Day 14: AI for Smarter Communication

Jasper

Trainer- Munzurul Islam

Introduction • Dashboard • Professional Writing • Content • Rewriting • Emails & Follow-ups

What is Jasper?

Jasper is an AI-assisted content platform that can help turn a clear brief into a usable first draft.

What it can support

- Drafting and revising business communications.
- Generating options for headlines, posts and outlines.
- Adapting text for different audiences and channels.
- Using provided brand context to guide outputs.

What it cannot replace

- Subject-matter expertise and factual verification.
- Approval for legal, financial, medical or policy statements.
- A human decision about accuracy, fairness and tone.
- Ownership of the final message.

Hour 1: Introduction to Jasper

The best results begin with a specific writing task and enough context.

A strong request includes

- Audience: who will read it.
- Goal: what the reader should know or do.
- Format: email, report, LinkedIn post or article.
- Tone: professional, warm, concise or persuasive.
- Facts: approved details, deadlines and constraints.

Prompt formula

- Role + task + audience + context + tone + format + limits.
- Example: “Draft a 120-word professional email to existing customers announcing a service update. Explain the benefit, avoid unsupported claims, and end with a clear next step.”

Hour 1: Drafting with judgment

Treat every AI output as a starting point that needs review.

Recommended workflow

- Write a brief before generating content.
- Request one focused output at a time.
- Read for accuracy before changing style.
- Revise facts, examples and terminology.
- Ask for alternatives when the first output is weak.

Common problems to watch

- Invented details or citations.
- Overconfident claims and generic language.
- A tone that does not fit the relationship.
- Repetition, vague benefits or missing calls to action.

Hour 1: Practice prompt

Use Jasper to produce a controlled first draft.

Task

- Prompt: “Draft a 150-word internal announcement about a new employee wellness program starting next month. Audience: all staff. Tone: supportive and clear. Include a placeholder for the launch date and a call to action to visit the HR portal.”
- Review the output and replace every placeholder with verified information.

Reflection

- Which details did Jasper need from you?
- Which sentence sounded generic or unsupported?
- How would you make the message more useful to employees?

Hour 2: Account and dashboard

Workspace labels and available features can vary by plan, permissions and product updates.

Dashboard orientation

- Find areas for creating content, working in documents or projects, and accessing assistance.
- Locate saved work, recent documents and shared workspace content.
- Use only the workspace and sharing settings approved by your organization.
- Check account, billing and access settings with the designated administrator.

Safe setup

- Use a strong unique password and available multi-factor authentication.
- Understand who can view, edit or share workspace content.
- Do not upload confidential content unless organizational policy permits it.
- Use a test document when learning a new feature.

Hour 2: Brand context and knowledge

Brand Voice and Knowledge features can help guide outputs when configured with approved materials.

Brand Voice

- Jasper documentation describes Brand Voice as a way to infer writing style from text, files or URLs provided by the user.
- Use representative, approved writing samples.
- Review whether the generated voice actually reflects your organization.
- Use distinct voices where audiences differ, such as customer support and executive communications.

Knowledge context

- A knowledge base can store approved information about products, company details, people or events for reuse.
- Keep information current and remove outdated claims.
- Provide only source material you are authorized to upload.
- AI context improves relevance but does not guarantee factual correctness.

Hour 2: Practice prompt

Create a brief that makes content generation safer and more consistent.

Task

- Prepare a one-page brand brief for a fictional organization: mission, audience, three preferred tone words, three words to avoid, approved service facts and a sample paragraph.
- Use the brief as context for a 100-word announcement.
- Compare the output against the brief and identify mismatches.

Trainer note

- Do not use real private client information for a training exercise.
- Focus on how clear context changes the quality of the draft.

Hour 3: Emails and reports

Professional writing must be accurate, structured and appropriate to the reader.

Emails

- Start with the purpose or decision.
- Use a descriptive subject line.
- State the action, owner and deadline clearly.
- Keep one email focused on one main objective.
- Use a respectful closing that matches the relationship.

Reports

- Clarify the audience and decision the report supports.
- Separate verified findings from recommendations.
- Use headings, short paragraphs and clear evidence.
- Never allow AI to invent data, sources, quotations or results.

Hour 3: Professional communication prompts

Specific constraints produce more useful drafts.

Email example

- “Write a concise follow-up to a vendor after a product demonstration. Thank them, list these three questions: implementation timeline, data handling, and pricing. Ask for a response by [date]. Tone: professional and interested; do not promise a purchase.”

Report example

- “Create an outline for a two-page monthly project status report. Include: objectives, completed work, current risks, next steps, and decisions needed from leadership. Use headings and placeholders for verified metrics.”

Hour 3: Practice prompt

Draft, verify and refine a professional message.

Task

- Write a 180-word update to leadership about a delayed project. Include the verified reason, current impact, mitigation action, responsible owner and next update date.
- Use Jasper to create a draft, then revise it to remove vague wording and confirm every statement.

Quality questions

- Can a leader see the decision or action needed quickly?
- Are risks presented honestly without unnecessary alarm?
- Are dates, owners and numbers confirmed?

Hour 4: Blog posts and articles

Long-form content needs an audience-centered structure before it needs polished sentences.

Planning

- Choose one reader question or problem.
- Write a promise-based title.
- Outline the introduction, main points, examples and conclusion.
- Use credible sources and distinguish evidence from opinion.

Writing

- Open with a relevant challenge or insight.
- Use headings that reveal the content of each section.
- Support claims with examples, data or citations where appropriate.
- End with a practical next action rather than a generic conclusion.

Hour 4: Social media and LinkedIn

Adapt the same core idea to the expectations of each channel.

Social posts

- Lead with the most useful message.
- Keep wording concise and easy to scan.
- Use a clear call to action.
- Verify dates, product claims, links and names before publishing.

LinkedIn articles

- Use a professional point of view and a reader-relevant hook.
- Develop the idea with examples, frameworks or evidence.
- Avoid empty promotional claims.
- Close by inviting a thoughtful next step, question or resource.

Hour 4: Practice prompt

Generate channel-specific content from one approved brief.

Task

- Brief: A company is offering a free online session called “Practical Data Skills for Teams” on [date] at [time].
- Create a 100-word LinkedIn post, a 250-word LinkedIn article outline, and a 60-word social reminder.
- Use a professional, helpful voice; do not invent speakers, benefits or registration links.

Review

- What remains consistent across formats?
- What should change in length, tone and call to action?
- Which facts need human confirmation before release?

Hour 5: Rewriting business documents

Rewriting improves usefulness when the writer keeps the original meaning and obligations

Rewrite goals

- Make the purpose easier to find.
- Remove unnecessary repetition and jargon.
- Use active, direct sentences where appropriate.
- Organize actions, owners and dates clearly.
- Preserve legal, technical and contractual language when required.

Safe approach

- Keep the original document available for comparison.
- Ask Jasper to improve clarity, not to change facts.
- Review every change that affects scope, commitment or policy.
- Request a list of changes when working with critical content.

Hour 5: Practical rewrite example

Ask for a targeted improvement rather than an uncontrolled rewrite.

Original

- “It has been decided that, in the event that the required information is not received within the requested timeframe, there may be a potential need for the meeting to be rescheduled.”

Clearer version

- “If we do not receive the required information by [date], we may need to reschedule the meeting.”
- Review point: confirm that “may need” accurately represents the original level of certainty and authority.

Hour 5: Practice prompt

Improve clarity without changing the business decision.

Task

- Rewrite this notice: “Please be advised that it is necessary for all relevant members of staff to ensure that the documentation which has been requested is submitted as soon as possible.”
- Create a concise version and a formal version.
- State which version is better for an internal team reminder and why.

Check

- Did the rewrite preserve who must act and what they must submit?
- Did it add a deadline that was not in the original?
- Is the tone firm without sounding disrespectful?

Hour 6: Compelling emails and responses

A compelling business email is clear, relevant and easy to act on.

Email structure

- Subject line: specific and useful.
- Opening: context and purpose.
- Body: key information in logical order.
- Action: exactly what the reader should do and by when.
- Closing: respectful and appropriate.

Customer responses

- Acknowledge the customer’s issue or request.
- Use plain language and avoid blame.
- State what you know, what you will do and when you will update them.
- Do not make guarantees unless authorized.

Hour 6: Follow-ups and tone

Follow-ups should be helpful, not repetitive or pressuring.

Useful follow-up

- Restate the original request briefly.
- Explain the next step or why a response is needed.
- Offer a reasonable deadline or option.
- Keep the tone courteous and concise.

Prompt example

- “Write a friendly but professional follow-up email to a customer who asked for a pricing proposal three days ago. Confirm that the proposal is attached, invite questions, and offer a 20-minute call next week. Do not claim that pricing is final unless stated.”

Hour 6: Practice prompt

Create a response that builds trust while staying accurate.

Task

- Scenario: A customer reports that they cannot access their account after a password reset. Draft a response that acknowledges the issue, offers two approved troubleshooting steps, and explains when support will follow up.
- Use placeholders for any information you cannot verify.

Final review

- Is the response empathetic without assigning blame?
- Does it avoid requesting sensitive details by email?
- Are promised actions and timing realistic and authorized?

Responsible use checklist

Before sending, publishing or sharing AI-assisted content, complete a human review.

Accuracy and privacy

- Verify facts, figures, dates, sources and names.
- Do not upload or disclose confidential information without authorization.
- Remove placeholders and unsupported claims.
- Check permissions before sharing documents or workspace assets.

Message and ethics

- Confirm the audience, purpose and tone.
- Review for bias, fairness and respectful language.
- Cite sources and quotations appropriately.
- Keep a human accountable for final approval and decisions.