

**COPILOT ACADEMY**

# AI Skills Stokke

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**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](https://stokke.copilot-academy.com)

The screenshot shows a web browser window with the URL `basis.copilot-academy.nl`. The page is titled "AI Skills Training" and features a navigation menu with "Overzicht" (Overview) selected. Under the "TRAINING" section, there are links for "Workshop 1", "Workshop 2", "Oefening" (Exercise), and "Downloads". A "REFERENTIE" (Reference) section is also visible. The main content area displays "AI Skills Basistraining" with a welcome message: "Welkom bij de basistraining. In twee workshops leer je de fundamentele 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" (No prior knowledge required). A video player is embedded, 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 of the video player. The Copilot Academy logo is present in the bottom left corner of the page.

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 screenshot shows a Google search interface. The search bar contains the text "best pet to have site". Below the search bar, there are navigation tabs for "All", "Images", "Videos", "News", "Web", "Books", and "Finance". The search results are from Reddit, specifically from the r/Pets subreddit. The first result is titled "What is the best pet and why?" and has 150+ comments from 1 year ago. The second result is titled "Which is the best pet to get? : r/Pets" and has 10+ comments from 6 months ago. The third result is titled "What is the best pet for someone starting out?" and has 30+ comments from 5 months ago. The text of the results is partially visible, showing discussions about the best pet based on happiness, companionship, and starting out.

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

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!

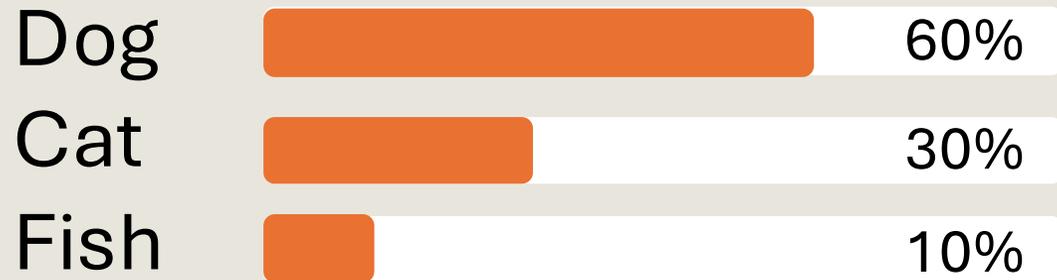
 Copilot

Goldfish

AI predicts based on patterns

Prompt

"The best pet is a..."



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

Google best pet to have site X

All Images Videos News Web Books Finance

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

### What is the best pet and why?

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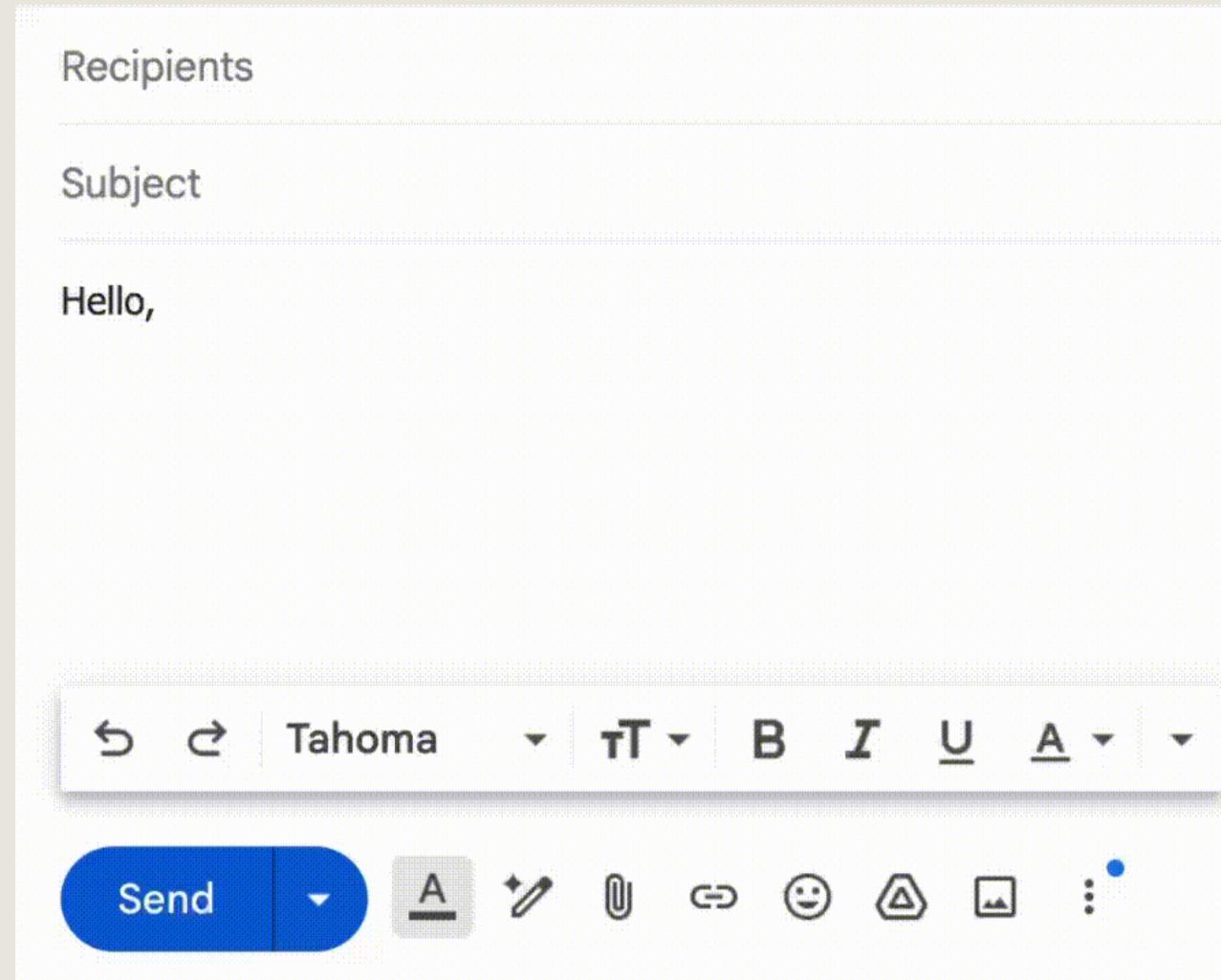
### What is the best pet for someone starting out?

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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.**



**As in your email, it predicts words**

# The 3 main language models



Data



Writing



General



M365 & Privacy



# 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:

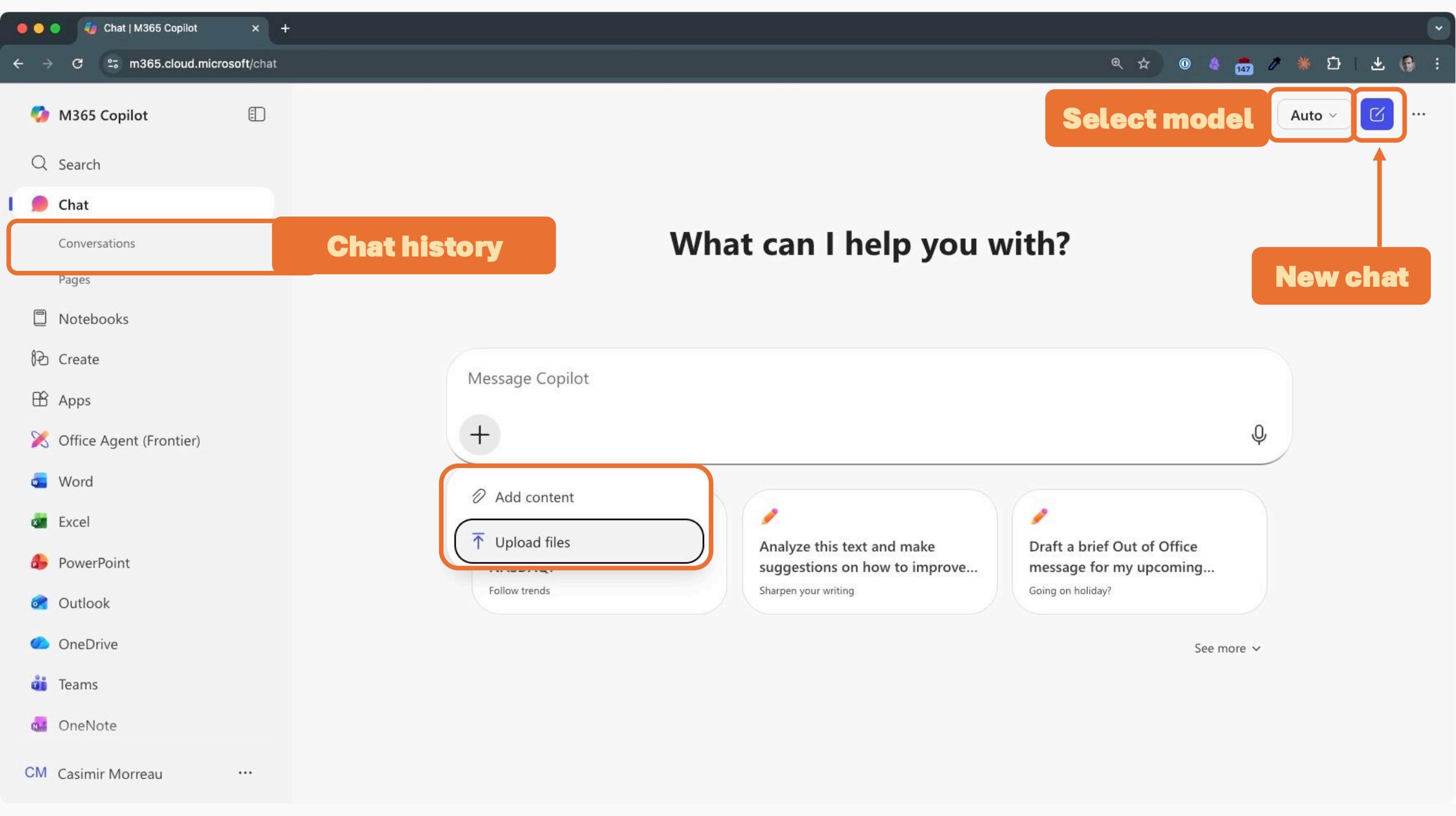
- 1. Open your document:** Make sure you've opened the document where you want to create the summary.
- 2. Go to the Insert tab:** Click the Insert tab in the ribbon menu at the top of the screen.
- 3. Select Smart Summarization:** Look for the Smart Summarize option in the menu and click on it.



1 van 30 reacties

Door AI gegenereerde inhoud is mogelijk onjuist





Select model

Auto



New chat

Conversations

Chat history

# What can I help you with?

Message Copilot

+

🎤

Add content

Upload files

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

# 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.



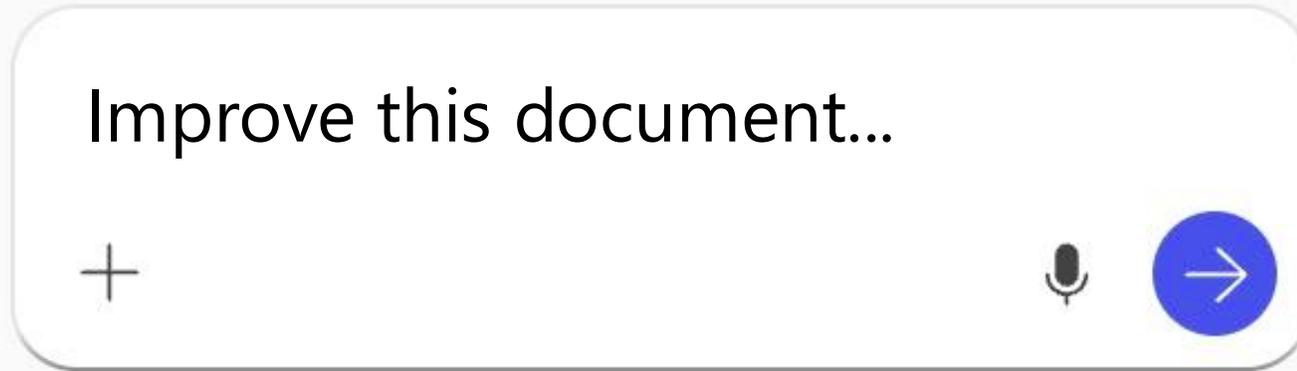
Analyze Stokke Q4 sales across EMEA, APAC, and Americas and draft a 2026 regional launch plan.



# Prompting

Write instructions that work

# Most people use chat as Google



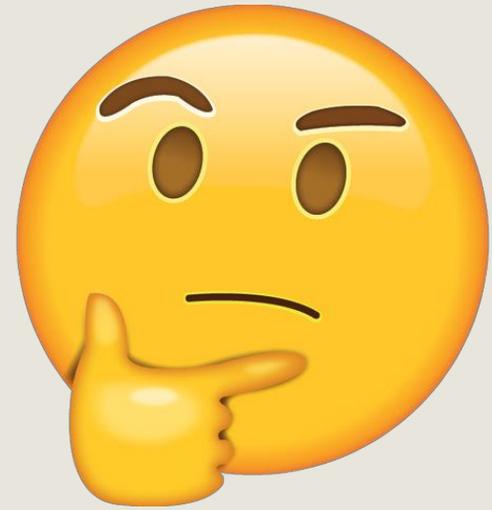
Create a presentation...

Summarize this...

Write an email...

**Short questions = generic answers**

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

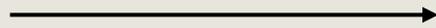


If you want to do **"REAL"** work

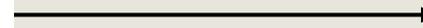
# Effective prompt = From report to insight in 1 min



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.

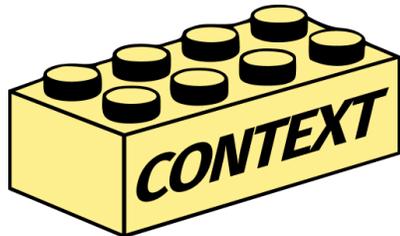
**ROLE:** You are an experienced communications officer who goes through reports to gather actionable insights.

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

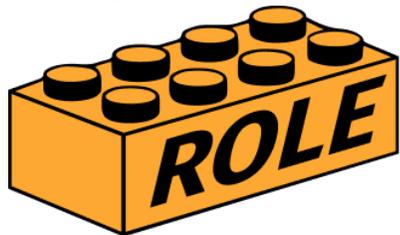
# Prompting in 4 building blocks



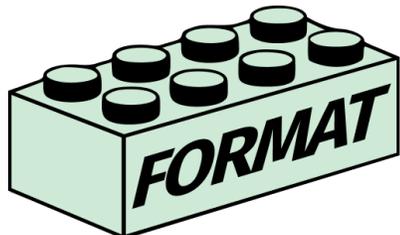
Specify the **task**



Provide **background information**



Use a **role or expertise**



Describe the **end result**



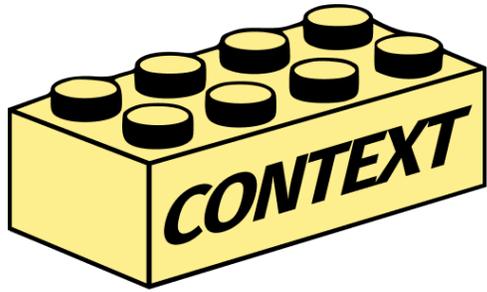
Always start with a **TASK** that is as clear as possible

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.

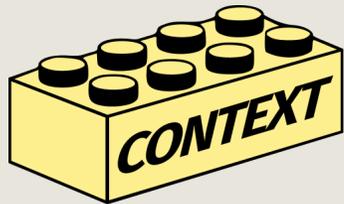
Goals, target group, team info, project knowledge, limitations, organization, etc..

# Write the prompt in a text document

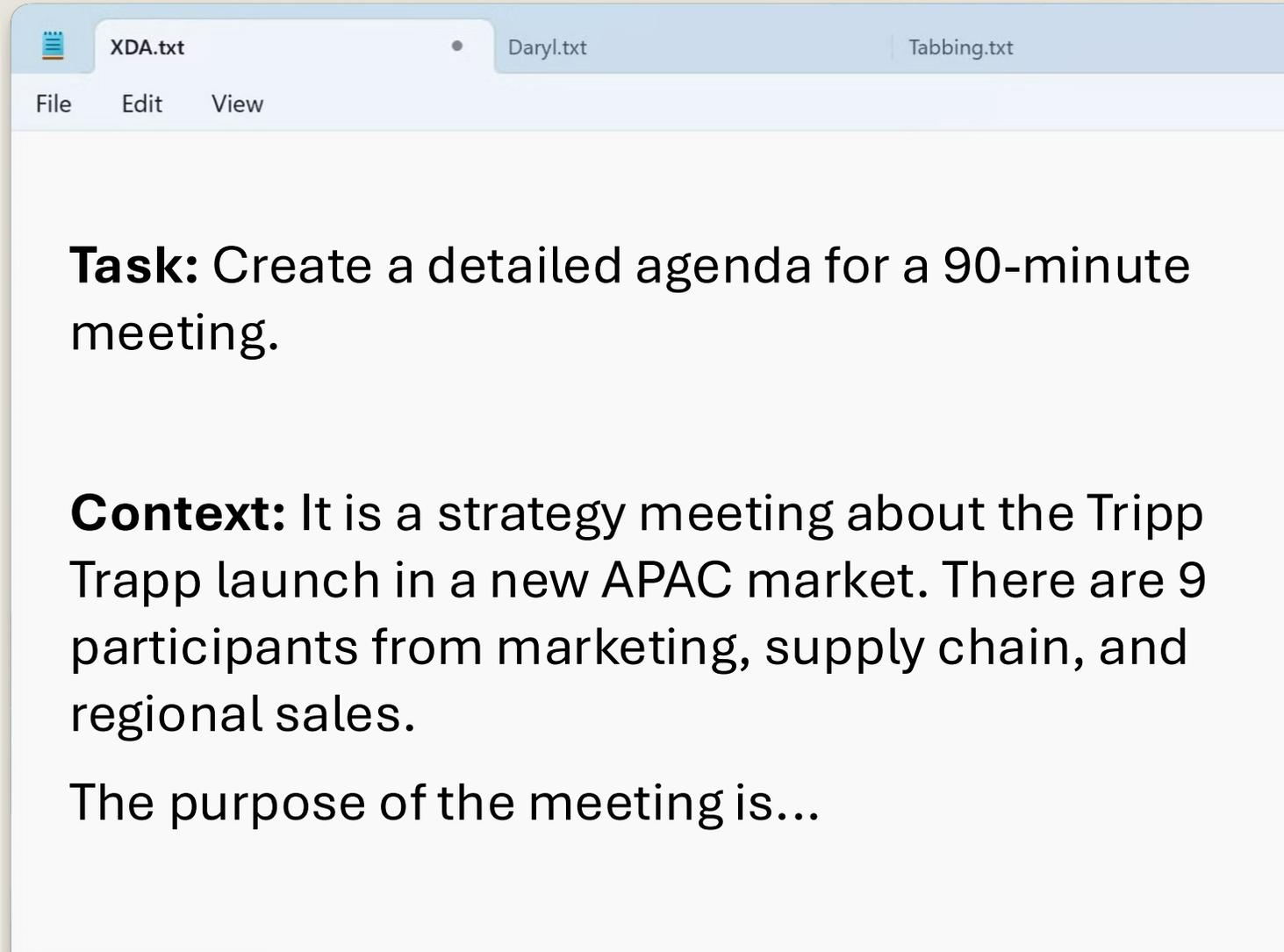
4 min



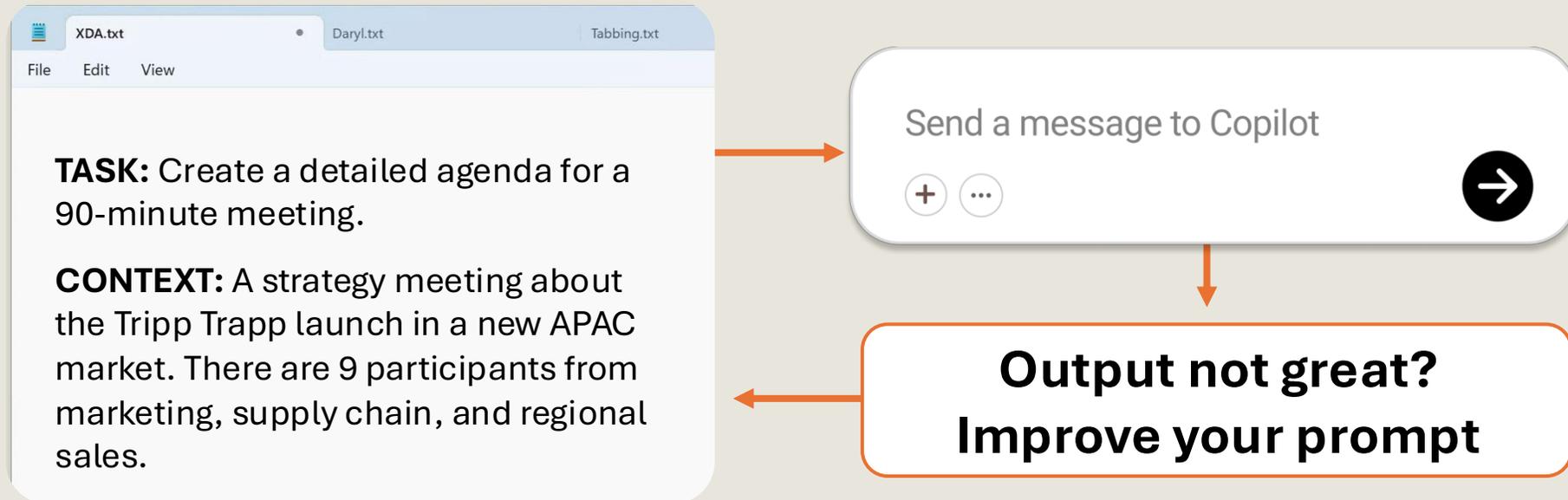
What is the specific task?

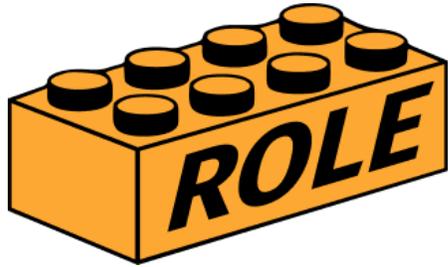


What information is important?  
Team, goals, target group, project knowledge.



# Copy your prompt to the chat, test & improve





Set the **perspective**

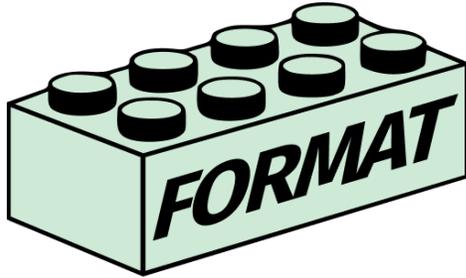
Who should AI act as?

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

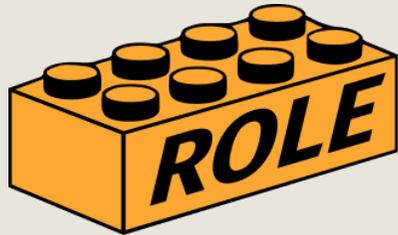
Table, list, summary, step-by-step plan,  
report with chapters, calendar with deadlines



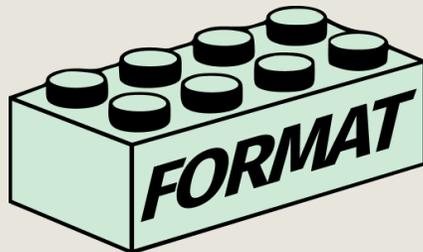
AI is like a parrot > specific in, specific out.

# Add Role and Format to your prompt

4 min

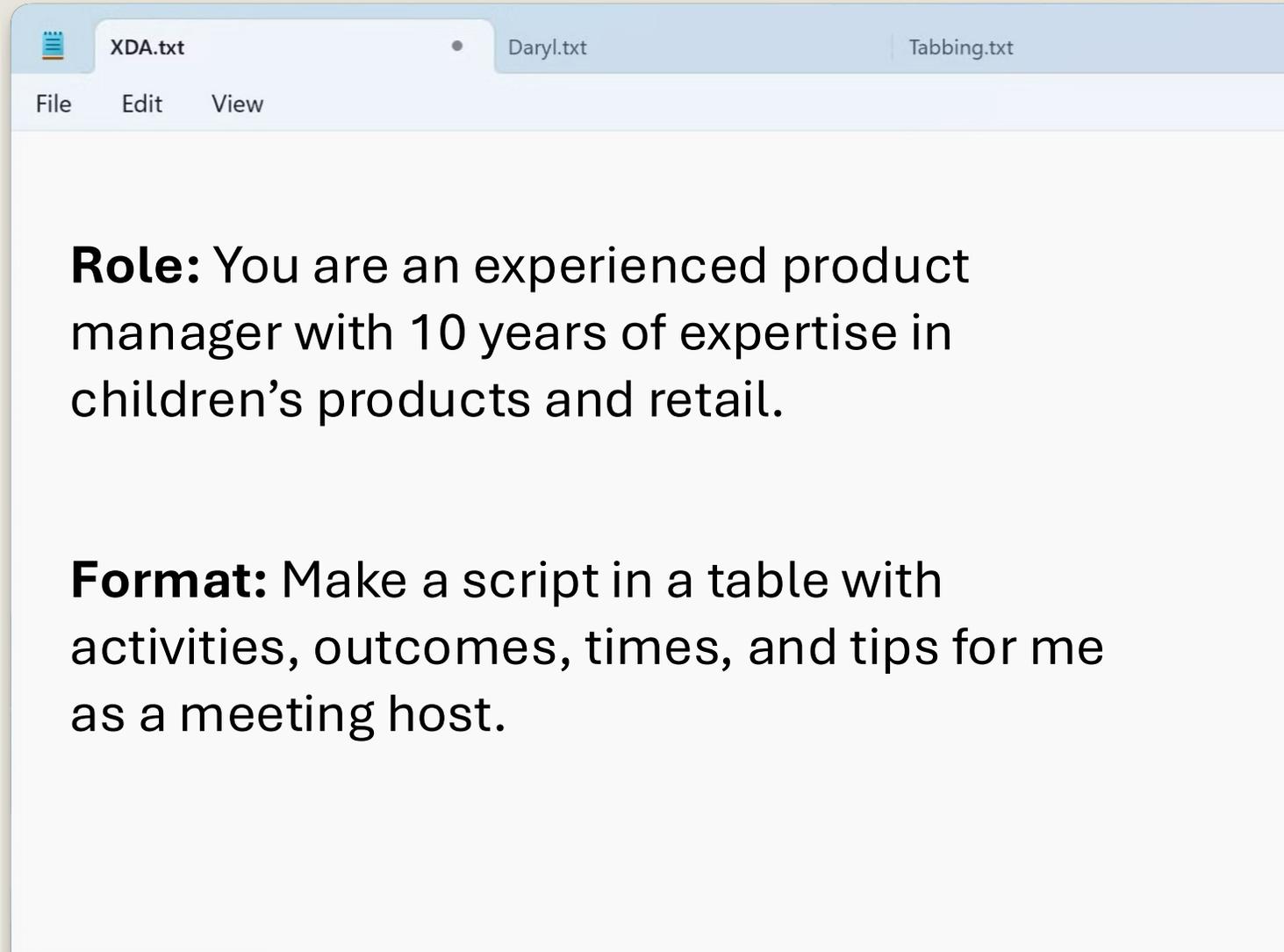


Product manager at Stokke

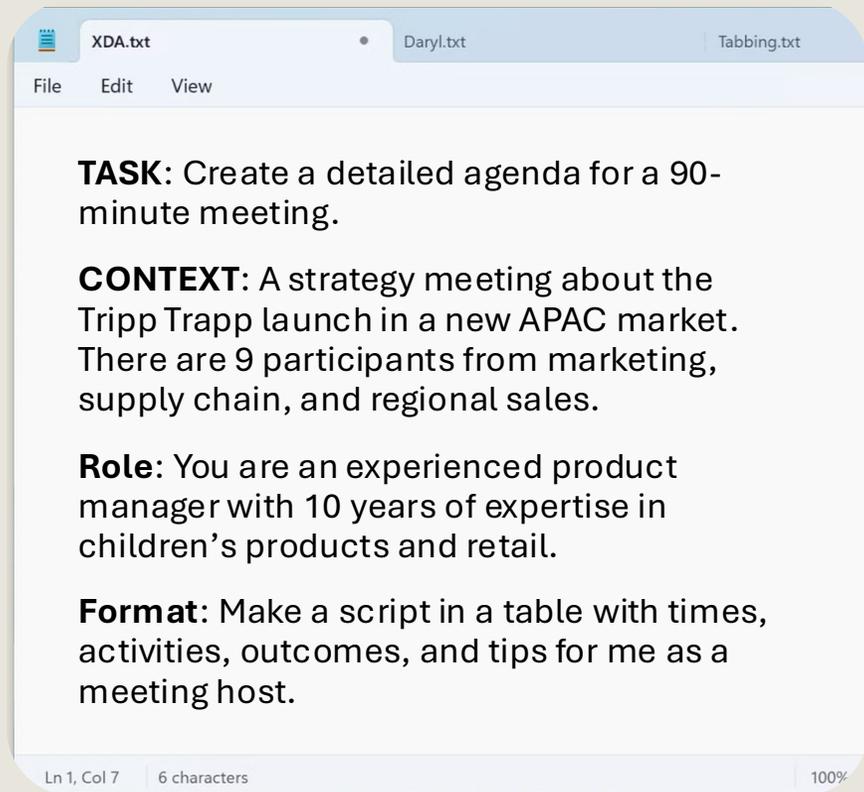


**WHAT** it looks like: plain text, table, CSV

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



# Copy your prompt to the chat, test & improve



XDA.txt Daryl.txt Tabbing.txt

File Edit View

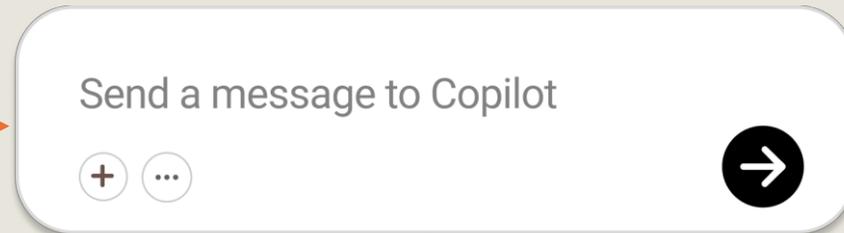
**TASK:** Create a detailed agenda for a 90-minute meeting.

**CONTEXT:** A strategy meeting about the Tripp Trapp launch in a new APAC market. There are 9 participants from marketing, supply chain, and regional sales.

**Role:** You are an experienced product manager with 10 years of expertise in children's products and retail.

**Format:** Make a script in a table with times, activities, outcomes, and tips for me as a meeting host.

Ln 1, Col 7 | 6 characters | 100%



Send a message to Copilot

+ ... →



**Output not great?**  
**Improve your prompt**

# 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?

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.

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

 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 document icon with a white 'W' on it, representing a Microsoft Word document.

W

**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



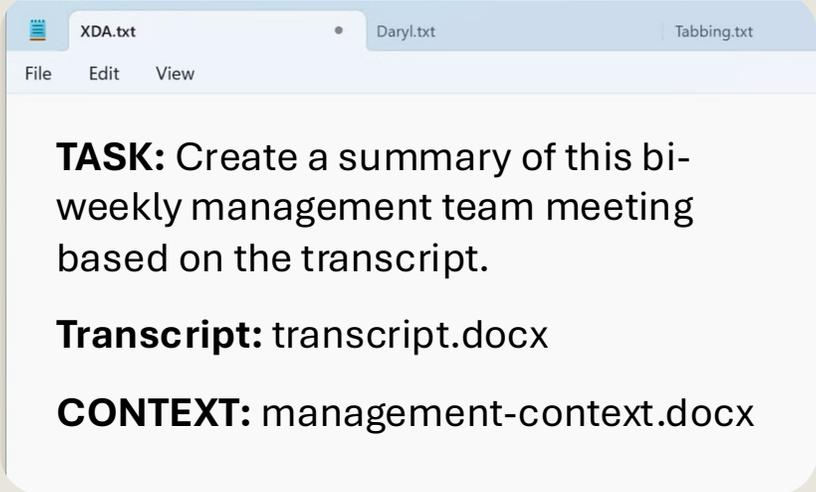
**TASK:** Create a summary of this bi-weekly management team meeting based on the transcript.

**Transcript:** transcript.docx

**Context:** managment-team-context.docx

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

# Prompt + context document → test → improve



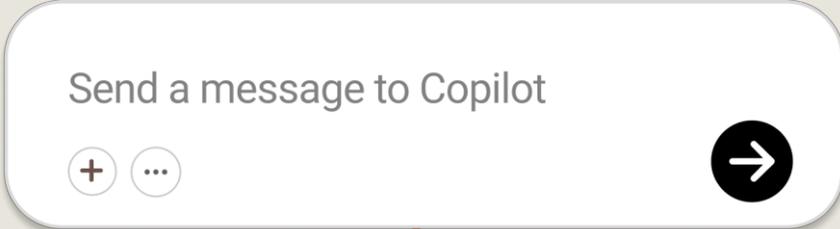
XDA.txt Daryl.txt Tabbing.txt

File Edit View

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

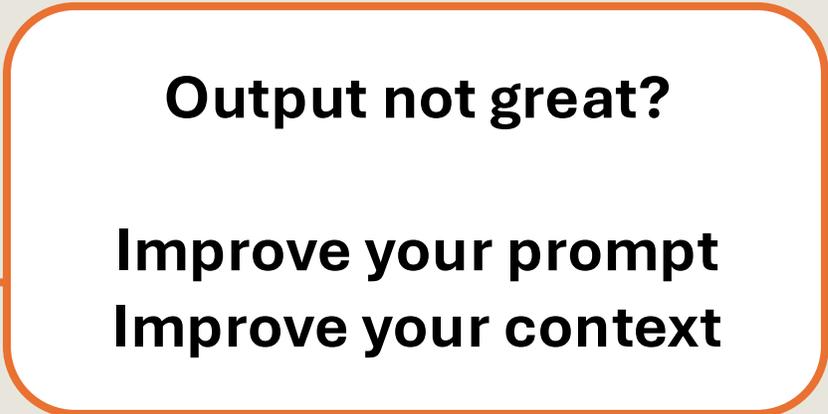
**Transcript:** transcript.docx

**CONTEXT:** management-context.docx



Send a message to Copilot

+ ... →



**Output not great?**

**Improve your prompt**

**Improve your context**



management-context.docx

## 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.

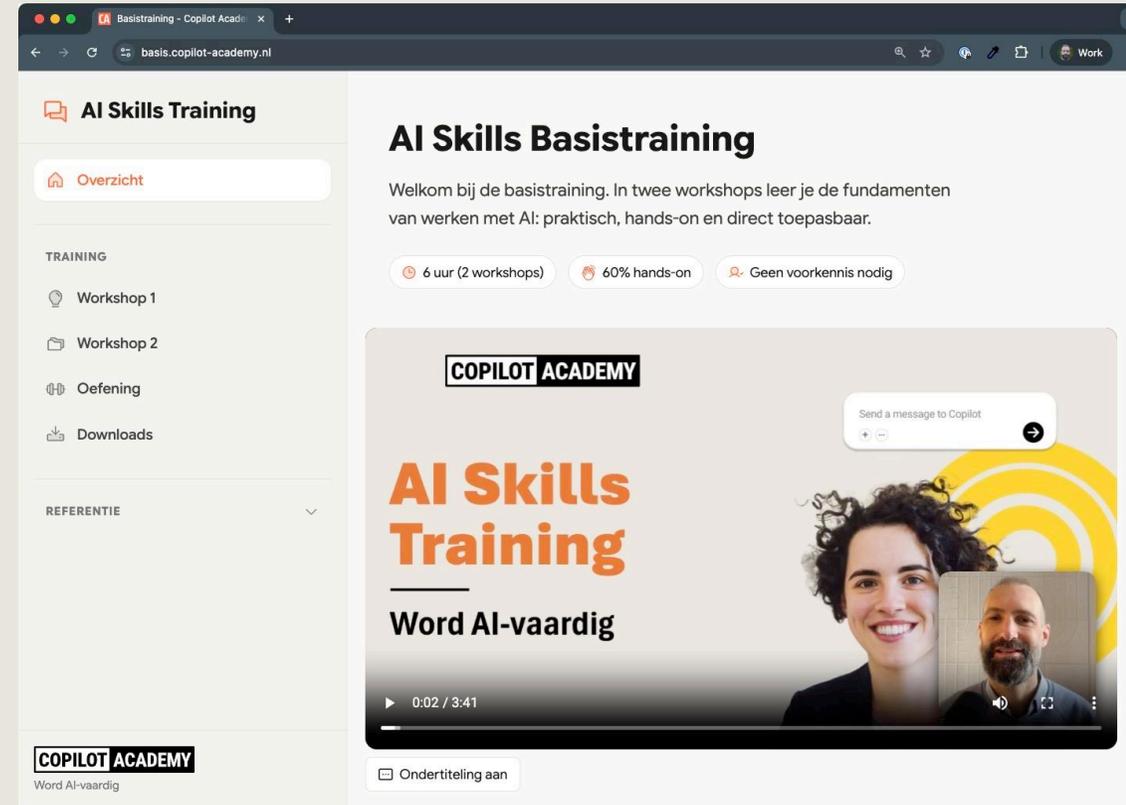
Everything we did today is here:

The Context Document Canvas

The 4-Building-Block Cheat Sheet

Today's slide deck

[stokke.copilot-academy.com](https://stokke.copilot-academy.com)



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