

COPILOT ACADEMY

AI Skills Stokke

Trainers: Robert & Casimir

Send a message to Copilot



COPILOT ACADEMY



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Workshop goal



**Give Copilot the
context & instructions
to actually help you.**

NOT covered → agents, automation, productivity hacks

AI is **not** magic

it's a skill



Stokke Agenda



1. **Language Model:** What is it?
2. **Copilot:** How do I work with it?
3. **Prompts:** How do I create them?
4. **Context:** How do I inform AI?

Find: Slides Download Examples

stokke.copilot-academy.com

The screenshot displays the 'AI Skills Basistraining' page on the Copilot Academy website. The browser's address bar shows 'basis.copilot-academy.nl'. The page features a sidebar with navigation links: 'Overzicht', 'TRAINING' (containing 'Workshop 1', 'Workshop 2', 'Oefening', and 'Downloads'), and 'REFERENTIE'. The main content area is titled 'AI Skills Basistraining' and includes a welcome message: 'Welkom bij de basistraining. In twee workshops leer je de fundamenteën van werken met AI: praktisch, hands-on en direct toepasbaar.' Below this, three badges indicate '6 uur (2 workshops)', '60% hands-on', and 'Geen voorkennis nodig'. A large video player is featured, showing a woman and a man in a video call. The video title is 'AI Skills Training' and the subtitle is 'Word AI-vaardig'. The video progress bar shows '0:02 / 3:41'. A 'Send a message to Copilot' button is visible in the top right corner of the video player. The Copilot Academy logo is present in the bottom left corner of the page.

AI Skills Training

Overzicht

TRAINING

- Workshop 1
- Workshop 2
- Oefening
- Downloads

REFERENTIE

AI Skills Basistraining

Welkom bij de basistraining. In twee workshops leer je de fundamenteën van werken met AI: praktisch, hands-on en direct toepasbaar.

6 uur (2 workshops) 60% hands-on Geen voorkennis nodig

COPILOT ACADEMY

AI Skills Training

Word AI-vaardig

0:02 / 3:41

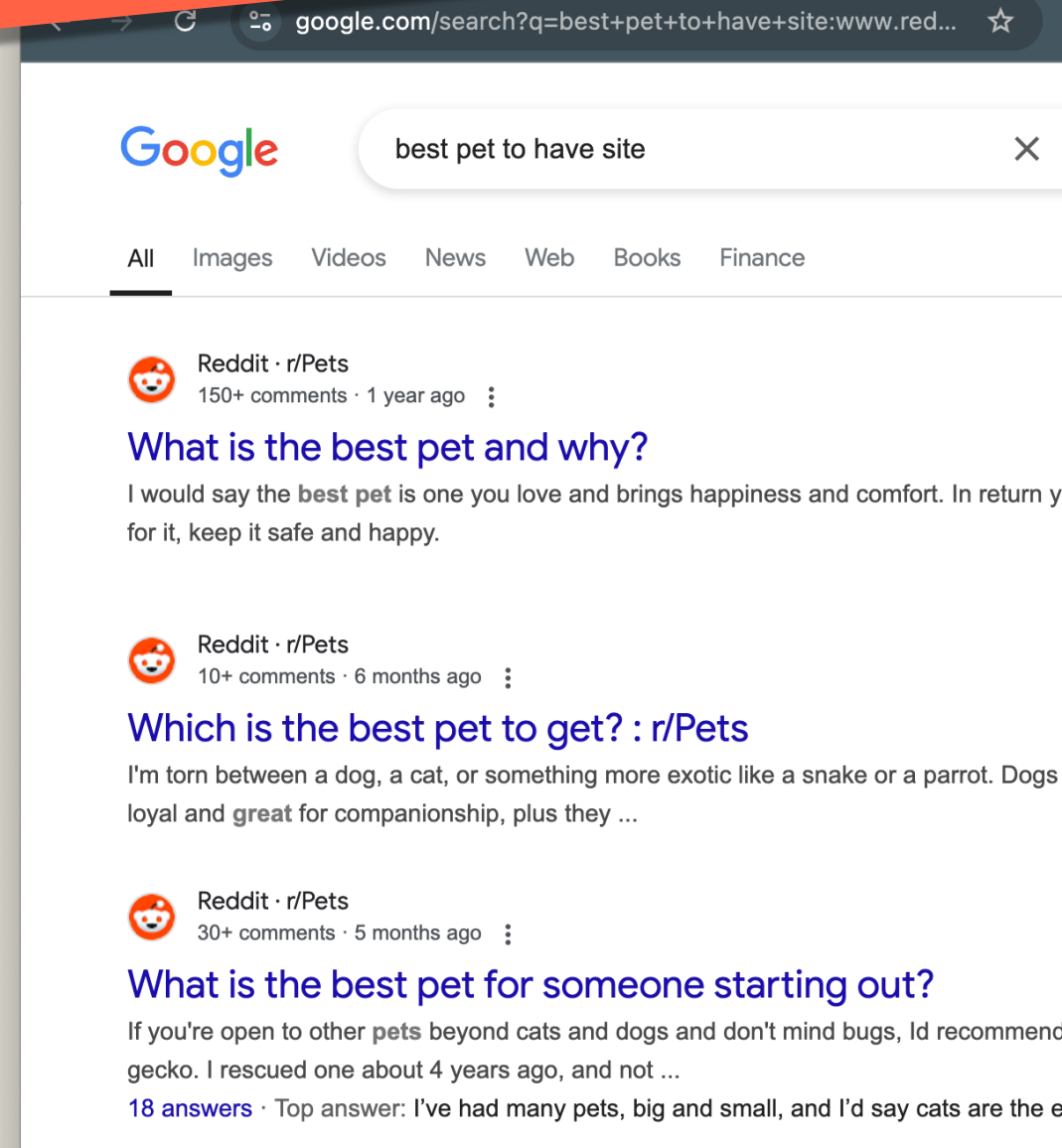
Ondertiteling aan

Choose a number **below 6**

"The best pet is a..."

1. Dog
2. Cat
3. Fish
4. Rabbit
5. Turtle
6. Guinea pig

AI predicts based on patterns



The best pet for everyone to have? Give me 1 animal, no advice!

 Copilot

Dog

The best pet for everyone to have? Give me 1 animal, no advice!

 Copilot

Cat

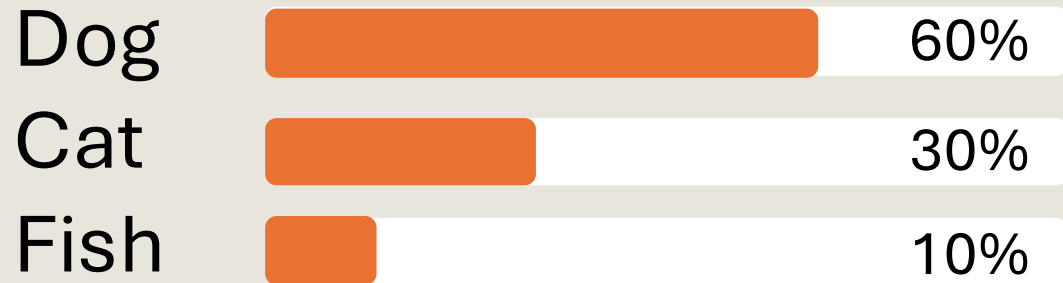
The best pet for everyone to have? Give me 1 animal, no advice!

 Copilot

Goldfish

Prompt

"The best pet is a..."



AI predicts based on patterns

google.com/search?q=best+pet+to+have+site:www.red...

Google

best pet to have site

All Images Videos News Web Books Finance

Reddit · r/Pets
150+ comments · 1 year ago

What is the best pet and why?

I would say the **best pet** is one you love and brings happiness and comfort. In return y
for it, keep it safe and happy.

Reddit · r/Pets
10+ comments · 6 months ago

Which is the best pet to get? : r/Pets

I'm torn between a dog, a cat, or something more exotic like a snake or a parrot. Dogs
loyal and **great** for companionship, plus they ...

Reddit · r/Pets
30+ comments · 5 months ago

What is the best pet for someone starting out?

If you're open to other **pets** beyond cats and dogs and don't mind bugs, Id recommend
gecko. I rescued one about 4 years ago, and not ...

[18 answers](#) · Top answer: I've had many pets, big and small, and I'd say cats are the e

Trained to
recognize patterns.

and
predict words.

Recipients

Subject

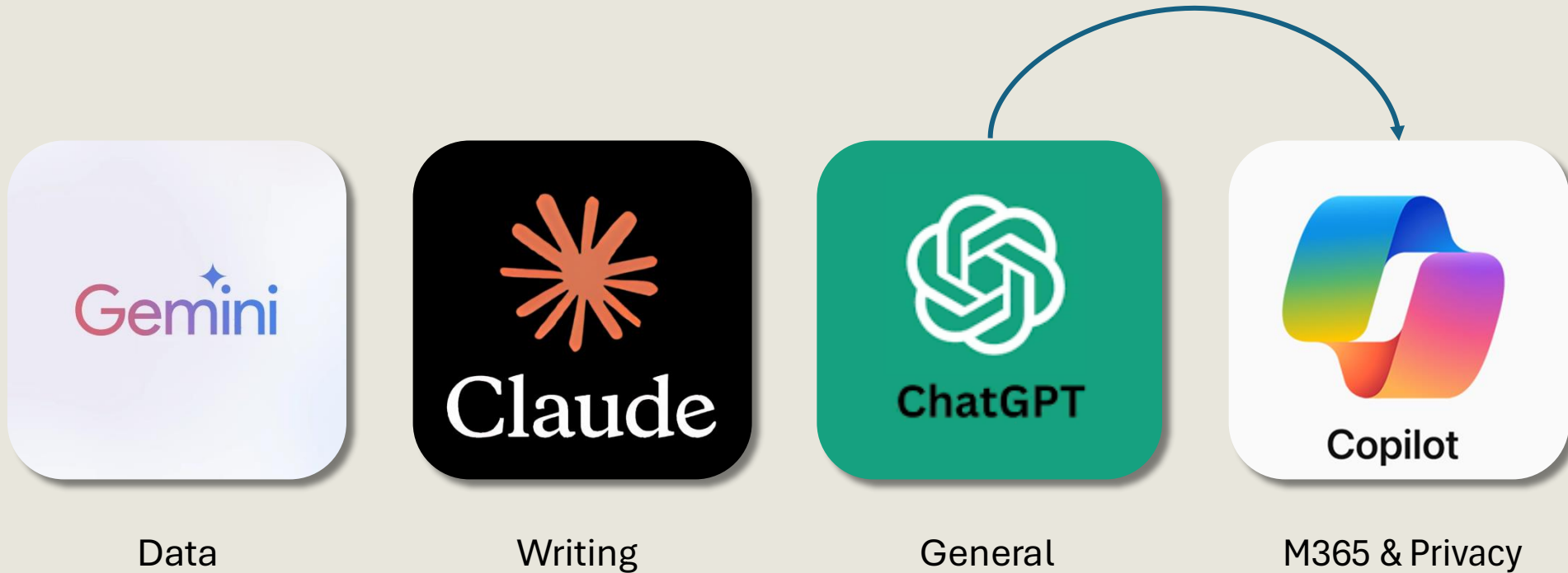
Hello,

↶ ↷ Tahoma ▼ ↕ ▼ B I U A ▼ ▼

Send ▼ A ✎ 📎 🔗 😊 ⚠️ 🖼️ ⋮

As in your email, it predicts words

The 3 main language models



Stokke AI Policy

- ✓ Microsoft Copilot -- approved for company data
 - Your data stays within Microsoft's ecosystem
 - Always review AI output before sharing
 - AI supports, doesn't replace judgment
- ✗ ChatGPT, Claude, Gemini, etc
 - not approved for company data

AI Chat

Hallucinates

$\pm 2\%$

Hallucination example: **Convincing, but not true**

How do I use the **Smart Summarize** feature in Microsoft Word?

The Smart Summarization feature in Microsoft Word helps you get the most important points out of a document quickly and efficiently. Here's a step-by-step guide to using this feature:

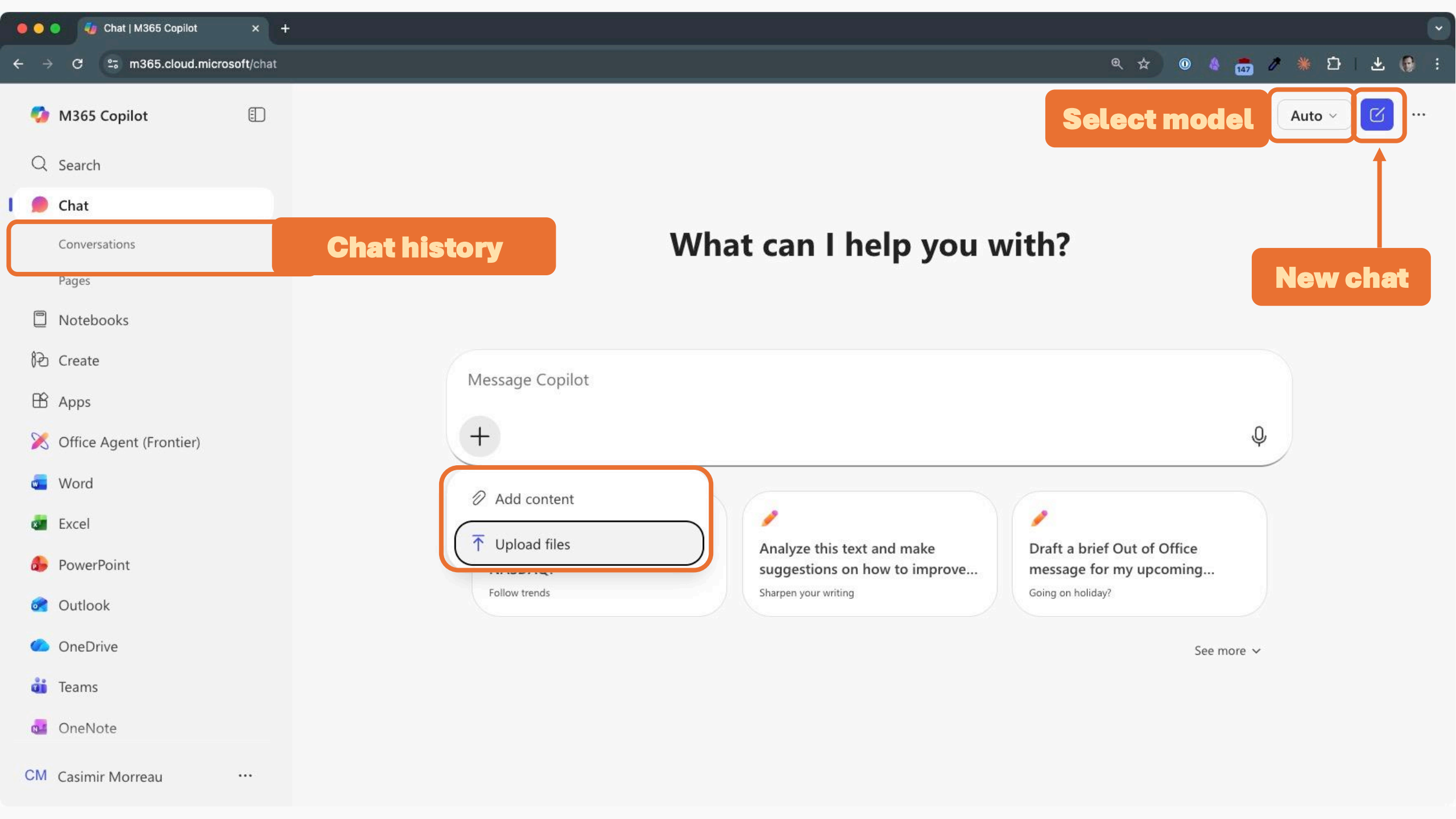
- 1. Open your document:** Make sure you've opened the document where you want to create the summary.
- 2. Go to the Insert tab:** Click the Insert tab in the ribbon menu at the top of the screen.
- 3. Select Smart Summarization:** Look for the Smart Summarize option in the menu and click on it.



● 1 van 30 reacties

Door AI gegenereerde inhoud is mogelijk onjuist





M365 Copilot

Search

Chat

Conversations

Pages

Notebooks

Create

Apps

Office Agent (Frontier)

Word

Excel

PowerPoint

Outlook

OneDrive

Teams

OneNote

CM Casimir Morreau

Chat history

What can I help you with?

Message Copilot



Add content

Upload files

Follow trends



Analyze this text and make suggestions on how to improve...

Sharpen your writing



Draft a brief Out of Office message for my upcoming...

Going on holiday?

See more

Select model

Auto



New chat

What can you do with Copilot?

AI Skill Level



Summarize this 30-page Tripp Trapp retailer feedback report into 5 action points for the product team.



Compare 3 Xplory distributor proposals on margins, delivery terms, and exclusivity and recommend one.



Analyze Stokke Q4 sales across EMEA, APAC, and Americas and draft a 2026 regional launch plan.



Prompting

Write instructions that work

Most people use chat as Google

Improve this document...



Create a presentation...

Summarize this...

Write an email...

Short questions = generic answers

**When do you write
a sharp prompt?**



If you want to do **"REAL"** work

Effective prompt = From report to insight in 1 min



Report



Prompt



Report

TASK: Analyze this report and extract the communication insights from it

CONTEXT: As a communication officer, you need to identify the most important findings and messages from the report for further communication.

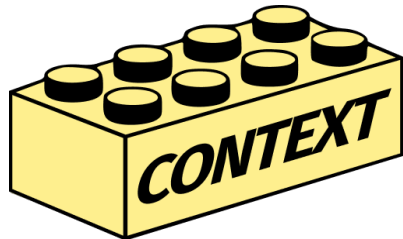
ROLE: You are an experienced communications officer who goes through reports to gather actionable insights.

FORMAT: Make a communication analysis with these sections: Key messages, target groups, communication opportunities and follow-up actions

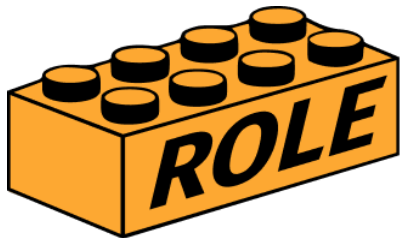
Prompting in 4 building blocks



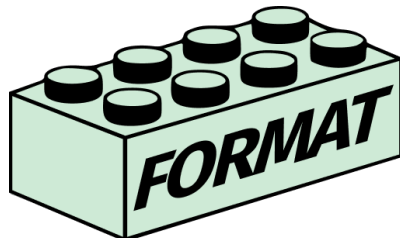
Specify **the task**



Provide **background information**



Use a **role** or **expertise**



Describe the **end result**



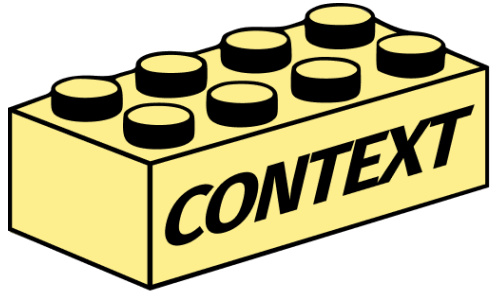
Always start with a **TASK** that is as clear as possible

Be specific in what you want and use verbs.

"**Write** a summary..."

"**Make** this invitation more formal..."

"**Check** the text for clarity..."



Add relevant **context** to get useful results

The **more relevant information** you give the better the result.

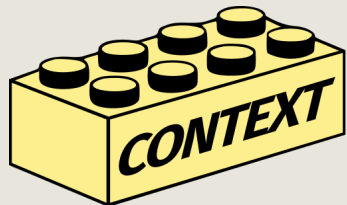
Goals, target group, team info, project knowledge, limitations, organization, etc..

Write the prompt in a text document

4 min

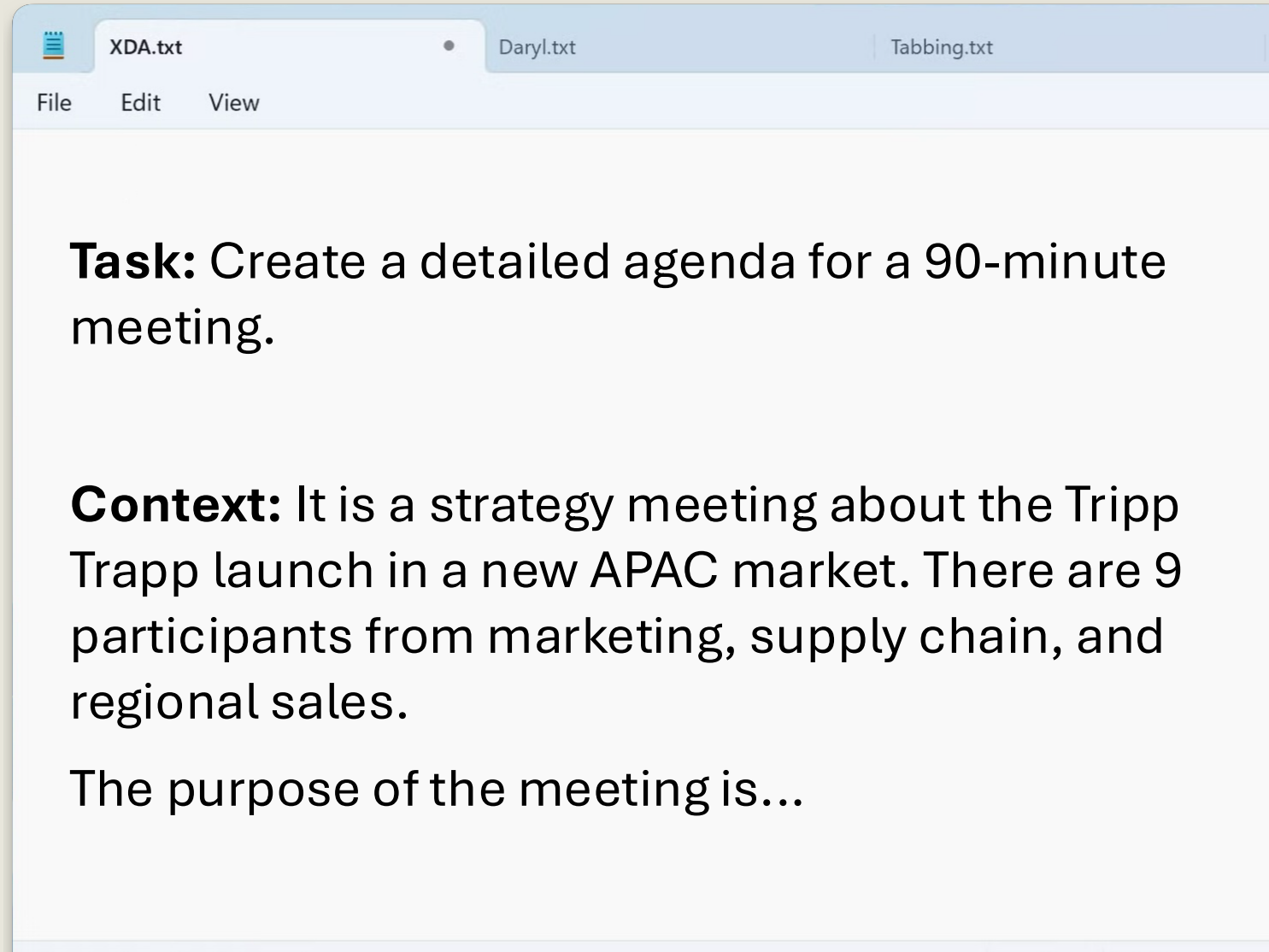


What is the specific task?

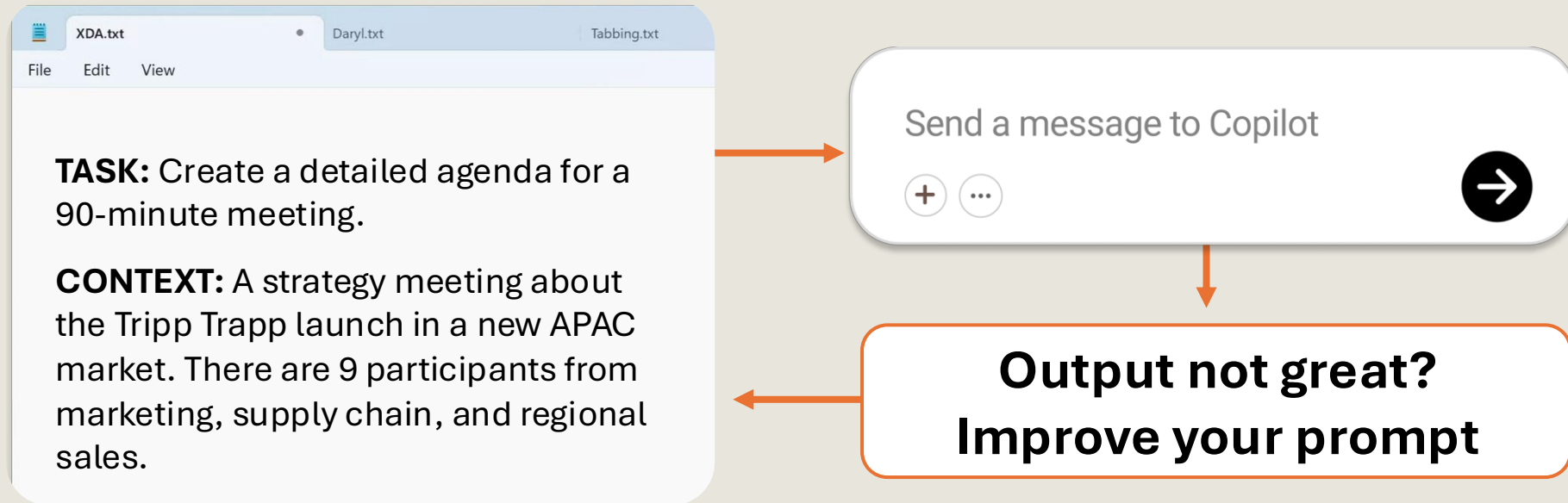


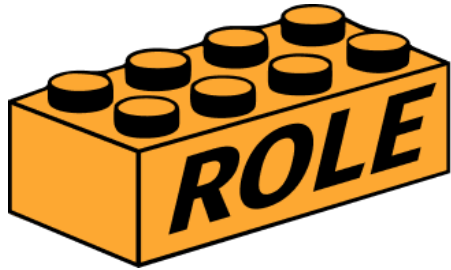
What information is important?

Team, goals, target group, project knowledge.



Copy your prompt to the chat, test & improve





Set the **perspective**

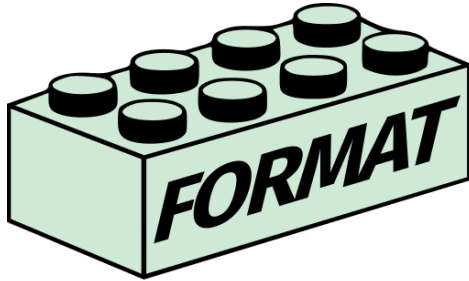
Who should AI act as?

What expertise should it use?

Financial analyst specialized in investment reporting

Marketing strategist focused on digital campaigns

Technical writer experienced in IT documentation



Describe what **the output** should look like

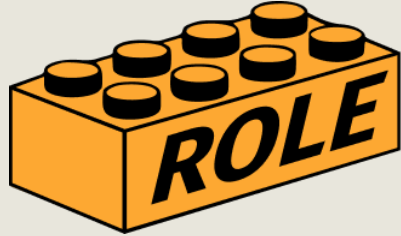
Table, list, summary, step-by-step plan,
report with chapters, calendar with deadlines



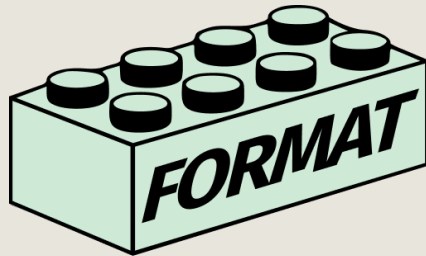
AI is like a parrot > specific in, specific out.

Add Role and Format to your prompt

4 min

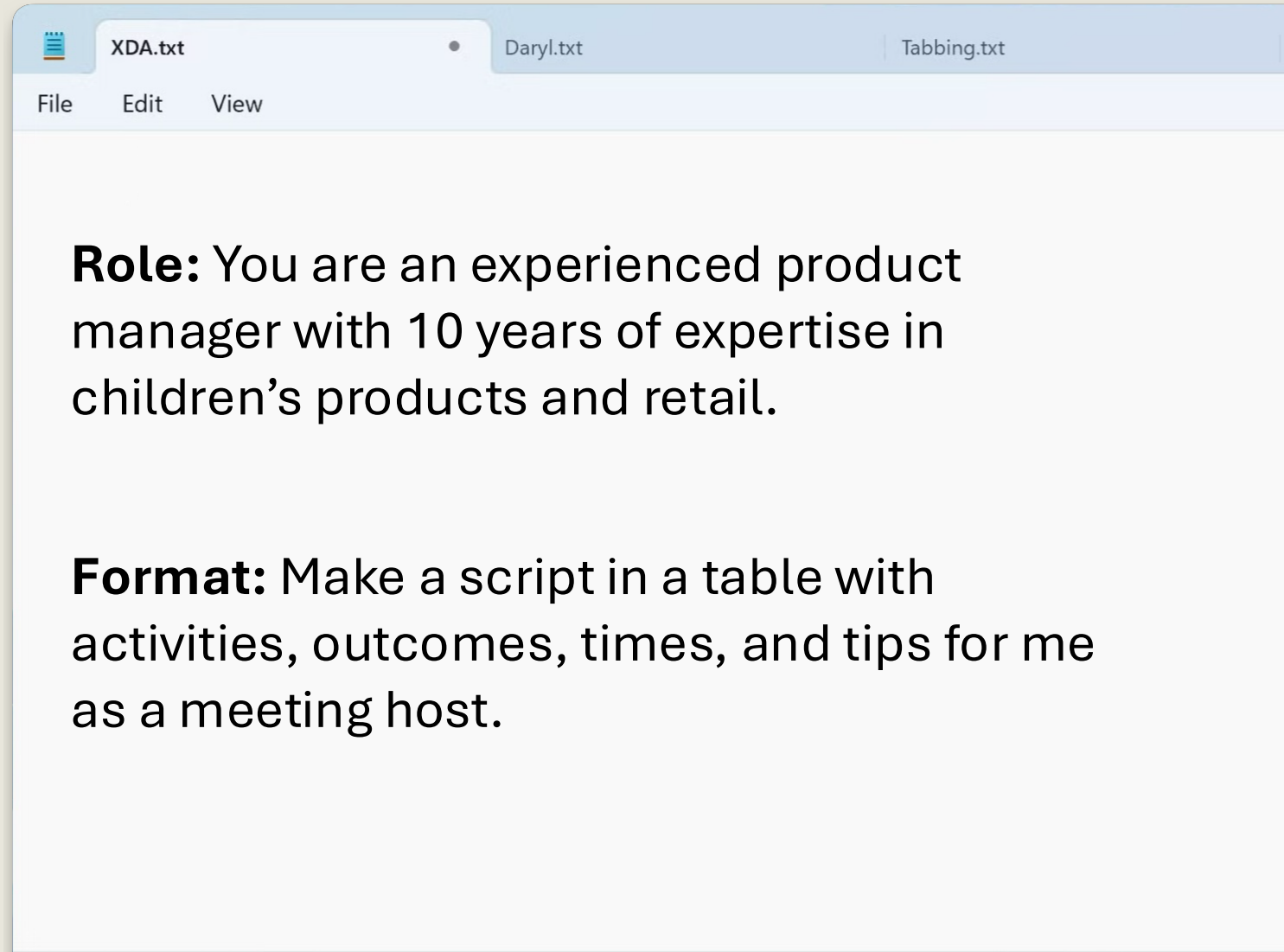


Product manager at Stokke

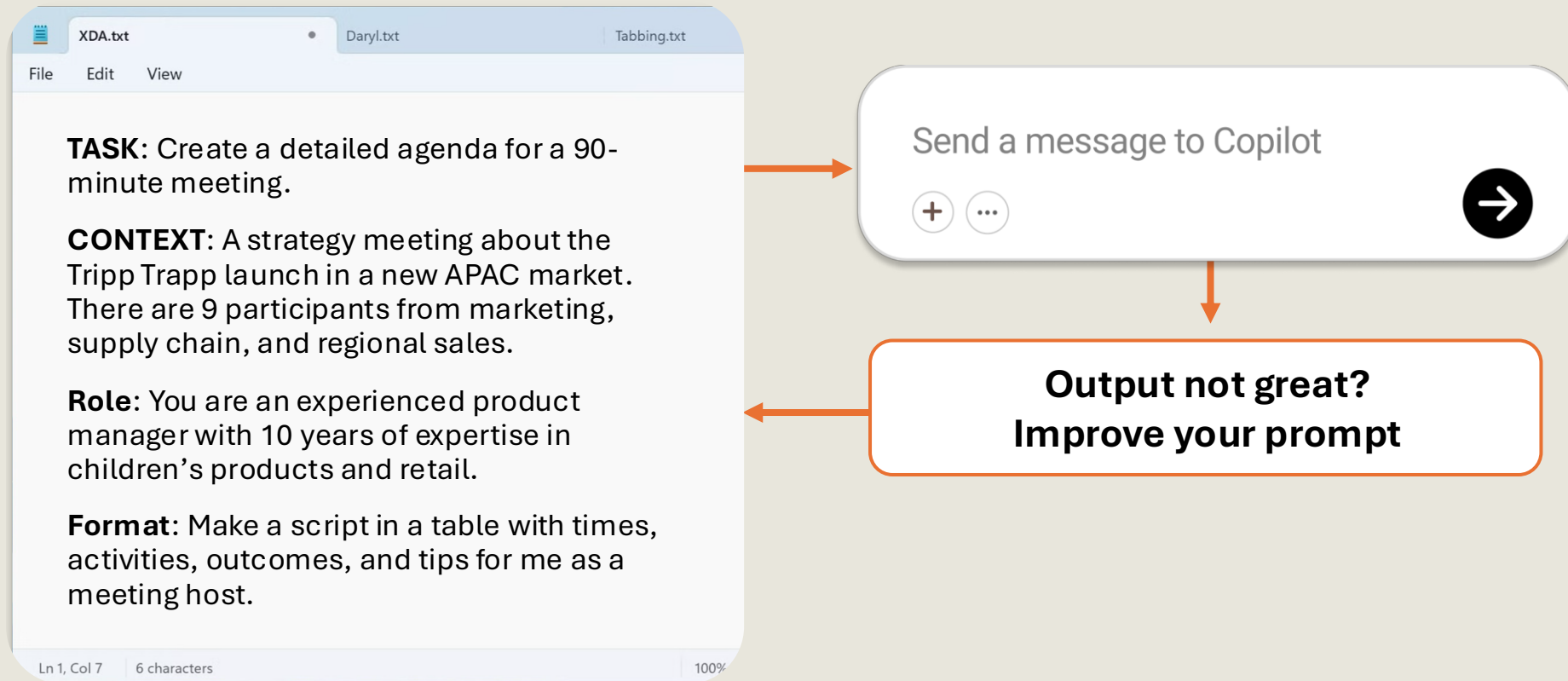


WHAT it looks like: plain text, table, CSV

WHAT it contains: agenda, report, to-do list



Copy your prompt to the chat, test & improve



Summary part 1

1. AI predicts words
2. Prompt generic = output generic

Copilot can sound like a robot 🤖
After the break, we fix that.

PROBLEM

Copilot is **NOT** trained on your

- X** .. Internal documents
- X** .. Roles and teams
- X** .. work processes
- X** .. Culture and jargon

PROBLEM

Training data is inconsistent

Tripp Trapp sold?

13 million?

15 million?

14 million?

→ This is why **YOU** need to provide context

ChatGPT 5 ▾

How many Tripp Trapp chairs have been sold worldwide? give me ONLY a number without websearch.

13,000,000

Gemini

2.5 Pro ▾

How many Tripp Trapp chairs have been sold worldwide? give me ONLY a number without websearch.



Over **15 million** units.

 Copilot

14000000

SOLUTION



We need to provide the Context
that AI needs to perform the task well.

Without context → generic output

With context → relevant output

SOLUTION

Context document

A blue icon representing a Microsoft Word document, featuring a white 'W' on a blue square background with horizontal stripes.

A structured text file
with specific information for
a task, process, or project.

AI reads it once and applies it every time.

Context example

Bi-weekly meeting
with the management team

What are we working towards?

PROMPT PART1

TASK: Create a summary of the management team consultation based on the transcript.

CONTEXT:

A bi-weekly meeting with the management team (5 participants).

The most important organizational developments and projects for the coming quarter are discussed.

The management team consists of the director, head of projects, head of operations, financial manager and HR manager.

The meeting lasts 90 minutes and covers financial results, ongoing projects, human resources and strategic initiatives.


PROMPT NOW

TASK: Create a summary of the MT meeting based on the transcript.

Use: [MT-context.docx]




MT-context.docx

 Option 1

Extended **prompt**

Minimale **context**

 Option 2

Minimal **prompt**

Extended **context**

PROMPT

Make a summary of the meeting based on the transcript.

PROMPT

Make an analysis of this governance document for the management team

PROMPT

Create an onboarding program for the new board assistant.



MT-context.docx



MT-context.docx



MT-context.docx



meeting transcript.txt



Rapport.pdf



Assistant profile.pdf

Activity: create your own context document

15 min



What is your role and task?

1. Organization and role

Lars Henriksen, I work at Stokke as a Regional Sales Manager. I manage retailer partnerships and sales in the APAC market.

What is your main task?

Describe it in 3 steps

2. Main task and work process

I prepare the quarterly sales review for APAC retailers

1. Export sales data from SAP and consolidate per retailer
2. Analyze performance vs. targets and identify trends
3. ...

What does the final product look like?

3. Desired end result

What: Quarterly sales review

Who: VP Sales APAC (Nora Kristiansen)

When: Within 5 working days after quarter close

Terms, guidelines, do's & don'ts

4. Points of attention

Terms: ASP = Average Selling Price

Rule: Retailer-specific data must not be shared across accounts

Note: Sustainability is extra important for key retail partners

Write Your Prompt

5 min



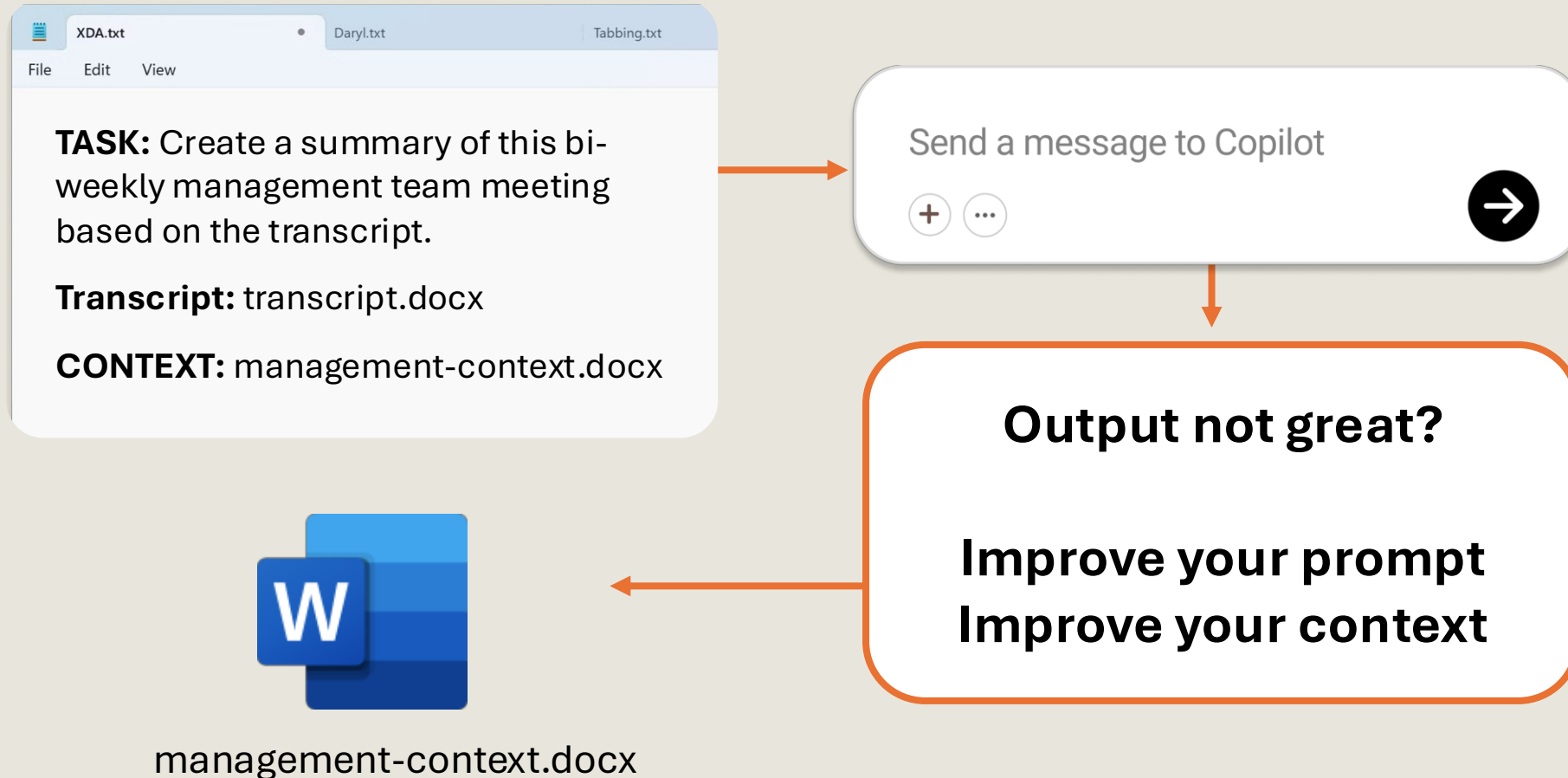
TASK: Create a summary of this bi-weekly management team meeting based on the transcript.

Transcript: transcript.docx

Context: managment-team-context.docx

This is an example.
Describe **your** task

Prompt + context document → test → improve



Put your prompt as text file + context document in a dedicated folder

TASK: Create a summary of the bi-weekly management team meeting based on a transcript. Focus on the important organizational developments and projects.

Transcript: transcript.docx

CONTEXT: management-context.docx



management-context.docx

3 Key Takeaways

1. AI predicts words, it doesn't think.

Always verify important output.

2. Better context, better results.

Your Context Document is your biggest advantage.

3. You stay in control.

AI does 60%, your expertise does the other 40%.

This is just the beginning

What's next with Microsoft Copilot?

Copilot Studio: build custom AI agents for your team

SharePoint Agents: AI that answers from your documents

→ Talk to Masoud if you want to explore this for your team.

Your Next Step

1. Do ONE Copilot experiment this week.

2. Bookmark your Stokke Resource Hub.

Everything we did today is here:

The Context Document Canvas

The 4-Building-Block Cheat Sheet

Today's slide deck

stokke.copilot-academy.com

