

# MINI WORKSHOP REPORT

## "AI Prompting for SME Teams" - Online Training Session

### Justdhani Prompt Consultation & Training

*Making AI Work for Your Business—Practically*

**Workshop Type:** Mini Workshop Online (Group Training)

**Duration:** 2 Hours (Interactive Hands-On Session)

**Participants:** 12 SME Business Owners & Staff

**Platform:** Zoom + Google Docs (Collaborative)

**Session Date:** October 2025

**Confidential Mock Deliverable – Service Demonstration**

### Executive Summary

This mock report demonstrates the typical deliverable format provided to clients who engage **Justdhani Prompt Consultation & Training** for Mini Workshop Online sessions.

### The Challenge

A group of 12 SME business owners and their staff joined our workshop with common frustrations:

1. **AI Tools Going to Waste** – Many had ChatGPT or Claude subscriptions but weren't getting useful results
2. **Inconsistent Team Usage** – Each team member used AI differently, creating inconsistent outputs and brand voice
3. **Time-Consuming Trial & Error** – Spending more time fighting with AI than saving time with it
4. **No Framework** – Lacked systematic approach to creating prompts that work

The group needed practical, team-ready prompt templates they could implement immediately across their businesses—without requiring technical expertise.

### Workshop Structure & Flow

**Justdhani Mini Workshop Online** used an interactive **2-hour hands-on format** designed for maximum engagement and immediate results:

#### Session Structure:

Module	Activity	Duration	Deliverable
<b>Module 1: Problem Identification</b>	Each participant shares 1-2 daily tasks they want to automate	15 min	Problem inventory
<b>Module 2: Prompt Framework</b>	Learn the CRAFT method for building effective prompts	20 min	Framework template
<b>Module 3: Live Prompt Building</b>	Collaborative prompt creation using real participant examples	40 min	5 custom prompts
<b>Module 4: Testing &amp; Refinement</b>	Test prompts in real-time, refine based on outputs	25 min	Optimized prompts

Module	Activity	Duration	Deliverable
<b>Module 5: Documentation &amp; Handoff</b>	Compile all prompts into shared Google Docs library	15 min	Prompt library
<b>Module 6: Q&amp;A &amp; Next Steps</b>	Address questions, provide follow-up guidance	5 min	Action plan

### Workshop Participants Profile

Participant	Business Type	Main Pain Point	Goal
<b>Sari</b>	Online Fashion Store	Social media captions take 30+ min each	Speed up content creation
<b>Budi</b>	Accounting Services	Client email responses inconsistent	Standardize communication
<b>Maya</b>	F&B Catering	Product descriptions sound generic	Better copywriting
<b>Dian</b>	Beauty Clinic	Patient follow-up messages too formal	Warmer, personal tone
<b>Rizki</b>	Digital Marketing Agency	Client proposals repetitive	Faster proposal writing
<b>Others</b>	Various SMEs	Mixed challenges	General AI productivity

### Live Prompt Building Results

#### Collaborative Prompt 1: Social Media Caption (E-commerce)

Created with Sari (Fashion Store Owner)

#### Challenge:

"I spend 30-45 minutes writing each Instagram caption. They never sound natural or engaging."

#### Prompt Built Together:

Kamu adalah social media manager untuk [NAMA BRAND], online fashion store yang fokus pada [TARGET AUDIENCE - contoh: wanita muda 20-30 tahun].

Tulis caption Instagram (150-200 karakter) untuk produk: [NAMA PRODUK]

Tone: [casual/friendly/aspirational - pilih sesuai brand]

Gaya: bahasa Indonesia conversational, sedikit English terms yang trendy

Struktur:

- Opening hook (1 kalimat menarik perhatian)
- Deskripsi produk (1-2 benefit utama)
- CTA (ajakan engagement atau pembelian)
- 3-4 hashtag relevan

Contoh produk: Blouse motif floral, warna pastel, bahan katun premium

### Before Workshop:

> "Blouse cantik tersedia sekarang. Kualitas bagus, harga terjangkau. Order sekarang! #fashion #blouse #murah"

### After Using New Prompt:

> "Siapa yang suka outfit yang effortless tapi tetap chic? ✨ Blouse floral ini perfect banget buat mix & match, bahannya katun premium yang adem dan nyaman seharian. Cocok dari meeting sampai coffee date! 📱 Swipe untuk lihat styling ideas → #ootdinspiration #floralblouse #comfortablefashion #jakartafashion"

### Participant Reaction:

"Wah ini jauh lebih natural! Sekarang caption saya nggak terkesan jualan melulu, lebih kayak ngobrol sama teman."

## Collaborative Prompt 2: Client Email Response (Professional Services)

Created with Budi (Accounting Services)

### Challenge:

"Client emails saya terlalu kaku atau terlalu informal. Sulit cari balance yang pas."

### Prompt Built Together:

Kamu adalah customer service profesional untuk [NAMA BISNIS], layanan [JENIS LAYANAN] yang mengutamakan pelayanan personal dan terpercaya.

Balas email client tentang: [TOPIK EMAIL]

Tone: profesional tapi ramah, helpful, dapat dipercaya

Format:

- Sapa dengan nama client (jika ada)
- Acknowledge pertanyaan/kebutuhan mereka
- Berikan jawaban jelas dan actionable
- Tawarkan bantuan lebih lanjut jika diperlukan
- Tutup dengan professional closing

Bahasa: Indonesia formal tapi tidak kaku

Contoh topik: Client menanyakan progress laporan keuangan bulanan

### Before Workshop:

> "Pak Sardi, laporan sudah 70% selesai. Akan dikirim akhir minggu ini. Terima kasih."

### After Using New Prompt:

> "Selamat siang Pak Sardi,

>

> Terima kasih sudah menanyakan progress laporan keuangan bulan Oktober. Saat ini penyusunan sudah mencapai 70% dan kami on-track untuk menyelesaikannya sesuai timeline.

>

> Laporan lengkap akan kami kirimkan paling lambat Jumat sore, 1 November 2024. Jika ada pertanyaan spesifik atau ada hal yang ingin diprioritaskan dalam laporan, mohon dapat disampaikan agar kami adjust sesuai kebutuhan.

>

> Apabila ada yang perlu didiskusikan lebih lanjut, saya siap dihubungi kapan saja.

>

> Terima kasih atas kepercayaannya.

MAKE BETTER PROMPTS

- >
- > Salam,
- > Budi Santoso
- > Senior Accountant"

**Participant Reaction:**

"Perfect! Ini professional tapi tetap personal. Bisa langsung saya pakai untuk semua client."

**Collaborative Prompt 3: Product Description (F&B)**

Created with Maya (Catering Business)

**Challenge:**

"Deskripsi menu saya selalu terdengar sama semua, nggak ada yang special."

**Prompt Built Together:**

Kamu adalah food writer untuk [NAMA CATERING], bisnis catering yang mengutamakan cita rasa autentik dan kualitas bahan premium.

Tulis deskripsi produk untuk: [NAMA MENU]

Gaya penulisan:

- Mulai dengan sensory appeal (aroma, tekstur, rasa)
- Highlight bahan-bahan berkualitas atau keunikan resep
- Gunakan bahasa yang menggugah selera
- Akhiri dengan occasion/momen yang pas untuk menu ini

Target: 50-80 kata, bahasa Indonesia dengan sedikit deskripsi English untuk terms khusus (jika ada)

Contoh menu: Rendang Daging Sapi Premium

**Sample Output:**

> "Rendang daging sapi premium yang dimasak slow-cooking selama 6 jam hingga bumbu meresap sempurna. Daging Australian beef pilihan dipadu dengan santan kelapa segar dan 15 rempah tradisional Minang yang digiling halus. Tekstur daging yang melted in mouth dengan kuah yang rich dan aromatic. Perfect untuk acara special atau family gathering yang berkesan."

**Participant Reaction:**

"Ini bikin lapar! Deskripsi kayak gini pasti lebih menarik untuk customer."

**Collaborative Prompt 4: Client Follow-Up (Healthcare)**

Created with Dian (Beauty Clinic)

**Challenge:**

"Follow-up message ke pasien terlalu formal kayak rumah sakit besar. Pngen lebih personal dan caring."

**Prompt Built Together:**

Kamu adalah care coordinator untuk [NAMA KLINIK], klinik kecantikan yang mengutamakan pelayanan personal dan caring untuk setiap pasien.

Tulis follow-up message untuk pasien yang sudah melakukan treatment: [JENIS TREATMENT]

Tone: caring, personal, professional tapi warm

Tujuan: memastikan kondisi pasien, memberikan tips aftercare, membangun relationship

Format WhatsApp message (informal tapi sopan)

Struktur:

- Sapa dengan nama pasien
- Tanyakan kondisi post-treatment
- Berikan 1-2 tips aftercare singkat
- Tawarkan bantuan jika ada concerns
- Tutup dengan warm closing

Contoh treatment: Facial brightening + extraction

**Before Workshop:**

> "Selamat pagi. Bagaimana kondisi wajah setelah treatment kemarin? Jika ada keluhan hubungi kami. Terima kasih."

**After Using New Prompt:**

> "Good morning Kak Sarah! ✨

>

> Gimana kabarnya setelah facial brightening kemarin? Semoga wajahnya udah lebih fresh ya! 😊

>

> Small reminder: jangan lupa pakai sunscreen minimal SPF 30 dan hindari scrubbing dulu ya untuk 2-3 hari ke depan biar hasilnya optimal.

>

> Kalau ada redness atau concerns apapun, langsung chat aja ya kak. Kita siap bantu! 🙌

>

> Have a beautiful day!

> Dian - Beauty Care Coordinator"

**Participant Reaction:**

"Ini jauh lebih ramah! Pasien pasti feel more cared for dengan approach kayak gini."

**Workshop Results & Achievements****Immediate Outcomes (During 2-Hour Session):**

Metric	Result
Prompts Created Collaboratively	8 complete prompts
Participants Who Successfully Tested Prompts	12/12 (100%)
Average Time Reduction (Estimated)	60-70% for routine tasks
Satisfaction Score	9.2/10 (post-session survey)
Participants Ready to Implement	11/12 (92%)

**Follow-Up Results (Week 1-2 Post-Workshop):**

Participant	Implementation Status	Impact Reported
Sari	Used IG caption prompt daily	"Caption creation time: 30 min → 8 min"
Budi	Applied email template to 15+ clients	"Client feedback more positive, professional image improved"
Maya	Rewrote entire menu with new descriptions	"Orders increased 20% in first week"
Dian	Implemented patient follow-up system	"Patient response rate to follow-up increased 85%"
Rizki	Used framework for proposal writing	"Proposal creation time cut in half"

**Participant Testimonials****Sari (Fashion Store Owner):**

> "Awalnya skeptis workshop online 2 jam bisa ngasih hasil nyata. Ternyata salah besar! Sekarang Instagram caption saya nggak pernah stuck lagi. Template yang kita bikin bareng langsung bisa dipakai dan hasilnya jauh lebih engaging. ROI dari workshop ini udah balik dalam seminggu!"

**Budi (Accounting Services):**

> "Yang saya suka, ini bukan teori doang. Kita bener-bener bikin prompt bareng-bareng dan langsung test. Sekarang komunikasi sama client jadi lebih konsisten dan professional. Beberapa client bahkan compliment cara komunikasi saya yang improved."

**Maya (Catering Business):**

> "Deskripsi menu saya dulu kayak copy-paste semua. Setelah workshop ini, setiap menu punya character sendiri. Customer jadi lebih tertarik dan order rate naik significantly. Investasi yang worth it banget!"

**Deliverables Provided****1. Session Recording (2 hours)**

Full Zoom recording with timestamps for easy navigation:

- 0:00-0:15 - Problem identification round
- 0:15-0:35 - CRAFT framework explanation
- 0:35-1:15 - Live collaborative prompt building
- 1:15-1:40 - Testing & refinement session
- 1:40-1:55 - Documentation & library creation
- 1:55-2:00 - Q&A and next steps

## 2. Collaborative Prompt Library (Google Docs)

Shared document containing all 8 prompts created during workshop:

- Social Media Captions (E-commerce, F&B, Services)
- Professional Email Responses
- Product/Service Descriptions
- Customer Follow-Up Messages
- Proposal/Pitch Templates

**Access:** All participants can edit, customize, and add new prompts

## 3. CRAFT Framework Reference Sheet (PDF)

Quick reference guide for creating new prompts:

- **Context** (Set the scene)
- **Role** (Define AI's role)
- **Action** (Specify desired output)
- **Format** (Structure requirements)
- **Tone** (Voice and style)

## 4. Customization Worksheet (Google Sheets)

Template for adapting prompts to different businesses/industries:

- Variables to customize (brand name, tone, audience)
- Examples for different business types
- Common mistakes and how to avoid them

## 5. 30-Day Implementation Guide (PDF)

Week-by-week action plan for rolling out prompts across team:

- Week 1-2: Test and refine top 3 prompts
- Week 3-4: Train team members, create style guidelines
- Follow-up milestones and success metrics

## Workshop Framework: CRAFT Method

### What Makes Our Workshops Different:

#### Traditional Training:

- Theory-heavy presentations
- Generic examples
- No hands-on practice
- Individual learning

#### Justdhani Mini Workshop:

- Live, collaborative prompt building

- Real participant business examples
- Immediate testing and refinement
- Shared group library everyone benefits from

### The CRAFT Framework We Teach:

Element	Purpose	Example
<b>Context</b>	Give AI background information	"You are a social media manager for a fashion brand targeting young professionals..."
<b>Role</b>	Define what AI should act as	"...specializing in affordable workwear"
<b>Action</b>	Specify exact task needed	"Write an Instagram caption promoting new blazer collection"
<b>Format</b>	Set structure requirements	"150-200 characters, include 1 benefit, 1 CTA, 3 hashtags"
<b>Tone</b>	Define voice and style	"Professional but approachable, Indonesian with trendy English terms"

**Result:** Consistent, branded, effective AI outputs every time.

### Post-Workshop Support & Community

#### Immediate Support (1 Week):

- WhatsApp group for all participants
- Quick troubleshooting and prompt refinements
- Sharing success stories and additional tips

#### Extended Community (Optional):

- Monthly virtual meetups for alumni
- New prompt sharing and collaboration
- Guest expert sessions on advanced AI techniques
- Peer-to-peer learning and networking

#### Success Tracking:

- 30-day check-in survey
- Case study opportunities for standout implementations
- Referral program for participants who see strong ROI

### Investment & ROI Analysis

#### Workshop Investment:

- **Mini Workshop (6-10 participants):** Rp 2,250,000
- **Extended Workshop (11-15 participants):** Rp 3,500,000
- **Premium Package (includes 1-month follow-up support):** Rp 4,500,000

**Per-Participant Cost Breakdown:**

Based on 12 participants at Rp 3,500,000 total:

- **Cost per participant:** Rp 292,000
- **Cost per hour of training:** Rp 146,000/participant
- **Cost per prompt template delivered:** Rp 36,500/participant (8 prompts)

**Projected ROI (Based on Participant Feedback):**

Participant Type	Time Saved/Week	Hourly Rate	Weekly Savings	Monthly ROI
Business Owner	5 hours	Rp 200,000	Rp 1,000,000	<b>343%</b>
Marketing Staff	8 hours	Rp 100,000	Rp 800,000	<b>274%</b>
Admin/Operations	6 hours	Rp 75,000	Rp 450,000	<b>154%</b>

**Average ROI within first month: 250%+**

**Why Choose Justdhani Mini Workshops?****Our Philosophy:**

**Learn by doing, not by listening.**

We don't believe in theoretical training that participants forget within a week. Every Justdhani workshop produces immediate, usable assets that transform how teams work with AI.

**What Makes Us Different:**

- ✓ **Collaborative Creation** – Prompts built together, not dictated by instructor
- ✓ **Real Business Cases** – Using participants' actual challenges, not generic examples
- ✓ **Immediate Implementation** – Everyone leaves with working prompts they can use today
- ✓ **Shared Benefits** – Group library means everyone benefits from every participant's use case
- ✓ **Post-Workshop Support** – Continued guidance to ensure success

**Service Options****Mini Workshop Online (Standard)**

- **Duration:** 2 hours via Zoom
- **Participants:** 6-15 people
- **Deliverables:** Recording, prompt library, framework guide
- **Investment:** Rp 2,250,000 - 4,500,000

### Custom Workshop (Tailored)

- **Duration:** 2-4 hours (customizable)
- **Participants:** Up to 25 people
- **Focus:** Specific industry/use case (e.g., "AI for Schools," "AI for F&B Businesses")
- **Investment:** Custom pricing (contact us)

### Workshop Series (3-Part)

- **Month 1:** Foundations (Basic prompt building)
- **Month 2:** Advanced (Complex workflows, automation)
- **Month 3:** Mastery (Custom AI solutions, team training)
- **Investment:** Rp 12,000,000 (significant savings vs individual workshops)

### How to Book a Workshop

#### Step 1: Initial Inquiry

Contact [copydhani@gmail.com](mailto:copydhani@gmail.com) or WhatsApp with:

- Team size and composition
- Primary challenges/goals
- Preferred dates and times
- Budget considerations

#### Step 2: Pre-Workshop Survey

Participants fill out brief questionnaire:

- Current AI tool usage
- Top 3 repetitive tasks to streamline
- Industry-specific needs

#### Step 3: Customization

We tailor examples and prompts to your group's needs

#### Step 4: Workshop Day

2-hour interactive session via Zoom with collaborative tools

#### Step 5: Follow-Up

Access to recordings, library, and community support

## About Justdhani Prompt Consultation & Training

**Tagline:** *Making AI Work for Your Business—Practically*

### Who We Serve:

- **SME Teams** (marketing, operations, customer service)
- **Educational Institutions** (teachers, admin staff, curriculum teams)
- **Business Communities** (chambers of commerce, networking groups)
- **Corporate Departments** (small-medium teams seeking AI productivity)

### Core Training Philosophy:

- ✓ **Practical over theoretical**
- ✓ **Collaborative over instructional**
- ✓ **Immediate results over long-term promises**
- ✓ **Sustainable learning over dependency**

### Other Services:

1. **Private Consultation (1-on-1)** – Personalized prompt building
2. **Prompt Audit & Optimization** – Review and improve existing prompts
3. **Custom Prompt Bank** – Build comprehensive prompt library for organizations
4. **Institution Training** – Large-scale workshops for schools and companies

### Contact Information

#### Justdhani Prompt Consultation & Training

- **Location:** Jakarta, Indonesia
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#### Confidentiality Notice:

This is a mock demonstration report designed for portfolio and service showcase purposes. All participant data and testimonials are simulated for illustrative use only.

*For inquiries about Mini Workshop Online services, contact [copydhani@gmail.com](mailto:copydhani@gmail.com)*