

AI Automation for Non-Technical Professionals — Syllabus

Format: 2 live webinars (foundations) + 2-day bootcamp (build & ship). Level: non-technical.
Cohort size: limited.

At a Glance

- Ship 2 production-ready workflows + 1 agent in your own accounts.
- No-code first (n8n, Google Sheets, Email/Slack). Optional low-code snippets are AI-generated.
- Guard-rails: logging, error handling, token budgets, safe PII handling, human approvals.
- Reusable kit: MCP prompt frames, evaluator rubrics, templates, and a 30/60/90 rollout plan.

Key Projects You'll Build

Workflow 1: Blog → LinkedIn Autoposter

RSS/cron → summarise with brand tone → email a ready-to-post update → log to Sheets.
Optional: publish via Buffer/LinkedIn API.

Workflow 2: Sales Intelligence Digest

Company list → web/news scan → short brief with 'need → solution' mapping → Slack/email digest + Sheet log. Optional: Apollo/Clearbit enrichment.

Agent: RAG-Powered Website Assistant

Index core pages/PDFs → embeddings + vector store → Q&A; with citations → human approval → daily auto-update from Google Drive.

Schedule

Webinar 1 — Foundations (3h)	10:00–13:00, Sat 25 Oct 2025
Webinar 2 — Agent Thinking (3h)	10:00–13:00, Sat 1 Nov 2025
Bootcamp Day 1	10:00–16:30, Sat 8 Nov 2025
Bootcamp Day 2	12:00–16:30, Sun 9 Nov 2025

Curriculum Overview (Streamlined)

- Fundamentals: Automation vs Agents • LLM landscape • MCP prompting.
- Tools overview: n8n (primary), Make/Zapier (alternates), LangChain/LangGraph/Flowise (concepts).
- APIs for humans: webhooks, keys & scopes; OpenAI pricing and compliant setup.

- Data & RAG: embeddings, vector stores, chunking & retrieval; when RAG beats prompt-only.
- n8n basics: import/export JSON, versioning; packaging/selling workflows (ethics).
- Spreadsheet automations: Sheets/Airtable; email & Slack; sentiment checks.
- External LLM APIs in n8n: calling other models (DeepSeek, Groq, etc.) with HTTP; cost caps, fallbacks.
- Agents & chatbots: agent node, retrieval with citations, confidence thresholds, human approvals.
- Channels & scraping: WhatsApp/Telegram/social via webhooks; safe, light scraping; sub-workflows.
- Business & market: use-case selection, ROI math, privacy/compliance, stakeholder buy-in.

What's Included

- 2 live webinars + recordings
- 2-day bootcamp (build & ship)
- n8n templates + mock endpoints (no OAuth snags)
- Prompt pack (MCP, RAG, evaluator rubrics)
- Runbooks (env vars, retries, rollback)
- Private Slack (30 days) + office hours
- Certificate on completion

Tools & Accounts (No-Code Defaults)

n8n Cloud • Google Sheets/Drive • Email/Slack • OpenAI key. Optional: Buffer, Apollo/Clearbit, WordPress, Supabase (pgvector).

Outcomes & ROI

2 workflows deployed • 1 agent handling site Q&A; • 10+ prompt frames & evaluator rubrics • 30/60/90 adoption plan.

Prerequisites

Laptop, Chrome/Edge, stable internet. Create accounts for n8n Cloud, Google, OpenAI, and Slack webhook (guided).

Certification Criteria

Complete both workflows and the agent with logging & guard-rails, and submit a brief KPI snapshot (e.g., time saved, posts shipped, replies).