OpenAI Academy

Cork Chamber
Advancing business together

ChatGPT for Small Business

Cork, Ireland | 13 November 2026



Build practical skills with ChatGPT—and leave with a workflow your business can run again.

Today’s plan

01 ChatGPT foundations and responsible use

02 Live demonstration of an SME workflow

03 SME practical business case

04 Hands-on table exercise

05 Selected table sharebacks and discussion

06 Q&A, resources and next steps

07 Optional networking and departure

Watch  Try  Share 

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

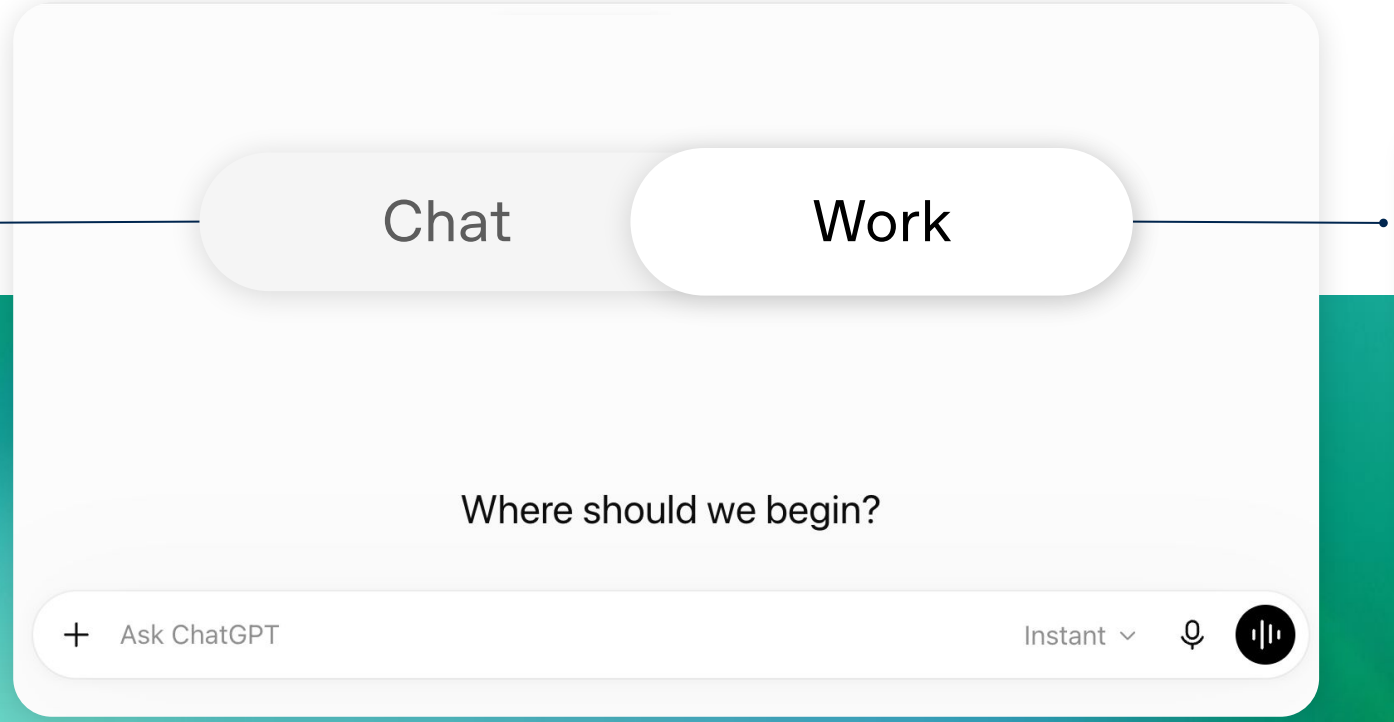
Raise your hand if...

Chat and Work are coming together

SMEs can use both as equal options today

Explore and iterate.

Ask questions, research and draft.



Build and act.

Use tools and create finished outputs.

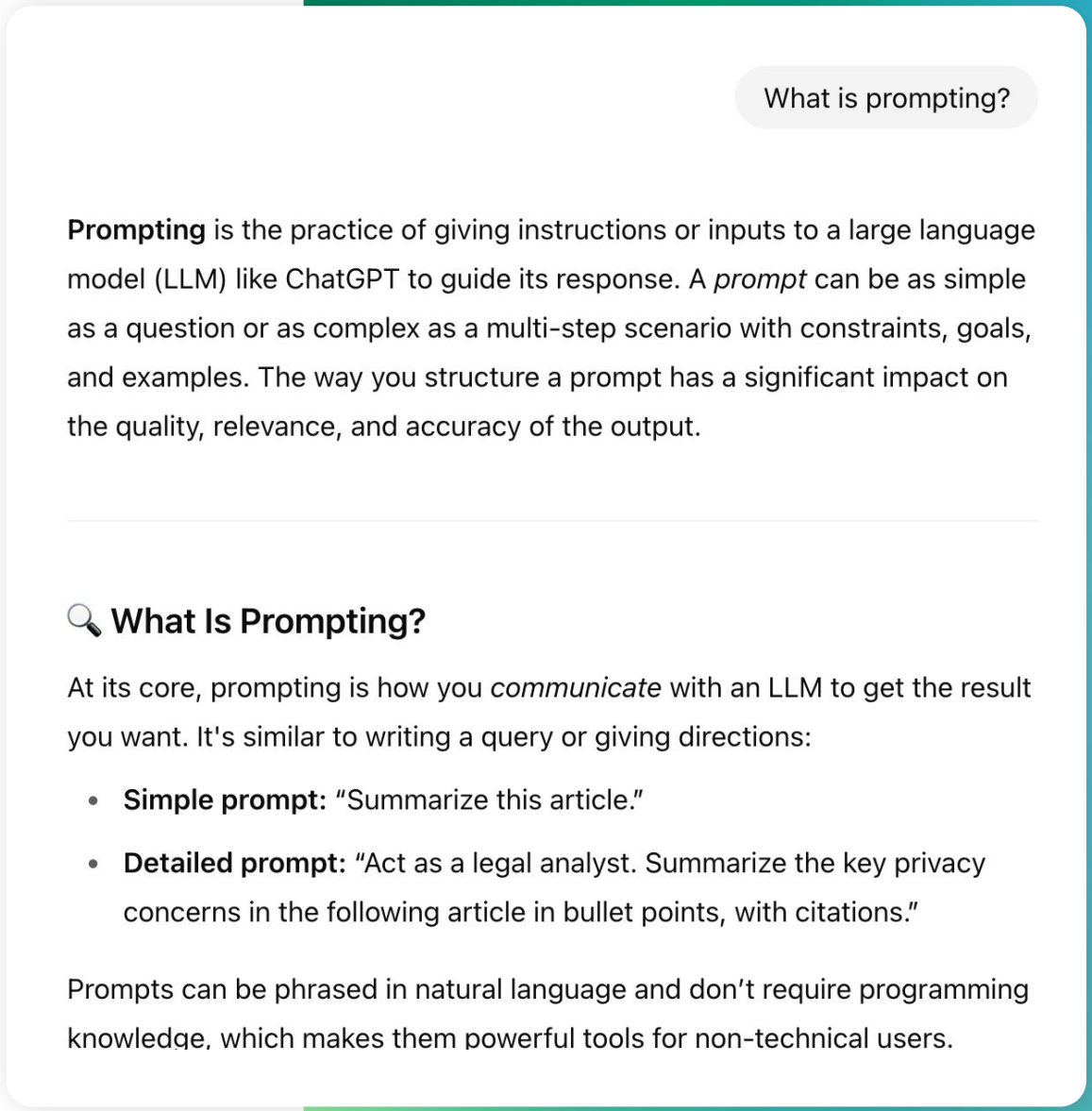
Lesson 1

Prompting and setup

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.



Three ingredients of a useful prompt



Task: What should ChatGPT do?



Context: What should ChatGPT know?



Expectation: What does good look like?

Lesson 1 Watch

Okay

Task

Reply to a negative customer review.

Better

Task + context

Reply to this 2-star review. The customer says: “My anniversary bouquet arrived late and looked nothing like the photo.” This is for Harbor Bloom, a neighbourhood florist in Cork.

Better

Task + context + expectation

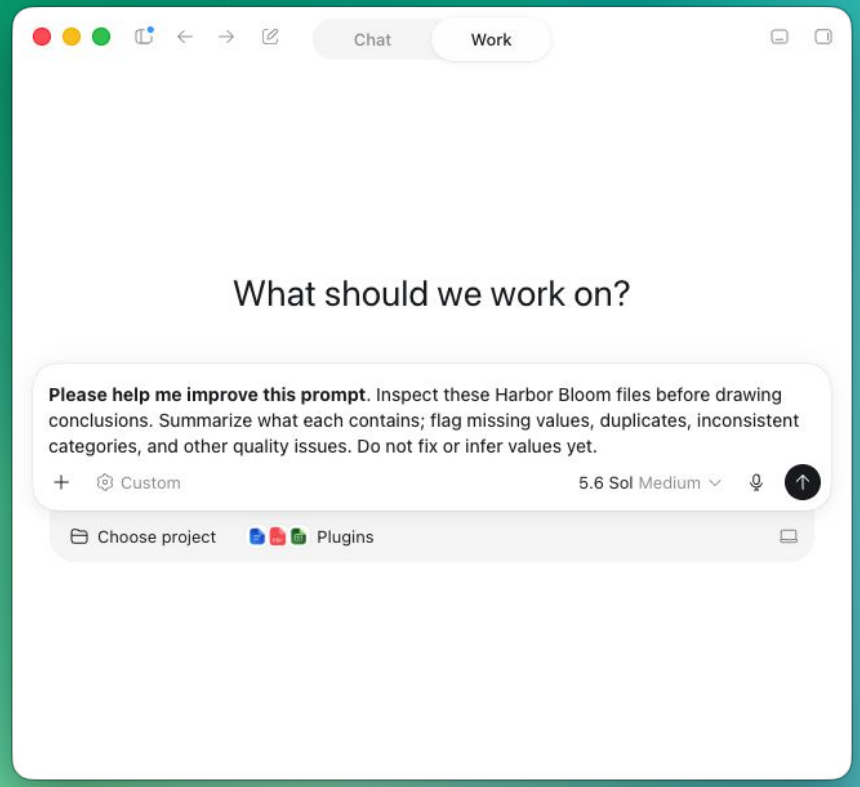
Reply to this 2-star review. The customer says: “My anniversary bouquet arrived late and looked nothing like the photo.” This is for Harbor Bloom, a neighbourhood florist in Cork. Make it warm and direct, under 60 words.

Lesson 1 Recap

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



Lesson 1 Recap

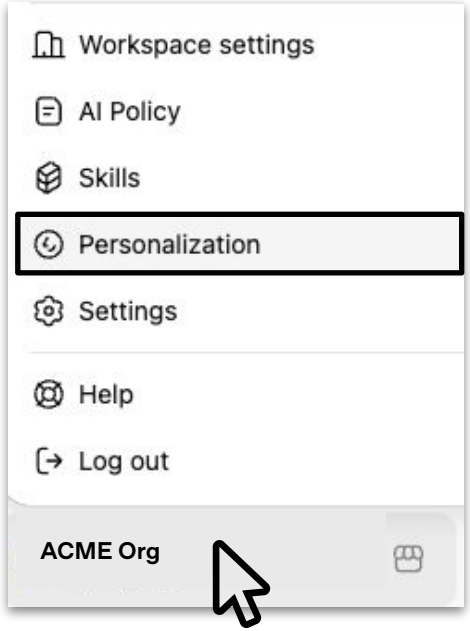
Personalise your experience

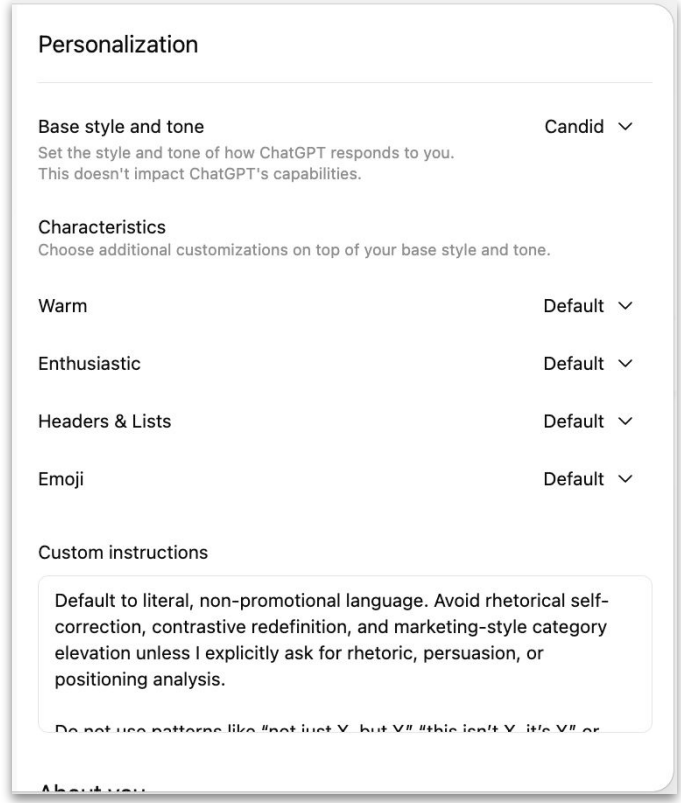
1. Go to Personalization by clicking on your profile banner.

2. Select Personalization and select your preferred style, tone and characteristics.

3. 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 your business and platform policies
- Name missing context, assumptions, and gaps
- Keep customer and sensitive business information private
- Review before sending, publishing, or acting

Lesson 1 Try

Improve one prompt

10 minutes

1. Choose one business task below
2. Draft the request in your own words
3. Add Task, Context, and Expectation
4. Run it and iterate once
5. Ask ChatGPT to improve your prompt

Choose one

→ Respond to a customer review

→ Draft a promotion for a slow time of day

Share

Let’s hear from you.

What changed when you added context?

Which expectation made the result more useful?

How did ChatGPT improve your prompt?

Lesson 2

Research and communications

Lesson 2 Watch

Research one business question and communicate the finding

Find current information, inspect the sources, and adapt the result for two audiences.

Inputs

- One focused business question
- Customer and location context

Outputs

- A finding supported by sources
- A customer message and owner briefing

What you'll learn

- Search and Deep Research
- Source checking
- Adapting communication
- Projects

Lesson 2 Recap

Search

Find current information with sources.

How to use it

- Search for current public guidance
- Open the source and double check important details
- Take note of anything that needs verification



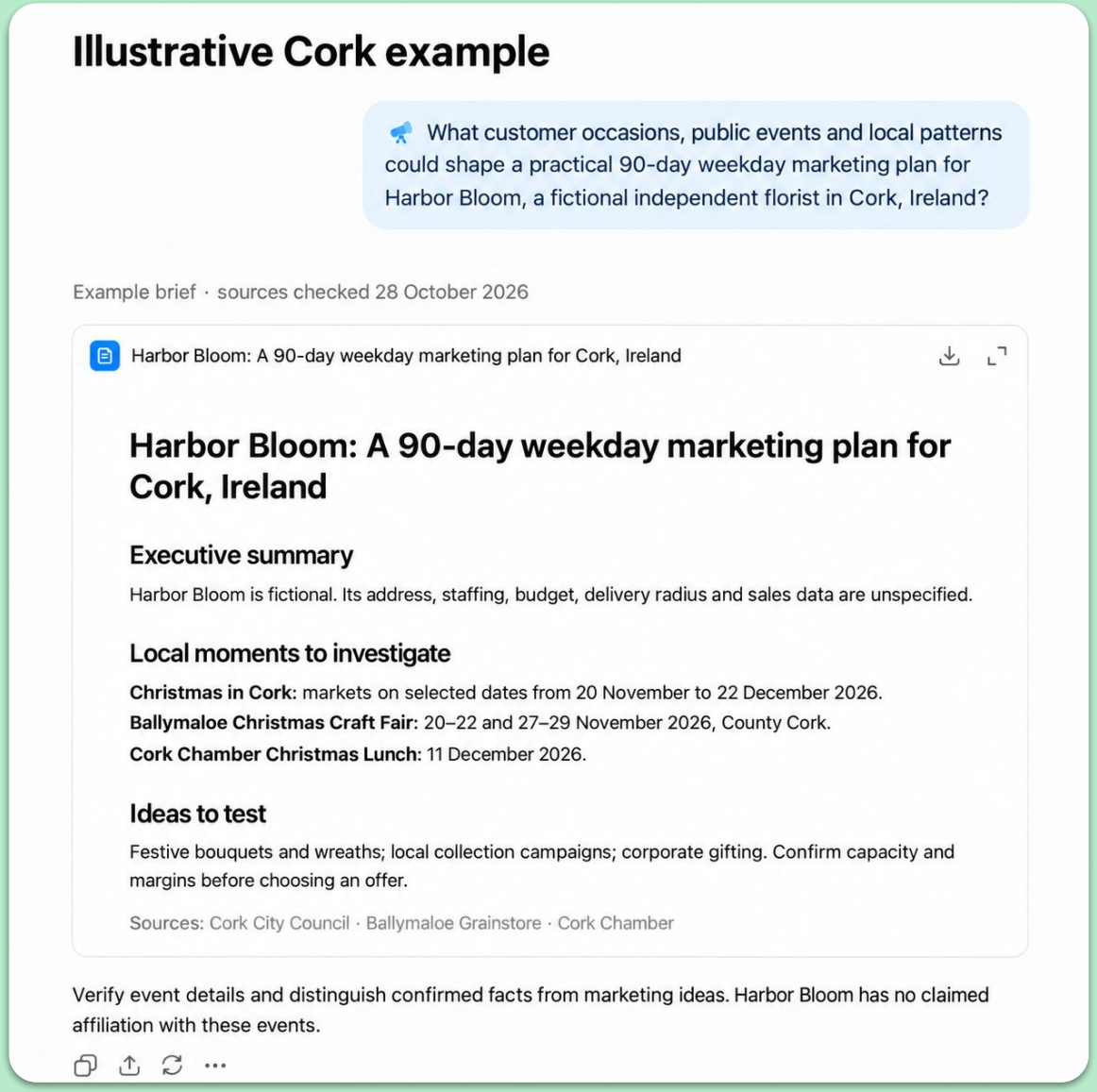
Lesson 2 Recap

Deep Research

Investigate a larger question across multiple trustworthy sources.

How to use it

- Start with a clear research question
- Add reference material as **context**, like your website or approved business documents
- Inspect sources



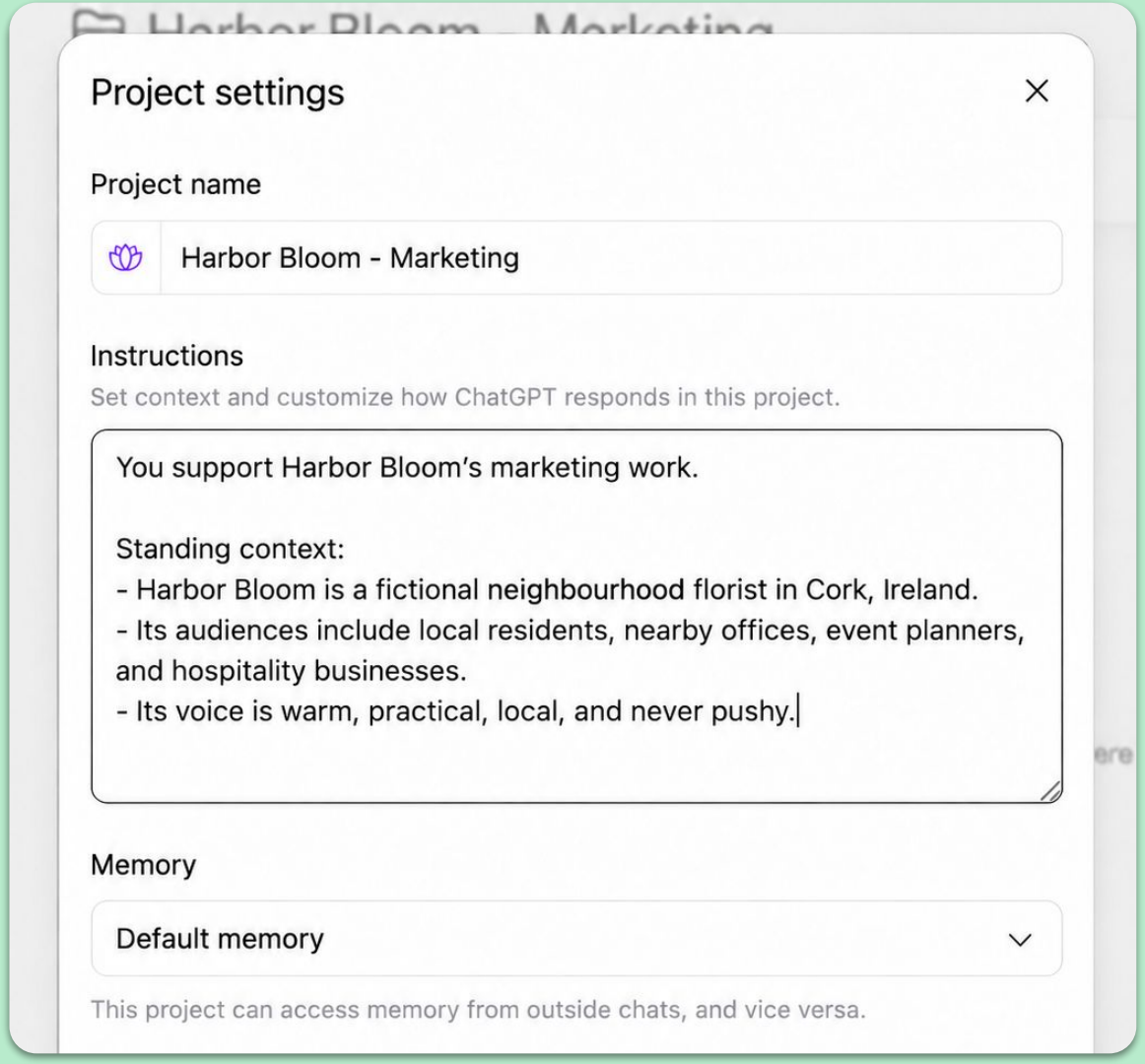
Lesson 2 Recap

Projects

Keep related chats, files, and instructions together.

How to use it

- Create a Project
- Add reference material as **context**, like your website or approved business documents
- Add **expectations** as instructions, like audience, tone, or review steps.
- Start a new chat for a new **task**.



Lesson 2 Try

15 minutes

Research one business question. Share it your way.

1. Choose a question for your business. Example:

   What current customer or local trends could inform one promotion for my business?

   Or use your own.
2. Use **Search** or **Deep Research**. Inspect sources.
3. Turn what you learn into one useful **output**, like a customer message.
4. Flag anything that still needs checking.

Ready for more?

- Turn it into a finished deliverable: a brief, checklist, flyer, or plan.
- Ask for it in a format you already use: a Word document, spreadsheet, slide deck, or PDF.
- Organise useful chats and sources into a **Project**.

Share

Let’s hear from you.

Which source was most useful?

How did it change your message?

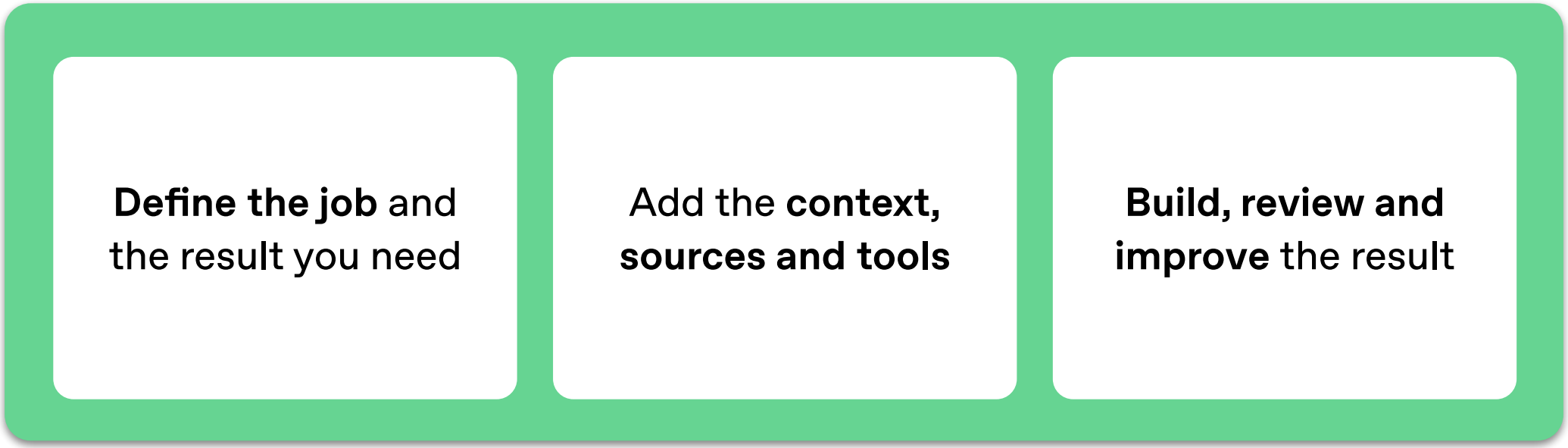
What still needs checking?

Lesson 3

Websites and repeatable workflows

Lesson 3 Watch

One ChatGPT workflow



Lesson 3 Watch

Turn Harbor Bloom orders into reviewed follow-up

Connect orders, customer emails, and calendar context—then turn the tested method into a workflow the business can run again.

Inputs

- Harbor Bloom demo-orders Sheet
- Three customer email threads
- Calendar for the rehearsed dates

Outputs

- Exception table and chart in Google Sheets
- Three reviewed customer replies
- One calendar event

What you'll learn

- Work across connected apps
- Review before actions
- Reuse with Skills and Scheduled Tasks

Lesson 3 Watch

Build and improve a Harbor Bloom website

Use approved business facts to create a private draft, then make the first screen clearer.

Inputs

- Approved Harbor Bloom facts
- One visitor action
- Brand guidelines, if available

Outputs

- Private one-page website preview
- Clear bouquet enquiry action
- A refined mobile first screen

What you'll learn

- Sites
- Review facts and the visitor action
- Refine the page and apply your brand

Lesson 3 Recap

Scheduled Tasks

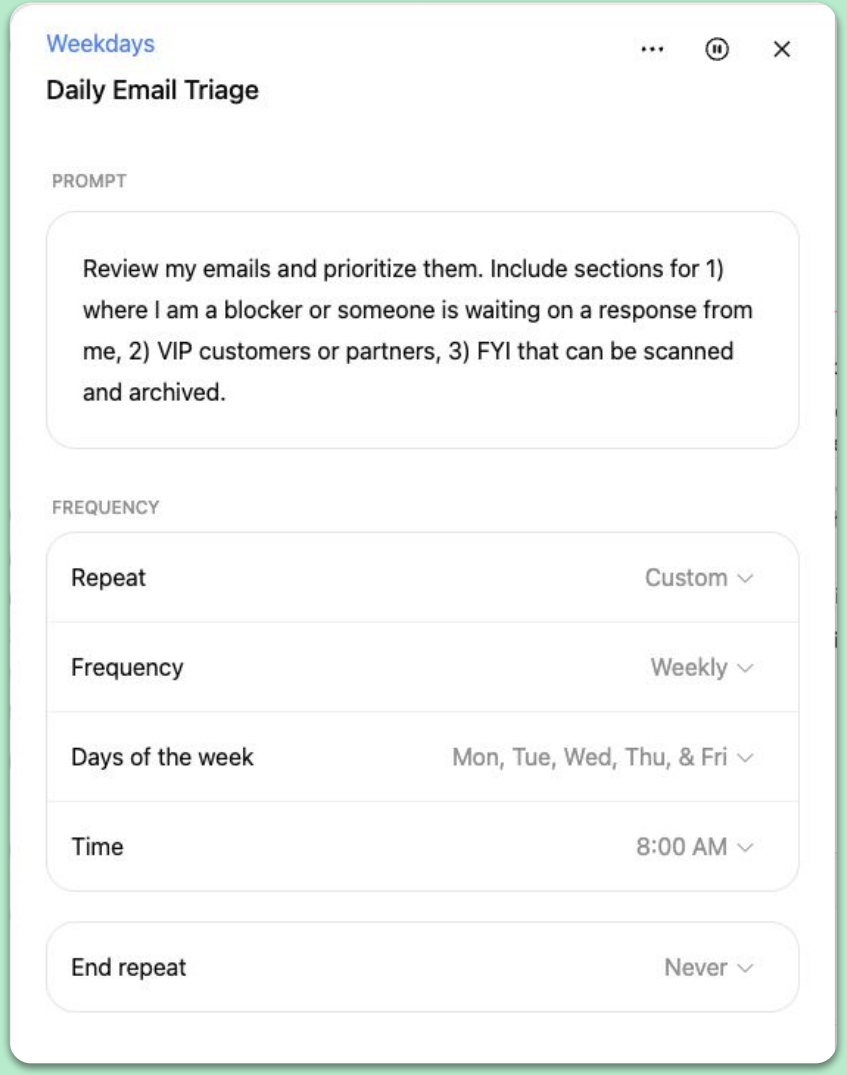
Run a tested task again on a schedule.

How to use it

- Start with a task that already works.
- Set when it runs and what it should produce.
- Review the first result before it repeats.

Examples

- Every morning: prepare my priorities from my calendar and inbox.
- Every Friday: summarise customer feedback.



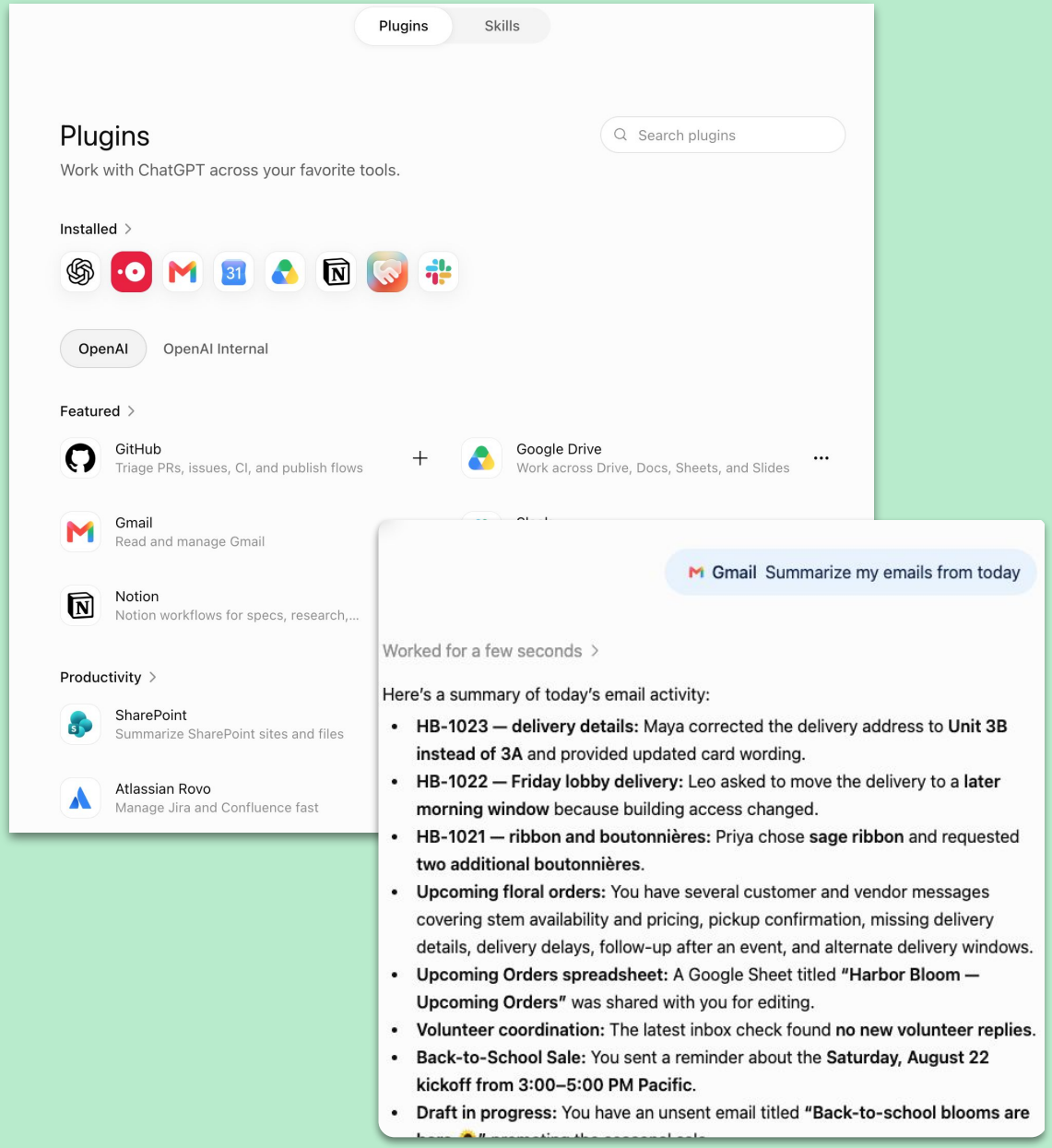
Lesson 3 Recap

Plugins

Use ChatGPT to find information and take approved actions across the apps your business already uses.

How to use it

1. Connect the apps you need.
2. Ask ChatGPT to find the right information.
3. Review what it proposes.
4. Approve before it takes action.



Lesson 3 Recap

Skills

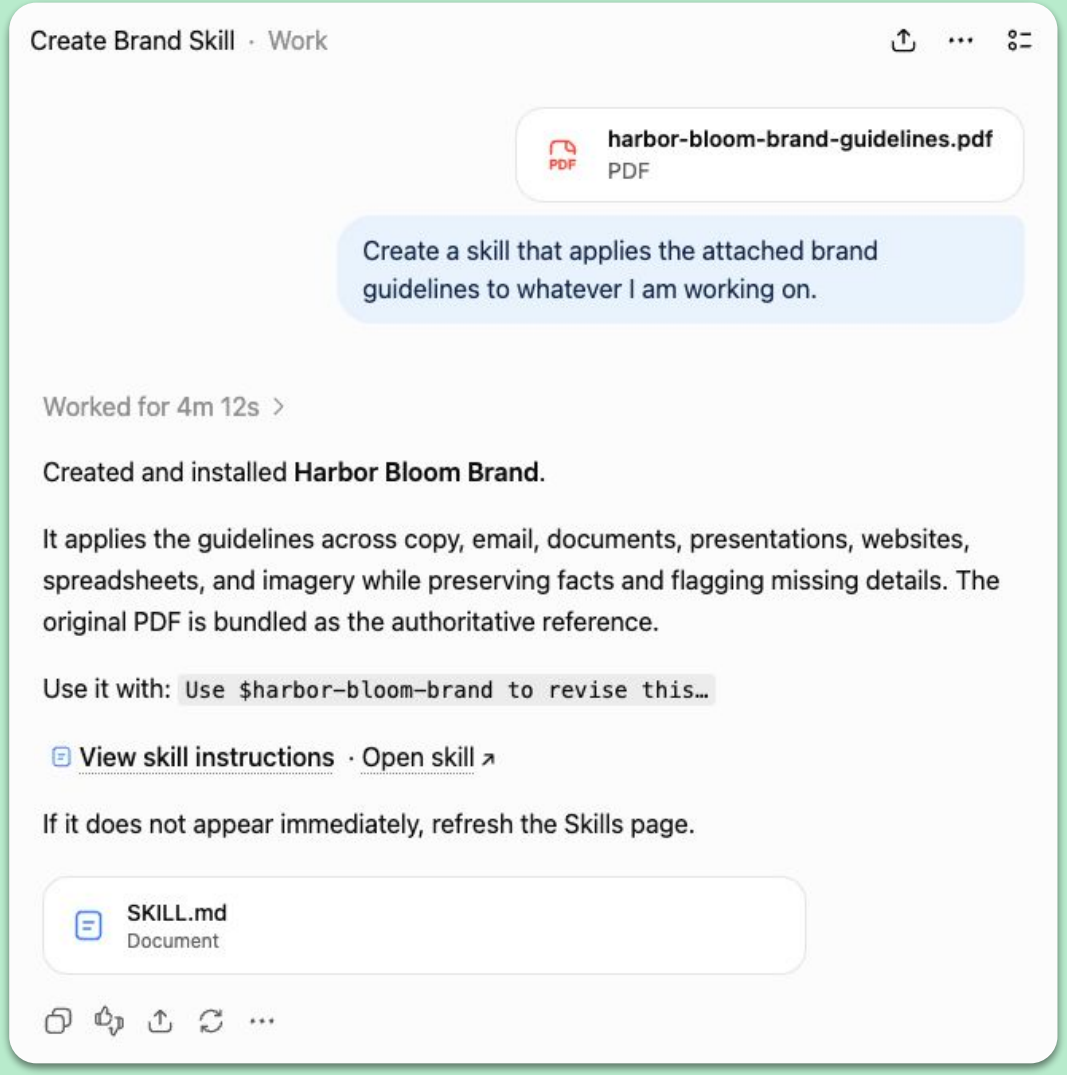
Save a repeatable way of working so ChatGPT can use it again.

How to use it

1. Start with a task that already works.
2. Ask ChatGPT to save the steps as a Skill.

Examples

- *Apply my email voice*
- *Triage and prioritise my email*
- *Declutter my emails*
- *Apply my brand guidelines*



Lesson 3 Recap

Sites

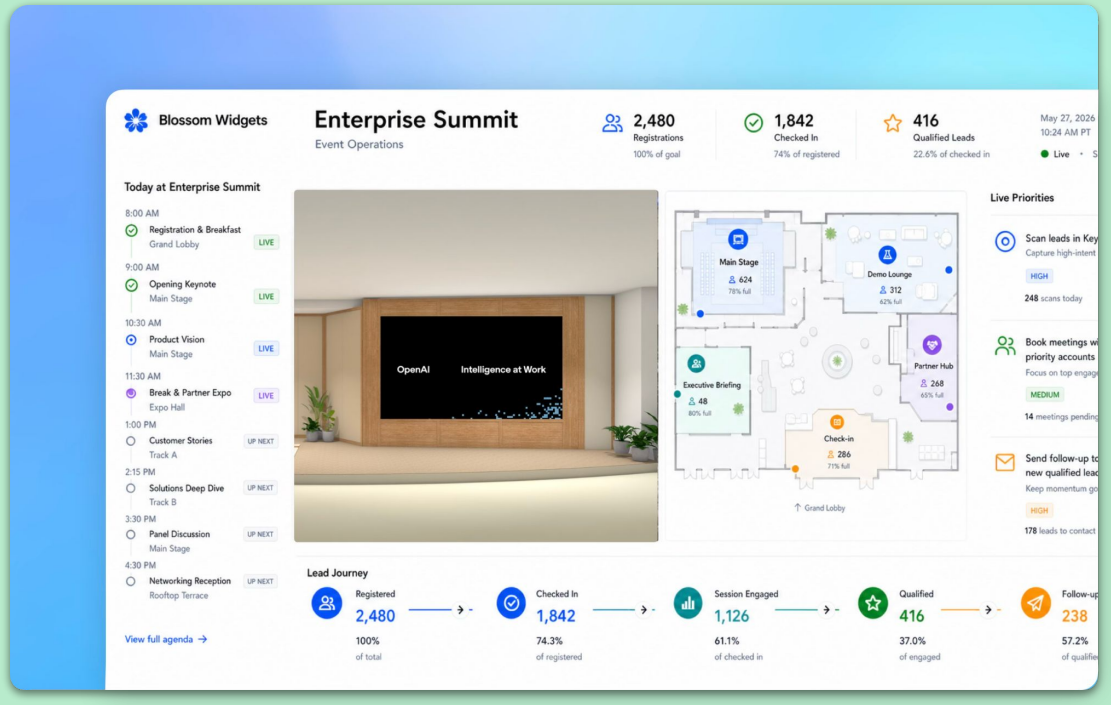
Build websites and interactive tools by describing what you need.

How to use it

- Set the audience, approved facts and one visitor action.
- Build a private draft. Check facts, links and gaps.
- Apply your brand and check the mobile view.

Examples

- Campaign landing page or event hub.
- Simple business dashboard.



Lesson 3 Try

25 minutes

Build something your business can use again

Build and test

→ Plan Give ChatGPT the job, context and useful output. Ask for a plan and clarifying questions.

→ Build Create one useful version.

→ Review & save Check facts and the human review point. Refine the draft and save the prompt, Project or Skill.

→ Guardrail Keep it in draft. Don’t send, publish, schedule, or edit records.

Use your own business—or a fictional example.

Examples:

- Prioritise new enquiries and draft replies.
- Review weekly orders and flag what needs follow-up.
- Turn customer feedback into themes and next steps.
- Build a private website with one clear visitor action.

Share

Let’s hear from you.

What did you build?

What business need did it address?

What would a person review, and what will you improve next?

Reuse what works

2 minutes

Projects

Keep context, sources, and instructions organised.

Plug-ins and Skills

Connect to your tools and re-use a method.

Scheduled Tasks

Repeat after you’ve tested it.

What's next?

Name one workflow or website you will improve this week.

Thank you for joining us.

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Feedback

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

Open the feedback survey



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