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Building Custom GPTs with OpenAI

Class Duration

7 hours of live training delivered over 1-2 days to accommodate your scheduling needs.

Student Prerequisites

- Comfort with everyday office software: documents, spreadsheets, email, and a web browser
- Basic experience chatting with ChatGPT is helpful but not required
- No technical background or programming experience required

Target Audience

Business users and team leads who want to build their own custom GPTs in ChatGPT: operations, HR, finance, marketing, sales, support, and management. Ideal for teams on ChatGPT who want reusable, purpose-built assistants grounded in their own documents and processes. No technical background is assumed, and nothing in the course requires one.

Description

This practical, hands-on course teaches business users how to build their own custom GPTs in ChatGPT, no programming required. Participants learn what a custom GPT is, then build one using the conversational GPT Builder and the Configure panel. The course covers writing clear instructions, adding conversation starters, uploading documents as knowledge, and turning on built-in capabilities such as web browsing and data analysis. It introduces actions at a high level so participants understand how a GPT can connect to outside services, then focuses on testing a GPT until it behaves reliably. Sharing and responsible use receive close attention: publishing privately, by link, to a workspace, or to the GPT Store, along with protecting data and working within organizational policy. Every topic is practiced against realistic workplace scenarios so participants leave able to build, refine, and share useful GPTs the same week.

Learning Outcomes

- Explain what a custom GPT is and how it differs from ordinary ChatGPT.



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- Create a custom GPT with the conversational GPT Builder and the Configure panel.
- Write clear instructions that shape a GPT's role, tone, scope, and behavior.
- Add conversation starters that guide the people who use a GPT.
- Upload documents as knowledge and keep them accurate and current.
- Turn on built-in capabilities such as web browsing and data analysis appropriately.
- Understand at a high level how actions let a GPT connect to outside services.
- Test and refine a GPT, checking its answers against its knowledge.
- Share a GPT privately, by link, to a workspace, or to the GPT Store, and protect data responsibly.

Training Materials

Comprehensive courseware is distributed online at the start of class. All students receive a downloadable MP4 recording of the training.

Software Requirements

Students need a ChatGPT account on a plan that supports building custom GPTs, and a web browser. No installation required.

Training Topics

Understanding Custom GPTs

- What a custom GPT is and how it extends ChatGPT
- Custom GPTs compared to ordinary ChatGPT conversations
- Everyday scenarios where a purpose-built GPT helps
- The pieces of a GPT: instructions, knowledge, and capabilities
- The path from idea to shared GPT

Creating a GPT with the Builder

- Describing a GPT in plain language to the GPT Builder
- Switching to the Configure panel for finer control
- Naming a GPT and writing its description
- Adding a profile picture and conversation starters
- Previewing a GPT as you build it

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Writing Effective Instructions

- The anatomy of clear GPT instructions
- Defining what the GPT should and should not do
- Setting tone, audience, and response format
- Handling questions outside the GPT's scope
- Refining instructions based on how the GPT responds

Adding Knowledge

- Uploading documents as a knowledge source
- Choosing which files belong in a GPT
- Keeping knowledge accurate and up to date
- How knowledge reduces made-up answers
- Checking answers against the uploaded files

Built-in Capabilities

- Turning on web browsing for current information
- Using data analysis to work with spreadsheets and files
- Generating images when a GPT calls for it
- Choosing which capabilities a GPT actually needs
- Understanding the limits of each capability

Actions and Outside Services

- What actions let a GPT do beyond built-in features
- How a GPT can connect to approved outside services
- Understanding what an action can access on your behalf
- When to involve a technical colleague for setup
- Reviewing an action's results before relying on them

Testing and Refining

- Trying a GPT against realistic questions
- Spotting weak instructions and knowledge gaps
- Checking answers against the GPT's sources
- Iterating on instructions, knowledge, and capabilities
- Getting a GPT ready to share

Sharing and Responsible Use

- Publishing a GPT privately, by link, to a workspace, or the GPT Store
- Protecting customer, employee, and company data



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- Understanding what is shared when others use your GPT
- Working within your organization's AI and data policies
- Sharing effective GPT practices across your team