

🕒 1 min

AI at Work.

Level 2.

Productivity · Communication · Skills

MCOA 50+ Job Seekers Series | Zara Massoud, AI Strategist



Today's Plan

105 minutes · 2 live demos · hands-on practice · 15 min Q&A

01 The Shift

Where you are. Where we go next.

02 Power Prompting

Prompts that work for experienced professionals.

03 Live Demos

Resume Translator · Content Calendar

04 Your Turn

Hands-on with your own real content.

You've already done the hard part.

Starting is the hardest step in AI adoption. You took it. Most people still haven't.

77%

of professionals now use AI at work

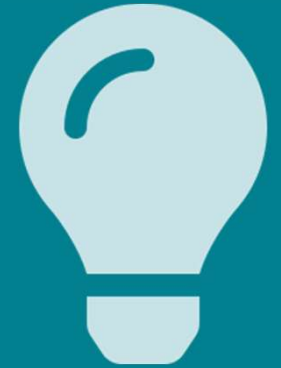
97

minutes saved weekly per person

2x

faster decisions with AI-powered search

01



Power Prompting

Beyond basics — context is your competitive edge.

Context is everything.

BASIC PROMPT

"Write a LinkedIn post about my career."

Generic output.
Could be anyone.
Forgettable.

✗ Forgettable



POWER PROMPT

"You are a senior career strategist. I have 28 years in [field]. Write a LinkedIn post connecting my experience to [current trend]. Tone: authoritative, not boastful."

Specific output.
Your voice.
Your expertise.

✓ Memorable

4 Patterns That Work

Frameworks — not scripts. Fill in your own expertise.

ROLE + CONTEXT

"You are a [expert]. I am a [your profile]. Help me [task]."

BEFORE → AFTER

"Here is my [email/document]. Rewrite it to be [sharper/warmer/more confident]."

CHALLENGE + OPTIONS

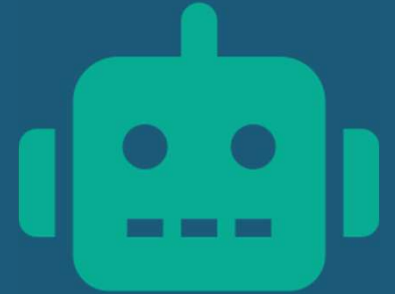
"I need to [goal]. The challenge is [constraint]. Give me my best 3 options."

ITERATE

"Good. Now make it shorter." / "More direct." / "Add a specific example." / "Less formal."

🕒 1 min

02



Live Demos

Two tools. Built live. Yours to take home.

Think of it as hiring a specialist.

One set of instructions. Remembers your context. Works for free.



ChatGPT

Custom GPT

Build a named AI assistant with a specific role and rules. Free workaround available.



Gemini

Gems

Create a personalised AI expert inside Gemini. Google Workspace users already have this.



Claude

Projects

Set up a Project with instructions + uploaded docs. Persistent context across every chat.



Copilot

Copilot Studio

Built into Microsoft 365. If you use Outlook and Word daily, this is already your tool.

Step-by-step build guides for all 4 tools → Sheets 1, 2, 3 in chat. Free versions included.

The Resume Translator

Turn 20+ years of expertise into the exact language recruiters want.

Full prompt on Sheet 5 → already in chat

Output:

3 Bridge Statements

Your experience.
Their language.
Done in 45 seconds.

*No 'Seasoned Pro'.
Action verbs only.*

✓ FREE in
ChatGPT or Claude

From One Story — A Month of Visibility.

The Planted Example — use this if nobody volunteers a war story:

"In 2019 I inherited a client services team with a 40% complaint resolution backlog. Within 6 months we reduced it to 4% by rebuilding the triage process and cross-training 12 staff. The key was treating every complaint as a data point, not a problem."

**4 weeks of content from
one story. Zero extra writing.**

*You don't need followers.
You need to be seen as an authority.*

Free tools. Right now. No credit card.

Perplexity

perplexity.ai

Research any company in 60 seconds. Cited sources.

NotebookLM

notebooklm.google.com

Upload any doc — ask AI questions about it.

LinkedIn AI

linkedin.com

Write with AI is built into posts and messages. Already there.

Hemingway

hemingwayapp.com

Paste any writing. Get instant clarity score.

Copilot

copilot.microsoft.com

Free with Microsoft account. In Outlook and Word too.

ChatGPT Free

chat.openai.com

Everything we demoed today. No payment needed.

Full guide with which tool for which task → Sheet 8 dropping in chat now

🕒 1 min

03



Your Turn.

Real content. Your own work. Right now.

ACTIVITY 1

Professional Communication

Use your own real content — not a fictional example.

- A** Rewrite a real email you've sent this week — tone: more confident, more concise.
- B** Write a follow-up message after a real networking conversation or interview you've had.
- C** Take a real job posting. Ask AI: 'What are the 5 skills they want, and how do I match?'

ACTIVITY 2

🕒 12 min

Career Visibility & Research

Your experience is content. Your knowledge is leverage.

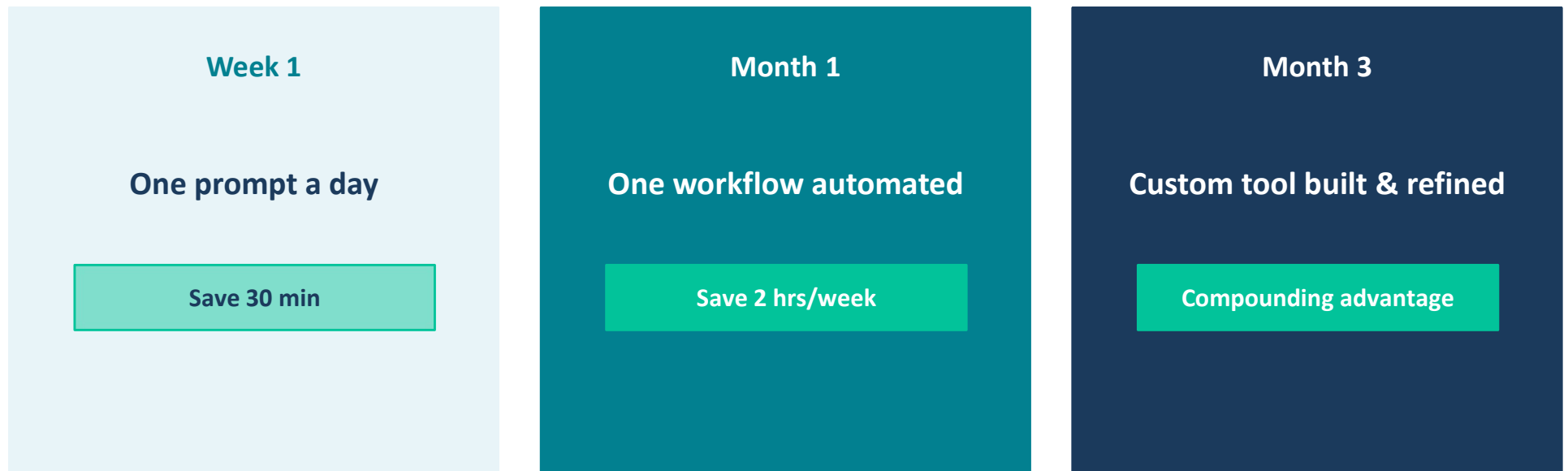
~~A~~ Your war story → 4-week LinkedIn plan. One real challenge you solved at work.

~~B~~ Company research: pick a target employer. Use Perplexity for a full intelligence brief.

~~C~~ Build your Custom GPT, Gem, or Claude Project — use Sheet 1, 2, or 3 from chat.

Small gains. Massive impact.

The Compound Effect of consistent AI use



Before you go.



Context is your superpower.

Your experience makes every prompt better. AI doesn't replace it — it amplifies it.



Never stop at the first answer.

Iterate. Push it. Refine it. That's the difference between average and exceptional output.



One prompt a day. Build the habit.

Consistency beats technique. The habit is the strategy. Start tomorrow morning.

The tools
are here.
The experience
is yours.

The only variable
is your first step.



Questions?

15 min Q&A

Free AI Tools

ChatGPT

chat.openai.com

Claude

claude.ai

Gemini

gemini.google.com

Copilot

copilot.microsoft.com

Perplexity

perplexity.ai

Your Take-Home Sheets — all in chat

Sheet 5: Prompt Reference · Sheet 7: Session Prep · Sheet 1–3: Build Guides · Sheet 4: Perplexity · Sheet 6: Dream 100 · Sheet 8: Free Tools Guide