
OFFICIAL COURSE SYLLABUS

From Doing to *Directing*

AI Delegation for Non-Technical Roles

Don't just prompt. Start directing.

BRIEF

DEFINE GOOD

STEER

VERIFY

ABOUT THIS DOCUMENT

Publication and use

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What this document is. This syllabus describes what the course covers, lesson by lesson, and what you are able to do after each lesson. It is written for two readers: the professional deciding whether the course fits them, and the manager or training lead deciding whether it fits their team.

A note on accuracy. This syllabus matches the course as recorded in July 2026. Small things may improve over time, a lesson may get a minute shorter or a title may be sharpened, but the method taught and the outcomes listed here stay the same.

No exam. This is a practical course, not a certification exam. Every module ends in a hands-on lab where you apply the method to your own real work. The result is not a score. It is a working habit.

1 · INTRODUCTION

What this course teaches

Most people use AI the way they use a search box: type something, hope for the best. This course teaches the skill that actually moves the needle at work: **directing**. You learn to treat AI the way a good manager treats a capable new colleague. You brief the work properly, you define what "good" looks like before the work starts, you steer while the work runs, and you verify before anything goes out under your name.

The course is built for **non-technical roles**: marketing, HR, finance, operations, project and product roles, and management. There is no code, no jargon, and no computer science. If you can brief a colleague, you can do everything in this course.

One thing sets this course apart: it does not hide failure. From Module 2 onward, every module includes a **"When it goes wrong"** lesson built around a realistic failure: the invented fact, the flattering answer, the tool that half-works. You learn to diagnose the failure, recover the work, and come back with a better brief. That is the part of the skill that lasts.

2 · THE COURSE AT A GLANCE

FORMAT	Short video lessons with motion graphics and captions, plus hands-on labs.
LENGTH	8 modules · 41 lessons · about 4.5 hours of video, plus your practice time in the labs.
DELIVERY	Self-paced and online. Watch anywhere, on any device.
PRACTICE	A guided lab after each module in the course Playground , a purpose-built AI lab. You practice on prepared examples and on your own real work.
MATERIALS	Eleven printable toolkit cards plus one combined toolkit file, yours to keep.
PREREQUISITES	None. No technical background and no prior AI experience needed.
AUDIENCE	Non-technical professionals and their managers.
LANGUAGE	English.
COMPLETION	Watch the lessons and do the labs. There is no exam. The outcome is a working method you keep using.

3 · SYLLABUS, MODULE BY MODULE

Each lesson lists what you are able to do after it. Green rows are the module labs. Red rows are the "When it goes wrong" failure cases.

MODULE 01 From Doer to Director		26 MIN
Why directing AI is becoming a core professional skill, how two people with the same tool get very different results, and the essential vocabulary without the jargon.		
1.1	Why directing AI is now a core professional skill. Explain what changed at work and what "directing" means in practice.	5 MIN
1.2	The director vs. the doer. Tell the two ways of using AI apart, and what changes in the results.	6 MIN
1.3	The core skill: directing the work, not doing it. Set the goal, hand over the work, and judge the result instead of typing it yourself.	5 MIN
1.4	Plain-language vocabulary you'll actually use. Use the small set of AI words that matter and ignore the rest.	6 MIN
1.5	What AI already knows vs. what it looks up. Tell built-in knowledge from looked-up information, and brief accordingly.	4 MIN
LAB Playground. Take one of your recent prompts and re-direct it like a brief.		
MODULE 02 Briefing the Work		37 MIN
Give AI the task, context, source material, constraints, and format it needs. Describe the problem clearly and match the depth of your brief to the stakes.		
2.1	Anatomy of a good brief: task, context, format. Write a brief with the three parts that decide the result.	7 MIN
2.2	Context is everything: the brief decides the result. Give the context that turns a generic answer into your answer.	8 MIN
2.3	Handing over the right material. Choose and hand over the right source material for the task.	7 MIN
2.4	Describe the problem, not the fix, and brief to the stakes. State the problem instead of prescribing the fix, and size the brief to what is at stake.	8 MIN
2.5	Iterate, don't restart: directing in conversation. Improve a result through follow-up directions instead of starting over.	7 MIN
+	When it goes wrong: the generic, off-target output. Recognize the generic answer and recover with a better brief.	
LAB Playground. Brief and produce a first draft of a real deliverable from your job.		

MODULE 03 Directing AI as a Thinking Partner

30 MIN

Use AI for critique, brainstorming, evaluation, and pressure-testing without leading it toward the answer you already want. Define "good" in advance.

3.1 The yes-man problem: getting honest answers. Get honest answers instead of flattery by asking questions that allow a "no". **7 MIN**

3.2 Defining "good" up front: success criteria and checklists. Define what good looks like before the work starts, as criteria or a checklist. **6 MIN**

3.3 Let it work: reasoning models and longer tasks. Decide when to hand a job to a reasoning model and let it work longer. **6 MIN**

3.4 Brainstorming and pressure-testing ideas. Run a brainstorm or a pressure-test without steering it to the answer you wanted. **5 MIN**

3.5 AI as a reviewer of your own work. Have AI review your draft against your checklist, then revise with judgment. **6 MIN**

+ When it goes wrong: it just agreed with you. Spot empty agreement and re-ask so it cannot happen.

LAB Playground. Direct a checklist-based critique of your draft and revise.

MODULE 04 Directing Bigger Jobs

22 MIN

Run longer assignments: ask for clarifying questions, review a plan before execution, steer the work in stages, and add a second review when the stakes justify it.

4.1 Ask for the questions first. Make AI ask its clarifying questions before it starts a bigger job. **5 MIN**

4.2 Make it plan before it executes. Get a plan first, fix it while it is cheap to fix, then let the work run. **6 MIN**

4.3 Steering mid-run: catching wrong turns early. Catch a wrong turn early and steer mid-run instead of restarting. **6 MIN**

4.4 A second set of eyes: one AI reviewing another. Add a second AI review when the stakes justify the extra check. **5 MIN**

+ When it goes wrong: the steer-vs-restart decision. Decide when to steer and when to restart, and keep the good parts either way.

LAB Playground. Take one genuinely complex task and run the full loop: clarify, plan, steer, review.

MODULE 05 Directing Research and Information

25 MIN

Know when AI is answering from existing knowledge and when it needs current sources. Commission sourced briefings, check claims and citations, and work across languages.

5.1 When AI looks things up: web search vs. its own knowledge. Tell when AI should search the web and when its own knowledge is enough. **6 MIN**

5.2 Catching confident-but-wrong answers. Catch the confident wrong answer by checking the claims that matter. **7 MIN**

5.3 Deep research: directing a multi-source briefing. Commission a sourced briefing you can defend in a meeting. **6 MIN**

5.4 Directing work across languages. Direct multilingual work without mistaking fluency for accuracy. **6 MIN**

+ When it goes wrong: the citation that doesn't check out. Check a citation, and recover when it fails the check.

LAB Playground. Commission a short, sourced briefing on a real question from your work.

MODULE 06 Directing AI to Build and Analyze

25 MIN

Work with screenshots, charts, whiteboards, and spreadsheets. Create quick visual drafts, run cautious first-pass analysis, and direct a small tool that removes a recurring bottleneck.

6.1 Showing AI what you see: screenshots, charts, whiteboards. Hand AI a picture of the problem with a specific question. **6 MIN**

6.2 Directing quick visuals and drafts. Direct diagrams, illustrations, and visual drafts, and know the one rule about charts. **5 MIN**

6.3 First-pass data analysis on your own spreadsheets. Run a careful first-pass analysis with verification built in. **7 MIN**

6.4 Building a small tool to remove a recurring bottleneck. Direct the build of a small working tool, with guardrails. **7 MIN**

+ When it goes wrong: the tool that half-works. Diagnose it, then steer, rebuild, downgrade, or retire it.

LAB Playground. Direct the build of one small thing that saves you time weekly.

MODULE 07 Directing AI Responsibly**31 MIN**

What can safely be handed over, how oversight should grow as AI moves from drafting toward deciding, and what to do when sensitive information or a wrong result slips through.

7.1 Understanding the risks and benefits of what AI can do. Weigh what AI can do for you against the risks that come with it. **6 MIN**

7.2 What's safe to hand over and what isn't. Decide what goes into AI and what stays out, before you paste. **7 MIN**

7.3 Shadow AI: the hidden risk in getting ahead. Recognize unapproved AI use and why quiet shortcuts create risk. **6 MIN**

7.4 Directing well when there's no policy yet. Work safely under your own standing defaults when no company policy exists. **5 MIN**

7.5 Owning the result: trusting outputs when your name is on it. Check enough to put your name on the result, every time. **7 MIN**

+ **When it goes wrong: after a mistake gets out.** Contain it, disclose it, correct it. In that order.

LAB Playground. Write a one-page "how I direct AI responsibly" note you could share with your manager.

MODULE 08 From Directing to Standing Out**15 MIN**

Use the time you save for higher-value work, communicate your contribution honestly, and build a durable method for evaluating new tools as they appear.

8.1 Move up the value chain: redeploy the time you save. Put the saved hours into work that gets noticed. **6 MIN**

8.2 Showing your work: AI etiquette and visible contribution. Say honestly what AI did and what you did, in words that work. **5 MIN**

8.3 Staying current: sizing up a new model when it lands. Test any new model in ten minutes with your own work. **4 MIN**

LAB Playground. Identify one task to elevate and one way to make the result visible to your team.

4 · TIME AND STRUCTURE

Where the hours go

MODULE	TITLE	VIDEO TIME
01	From Doer to Director	26 min
02	Briefing the Work	37 min
03	Directing AI as a Thinking Partner	30 min
04	Directing Bigger Jobs	22 min
05	Directing Research and Information	25 min
06	Directing AI to Build and Analyze	25 min
07	Directing AI Responsibly	31 min
08	From Directing to Standing Out	15 min
Total video time		about 4.5 hours

5 · WHAT YOU KEEP

Eleven printable toolkit cards, collected from the lessons, plus one combined file. Each one is a method you keep beside you at work.

01	The Briefing Checklist	02	The Directing Loop
03	The Seven Words	04	Catch a Wrong Turn Early
05	The Three Checks	06	Your Personal AI Defaults
07	The Manager Note	08	Contain, Disclose, Correct
09	Three Sentences to Keep	10	The New Model Test Kit
11	The Failure-Mode Playbook	+	The combined toolkit file

- No jargon
- Real work, not demos
- Failure included, on purpose
- A method that outlives the tools