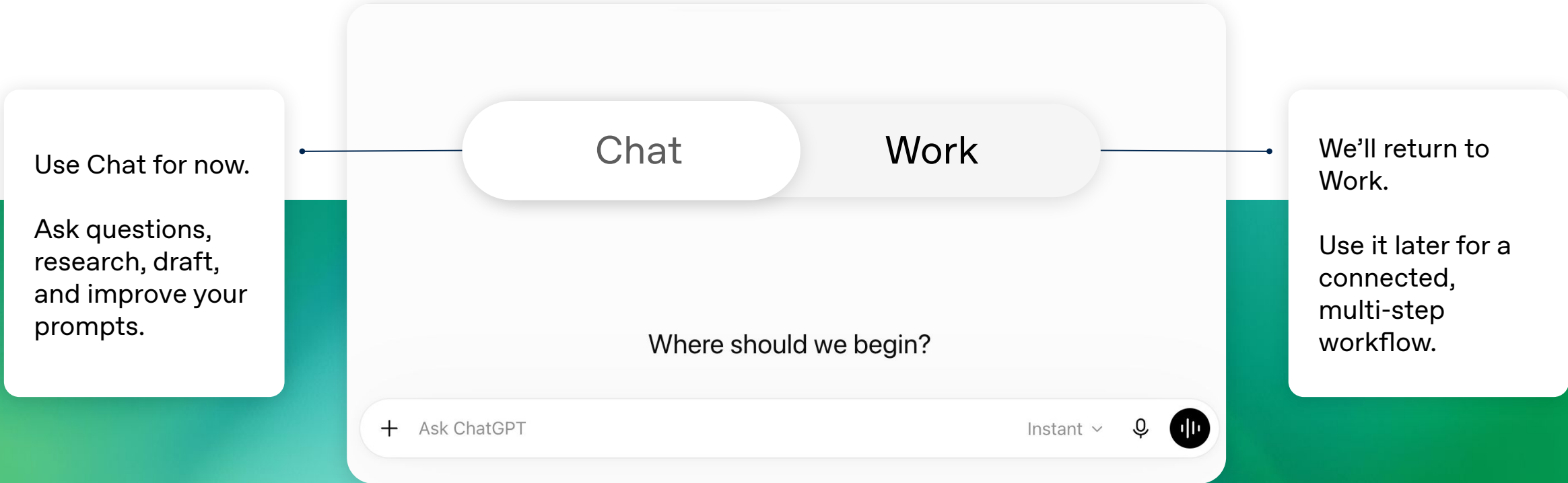
Share



Let's get a quick sense
of who's in the room.

Raise your hand if...

Chat now. Work later.



Lesson 1

Prompting and responsible use

What is a prompt?

A prompt is the question, instruction, or task you give ChatGPT.

Start in your own words and add details that help.

What is prompting?

Prompting is the practice of giving instructions or inputs to a large language model (LLM) like ChatGPT to guide its response. A *prompt* can be as simple as a question or as complex as a multi-step scenario with constraints, goals, and examples. The way you structure a prompt has a significant impact on the quality, relevance, and accuracy of the output.

What Is Prompting?

At its core, prompting is how you *communicate* with an LLM to get the result you want. It's similar to writing a query or giving directions:

- **Simple prompt:** "Summarize this article."
- **Detailed prompt:** "Act as a legal analyst. Summarize the key privacy concerns in the following article in bullet points, with citations."

Prompts can be phrased in natural language and don't require programming knowledge, which makes them powerful tools for non-technical users.

Three ingredients of a useful prompt



Task:

**What should
ChatGPT do?**



Context:

**What should
ChatGPT know?**



Expectation:

**What does good look
like?**

Okay

Task

Help me write an email asking my manager for professional development.

**Better**

Task + context

Help me write an email asking my manager for professional development.
I'm an employed military spouse. I prepare weekly reports and want to improve my spreadsheet skills. I can set aside two hours a week.

**Best**Task + context +
expectation

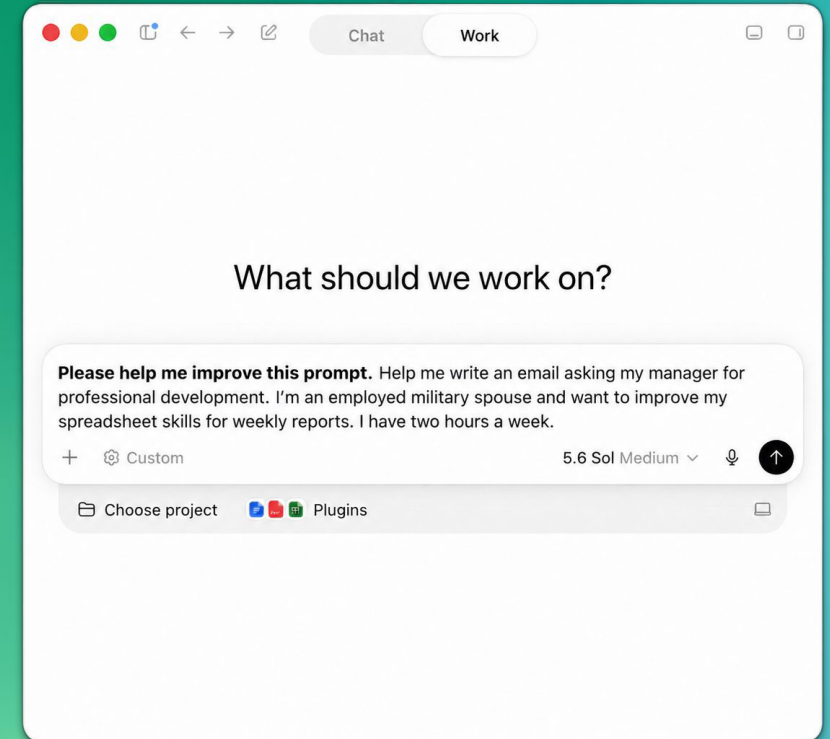
Help me write an email asking my manager for professional development.
I'm an employed military spouse. I prepare weekly reports and want to improve my spreadsheet skills. I can set aside two hours a week. Keep it warm and direct, under 90 words. Explain the benefit to my work and ask about a suitable learning option. Don't assume approval or funding.



Pro tip: Ask ChatGPT to improve a prompt

Ask ChatGPT to help you write and refine prompts.

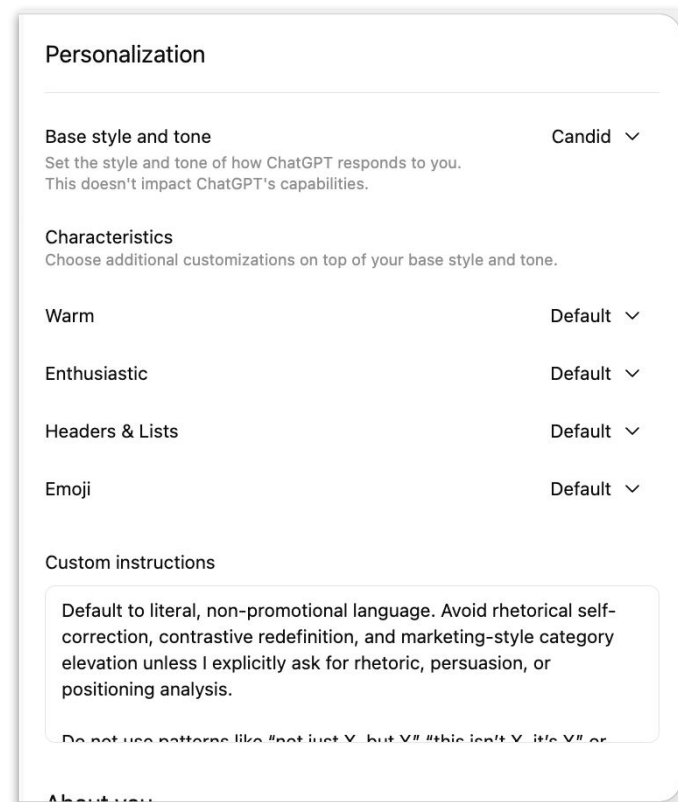
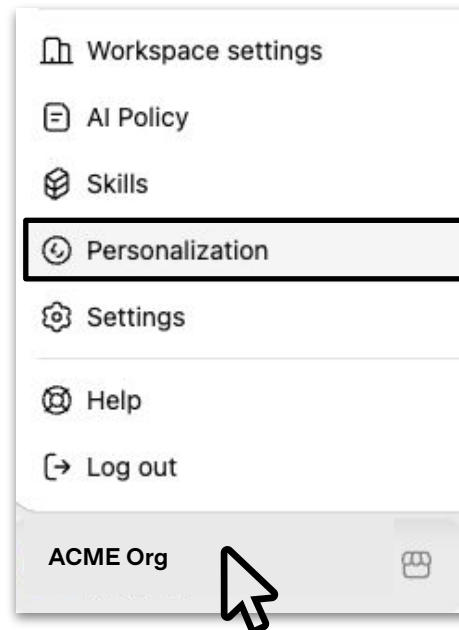
- Turn this rough idea into a stronger prompt
- Ask me three questions to make this prompt more specific
- Give me three different approaches before drafting



Personalize your experience

1. Go to **Personalization** by clicking on your profile banner.
2. Select Personalization and select your preferred style, tone and characteristics.
1. Input any custom instructions.

Memory inside of ChatGPT works thoughtfully and natively: it carries relevant context across conversations and keeps it up to date automatically.



Use AI responsibly



Keep a person responsible for important decisions



Use only information you are allowed to share



Follow service, school, workplace, and platform rules



Check sources, deadlines, and eligibility



Keep IDs, private service records, and sensitive details out



Review before sending, publishing, or acting

Work with a partner to improve one prompt

1. Choose your own task—or borrow an example
2. Draft the request in your own words
3. Add Task, Context, and Expectation
4. Run it, review it, and improve it once

Choose any—or use your own

- Work: request development time
- Study / career: draft an inquiry
- Business: follow up with a customer
- Life: plan a family or community task

Let's hear from you.

What changed when you added
context?

Which expectation made the result
more useful?

Lesson 2

Research your next step

Help Casey find new drink ideas.

A veteran café owner looks at local menus. Find a few examples, check the sources, and suggest three seasonal drinks.

Inputs

- Casey's café and one goal
- A few public menus

Outputs

- A short menu comparison
- Two sources checked
- Three seasonal drink ideas

What you'll learn

- Search and Deep Research
- Source checking
- Turning evidence into a next step
- Projects

Search

Find current information with sources.

How to use it

- Find current options or resources
- Open the original page and check important details
- Take note of anything that needs verification

Find up three coffee shops in Dallas with online menus. Show each shop, one seasonal or featured drink, and the menu link.

Here are three Dallas coffee shops with current online menus:

- Cultivar Coffee Roasting Co. — **Banana Fosters Latte**: caramel, banana, maple, smoked salt, espresso, and honey whipped cream. Part of its Fall 2026 seasonal menu.  Cultivar Coffee [View seasonal menu ↗](#)
- White Rock Coffee — **Toasted Maple Crunch**: espresso with banana and maple, whipped cream, and graham-cracker crumbs. Listed on the current seasonal menu.  White Rock Coffee [View menu ↗](#)
- Pax & Beneficia Coffee - Victory Park — **Spanish Latte**: espresso latte made with sweetened condensed milk syrup; currently listed as a featured item.  Pax & Beneficia [View menu ↗](#)

These give you a nice mix of a local roaster, an established Dallas coffee shop, and a more specialty/signature-drink-focused café.



Deep Research

Compare information across sources.

How to use it

- Ask one clear question
- Add useful context
- Review the sources and findings

 **Deep research** Compare seasonal or featured drinks and published prices at these cafés. Suggest three ideas for my café. Keep it to one table and three bullets, with sources.

Research completed in 5m · 23 citations · 486 searches



Seasonal and Featured Café Drink Benchmark ...



Seasonal and Featured Café Drink Benchmark — Fall 2026

Recommendation and scope

Recommendation: use **\$6.50–\$7.50 USD** as the working price band for an accessible, differentiated seasonal café

Projects

Keep related chats, files, and instructions together.

How to use it

- Create a Project.
- Add reference material as context, like your resume or a business plan.
- Add instructions for your goal and review steps.
- Start a new chat for a new **task**.

Project settings

×

Project name



Café menu ideas

Instructions

Set context and customize how ChatGPT responds in this project.

I'm Casey, a veteran who runs a neighborhood café in Dallas, Texas, and I want ideas for seasonal drinks.

⋮

Memory

Default memory

▼

This project can access memory from outside chats, and vice versa.

Research one next step. Make it useful.

1. Start in your Project. Choose one current question.
2. Use Search. Open an original source and check the details.
3. Make a comparison, question list, or next-step checklist.
4. Flag what still needs checking.
5. Ready for more? Compare another source or improve the output's format.

Choose any—or use your own

- Work: compare learning resources.
- Study / career: compare programs or pathways.
- Business: find ideas for a product or service.
- Life: find a family or community resource.
- Or borrow Casey's café question.

Let's hear from you.

Which source was most useful?

How did it change your next step?

What still needs checking?

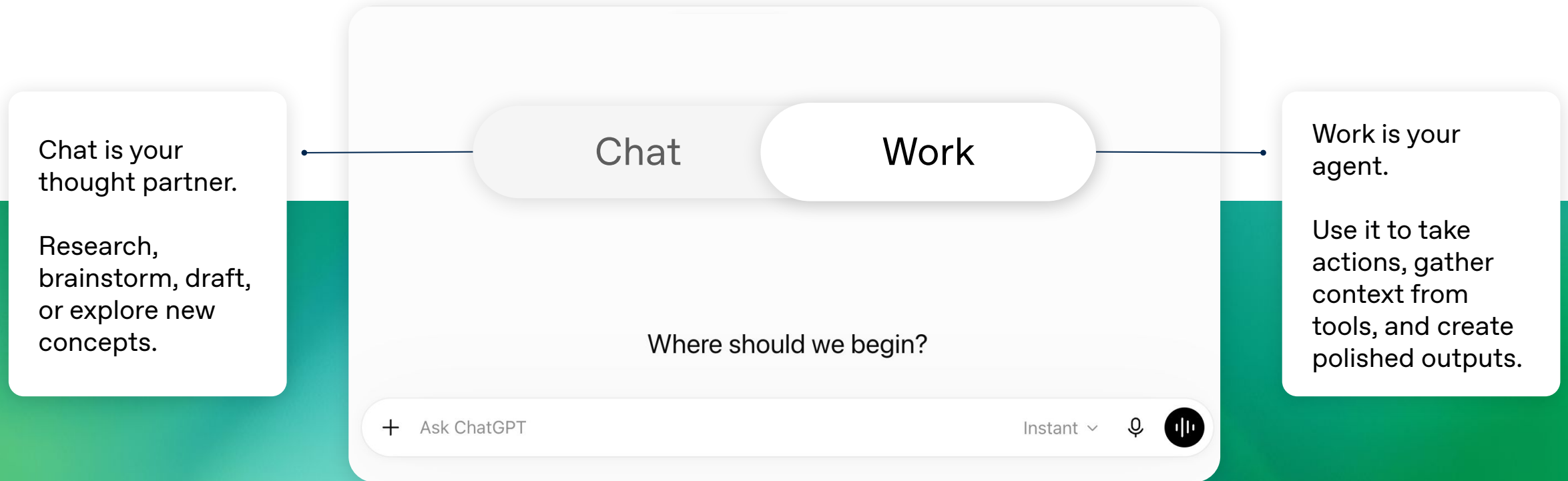
Coffee Break

15 minutes

Lesson 3

Put ChatGPT Work to ... work

Chat and Work: what's the difference?



Get ready for your school week

Bring your assignments, school emails, and calendar together. Make a plan, save it as a Skill, and have it prepared each week.

Plugins

Bring assignments, school emails, and your calendar together.

Skills

Save Weekly School Plan.
Use the same method again.

Scheduled Tasks

Prepare a plan every Sunday.
Review it before using it.

When to use Chat

When the task is
exploratory,
ambiguous, and
conversational

When **personality** and
nuance matter

When you need **quick
responses** and
frequent iterations

When to use **Work**

When your task requires **multi-step** execution

When you need a **polished output** such as a report, slides, or a site

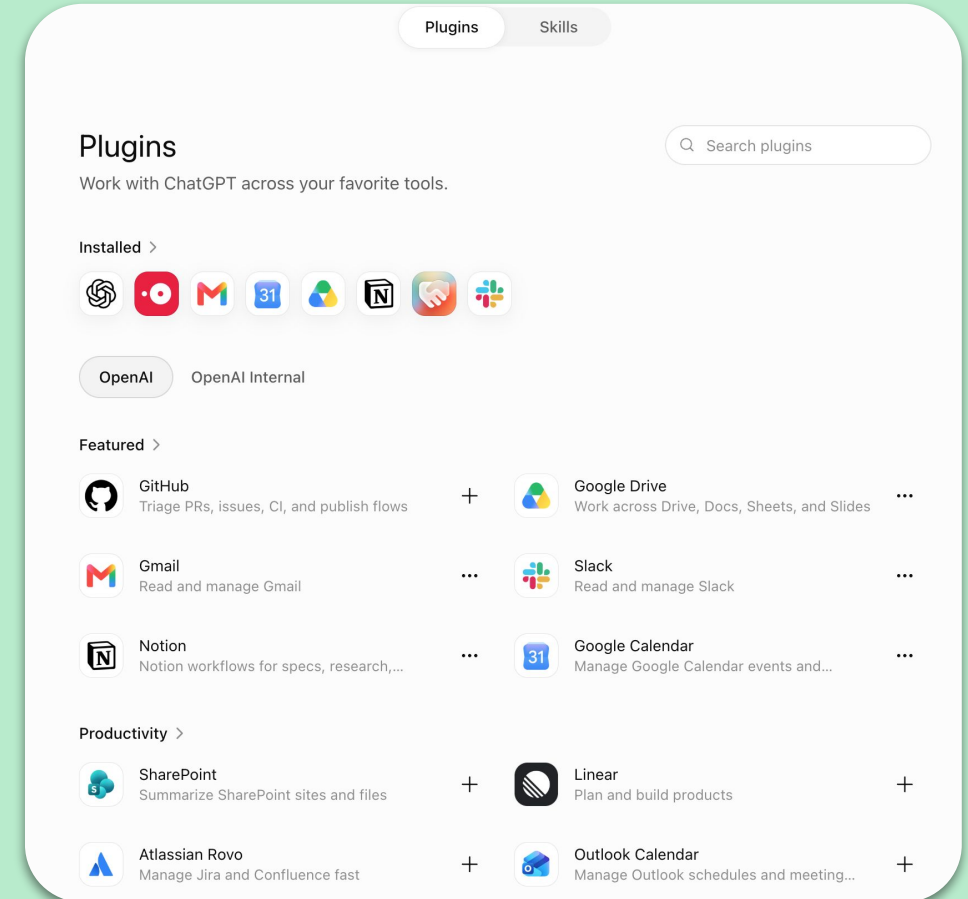
When your task uses **multiple tools**, files, or applications

Plugins

Connect the apps you use so Work can bring the right information together.

How to use it

1. Connect the apps you need.
2. Name the sources to use.
3. Check the information.
4. Review the result before using it.



Skills

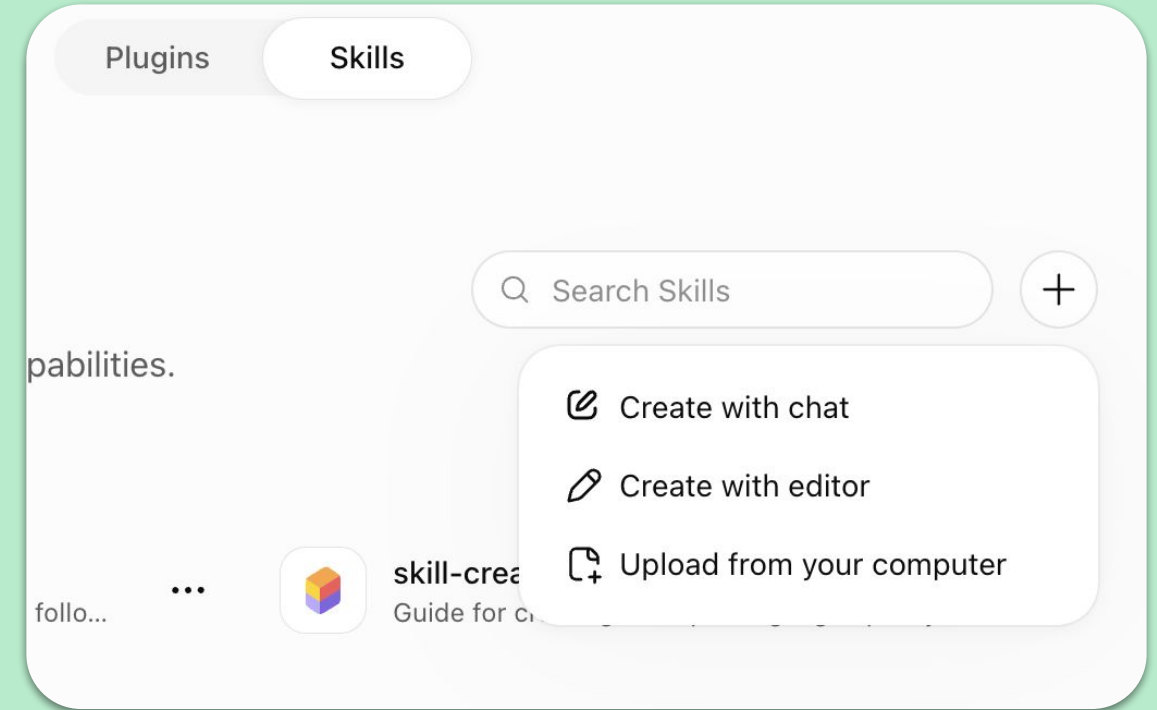
Save a repeatable way of working so ChatGPT can use it again.

How to use it

1. Start with a task that already works.
2. Create, review, and save its Skill.

Examples

- *Weekly School Plan*
- *Weekly work update*
- *Customer follow-up*



Scheduled Tasks

Have a tested workflow run on a schedule.

How to use it

- Choose the Skill and sources.
- Set the timing and expected output.
- Review the schedule and first result.

Examples

- Every Sunday: prepare my school-week plan.
- Every Friday: prepare my work update.

Scheduled

🔔 Active

Ask ChatGPT to schedule tasks, set reminders, or monitor for updates.

+ Schedule a task



+ 🌟 Daily brief

Personalized daily briefing with updates about the topics that I care about most

+ 📧 Email monitor

Scan my emails and let me know anything that needs my attention

+ 📰 Industry trends

Every Monday, brief me on the most important trends in my industry and why they matter

Build a workflow for your week

Build and test

Plan	Choose a recurring job, your sources, and one useful output.
Build	Make a first version in Work. Keep it small enough to review.
Save a Skill	Check the result. Turn the tested method into a Skill.
Schedule	Choose when it runs and what it prepares. Test before activating.

Choose a job that matters to you.

- Work: prepare a weekly update.
- Study or career: plan your next steps.
- Business: organize customer follow-up.
- Life: coordinate family or community plans.

Let's hear from you.

What did you build?

Which sources did you use?

What does your Skill do—and when
would you run it?

Reuse what works

3 minutes

Projects

Keep useful context together.

Plugins and Skills

Connect your apps. Save a tested way of working.

Scheduled Tasks

Have a useful workflow run on your schedule.

What's next?

Choose one thing to use again this week.

Thank you for joining us.

Keep learning and building with OpenAI Academy.

Feedback

Help us improve by taking our 4-minute feedback survey.

tinyurl.com/npowerSJsurvey



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