

MODULE 4 - AI TOOLS AND PLATFORMS FOR NON-EXPERTS

UNIT 4.1 - Getting Started with AI Tools

<p>LESSON INTRO</p>	<p>What are we doing today? Today we will learn to use accessible, user-friendly AI platforms to help with tasks such as writing, design, communication, and idea generation—without needing technical skills.</p> <p>What soft skill am I going to acquire today? Digital confidence; Self-directed learning; Curiosity; Creativity with new tools</p>
<p>PREVIOUS ASSIGNMENT(S) CHECK</p>	<p>Ask participants if they tried monitoring any data as suggested in the previous module. Did any insights surprise them?</p>
<p>INTRODUCTION TO THE TOPIC</p>	<p>You don't need to be a programmer to benefit from AI. Tools like ChatGPT, Canva AI, and Google's AI assistants can support SMEs in marketing, communication, and visual design. In this lesson, you will try them directly, see how they work, and consider how they could help your work.</p>
<p>GENERAL THEORY</p>	<p>The fourth wave of AI is focused on accessibility. Platforms now offer drag-and-drop, plain-language interfaces. They support:</p> <ul style="list-style-type: none"> • Text generation (ChatGPT, Google Gemini) • Image creation/editing (Canva AI, Adobe Firefly) • Document summaries and translations (Google Docs AI)

	<ul style="list-style-type: none"> • Smart reply and email writing tools (Gmail Smart Compose) <p>What makes these tools transformative is their ease of use and adaptability to different business needs—even for those unfamiliar with technology.</p>
<p>EXAMPLES</p>	<ul style="list-style-type: none"> - A local accountant uses ChatGPT to draft client emails in professional tone. - A florist creates seasonal posters in Canva with AI-generated images and text. - A travel agent uses AI to summarize long customer feedback forms. - A caterer uses Google Bard to generate weekly blog post ideas with keywords.
<p>HANDS ON EXPERIENCE</p>	<p>Tool Literacy Quiz</p> <ol style="list-style-type: none"> 1. What is ChatGPT used for? <ol style="list-style-type: none"> a. Creating websites b. Writing and editing text c. Storing passwords d. Booking flights 2. Canva AI helps with: <ol style="list-style-type: none"> a. Coding b. Financial analysis c. Graphic design d. Medical diagnosis 3. What is one advantage of using Google Docs AI features? <ol style="list-style-type: none"> a. Tracks delivery drivers b. Generates images c. Offers smart writing suggestions d. Installs antivirus software

	<p>4. Which of these tools is designed to help with emails and replies?</p> <ul style="list-style-type: none"> a. Gmail Smart Compose b. PowerPoint c. Excel d. Canva <p>Answers:</p> <ul style="list-style-type: none"> 1. b 2. c 3. c 4. a
DISCUSSION	<p>Which tool today felt most immediately useful to you? Can you imagine integrating it into a weekly task in your business?</p>
FEEDBACK AND OTHERS	<p>Ask participants to complete a short feedback form with: “One task I will try with AI this week is...” and “My comfort level using AI tools after today is...” (scale 1–5)</p>