



CRAFT · Custom GPT · Data Protection

MODULE 1 — KICK-OFF & QUICK WINS


5 Quick Wins. 1 Finance GPT. Ready to use immediately.

2–4 hours

Individual Coaching

Live Demo & Exercises

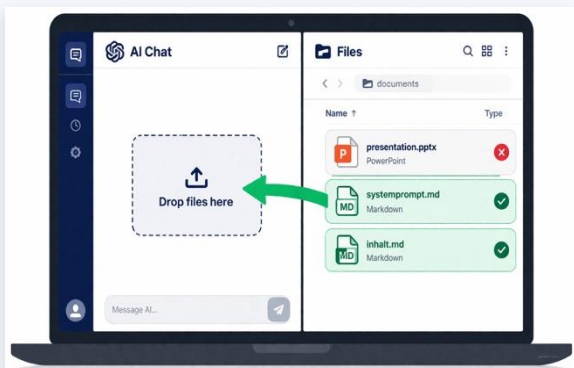
Note:

 This training is conducted by an AI system as trainer (e.g., ChatGPT, Gemini, Claude) – upload both Markdown files (Systemprompt.md and inhalt.md) and type “Start”. No human trainer required.

 Download both files: <https://www.foundic.org/category/schulungen/>



1 Upload files to chat



① **Open your LLM in a browser**
ChatGPT, Claude or Gemini — text mode (no audio!)

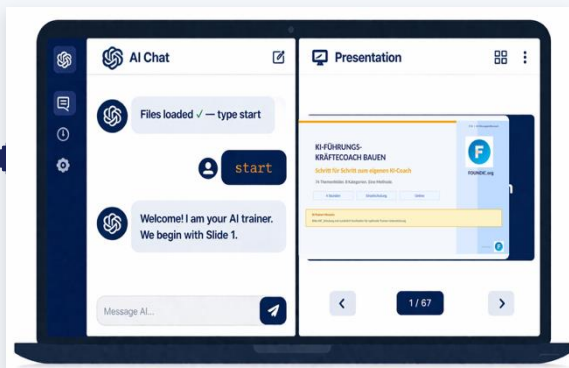
② **Upload both Markdown files**
system_prompt.md + inhalt.md per Drag & Drop

✗ **Do NOT upload the PowerPoint**
Only the two .md files belong in the chat

⚠ No audio yet — files can only be loaded in text mode.

📁 **Files missing?** Download: foundic.org/schulungen

2 Start training with "start"

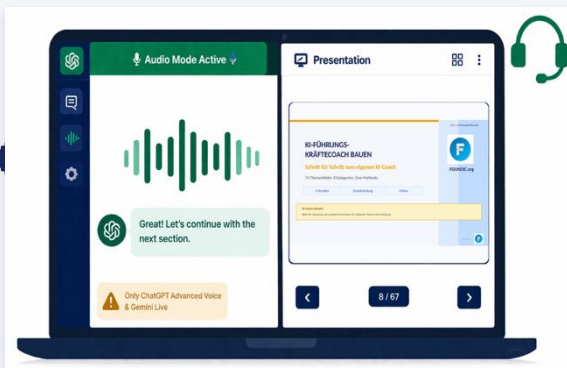


① **Type the word: start**
A single word is enough — the trainer starts automatically

② **Split your screen**
Left: Chat window · Right: Open PowerPoint slides

✓ **The slides are your visual anchor — the trainer tells you when to advance.**

3 Optional: Enable audio mode



① **Complete Steps 1 & 2 first**
Load files + type "start" — then enable audio

② **Enable audio mode**
ChatGPT: Headphones symbol · Gemini: Microphone symbol

③ **Put on headset & speak**
View slides, speak freely with the trainer

Available only in ChatGPT (Advanced Voice) and Gemini Live — not in Claude.

Check-In — Who are you, what do you bring?

 Entry Check — Please answer briefly:



How many hours/week do you spend on AI-suitable tasks?

→ Goal: Trainer sees prior knowledge + objections immediately

Slider 0–20h



Which AI tools are you already using?

→ Goal: Trainer sees prior knowledge + objections immediately

Multiple Choice (Multiple selection)



My biggest AI concern today is...

→ Goal: Trainer sees prior knowledge + objections immediately

Word Cloud

Agenda — What to expect today

15 min	 Introduction & Self-Assessment: Expectations & AI Experience	Introduction
15 min	 Input: Why AI now? Finance day-to-day work Statistics	Input
10 min	 EXERCISE: Time Consumers Analysis — Your 3 biggest time consumers	Exercise
15 min	 GenAI Fundamentals: LLM, Tokens, Context, Hallucination	Input
10 min	 LIVE-DEMO: Variance Commentary in 60 seconds	Demo
15 min	 CRAFT Framework + PROMPT LAB 1	Exercise
10 min	 LEARNING CHECK 1 (6 Multiple-Choice)	Check
10 min	 PAUSE	Break
20 min	 Prompt Engineering: Zero-Shot → Few-Shot → CoT → Advanced Techniques	Input
15 min	 EXERCISE: Free Prompt vs. CRAFT — Before/After (mit Trainer)	Exercise
15 min	 Data Protection: GDPR · Data Classification · EU AI Act Art. 4	Input
10 min	 INDIVIDUAL CHECK: Which data can ich enter?	Check
15 min	 Custom GPTs & AI-Assistants: Configuration & Platforms	Input
10 min	 LEARNING CHECK 2 (6 Multiple-Choice)	Check
10 min	 PAUSE	Break
40 min	 BUILDING SESSION: Build Your Finance Sparring Partner (40 min.)	Hands-on
10 min	 Use Case Gallery: 4 Finance Applications	Input
10 min	 MINI CASE: GDPR vs. Efficiency — Group Analysis	Analysis
10 min	 Wrap-up: Learning Check · Transfer Task · Preview of Module 2	Closing

Why AI Now? — 3 Forces Changing Finance

1



Technological Leap 2023–2025

GPT-4, Claude 3, Gemini 2 — for the first time, LLMs can formulate complex professional texts.
Finance texts: commentaries, analyses, reports — exactly what LLMs can do.

2



Regulatory Pressure: EU AI Act Art. 4

AI literacy requirement since 02.02.2025. Failure to train creates compliance gaps.
This training = your evidence. Finance is particularly exposed.

3



Competitive Pressure: Competitors Don't Sleep

McKinsey 2024: Finance functions using AI have 25% lower process costs.
Earnings Calls, Forecasting, Reporting — AI becomes standard.

AI in Finance Day-to-Day Work — What the Numbers Say



use AI privately already

75 %

but only 22 % use it systematically at work
→ Your competitive advantage (McKinsey 2024)



saveable daily

1.5 hrs.

per knowledge worker per day
→ at 3–5× AI usage per week



to 100 million users

2 Mon.






Fastest tech adoption in history.
→ AI is infrastructure — no longer just a trend.



EU AI Act Art. 4 (in effect since 02.02.2025): AI literacy training for all employees with AI contact — mandatory documentation.

Northern Light Corporation — two protagonists accompany us through all modules.

Typical Finance Day — Today (without AI)

-  Variance Commentary: 3–5 hrs. to write
-  Stakeholder Emails: 1–2 hrs. to compose
-  Research & Benchmarking: 2–4 hrs./week
-  Board Presentation: 3–5 hrs. to create
-  Meeting Minutes: 0.5–1 hrs. to prepare

 **Month-End Close: 8 days instead of 3**

 Today

5–7 hrs./week

 After this module

1–2 hrs./week

→ Savings: 3–5 hrs./week (≈ 150+ hrs./year)

Efficiency Potential: Conservative Estimates for Finance

Task	Previous Effort	With GenAI	Savings/Week
Management Commentary Monthly Report	3–5 hrs./month	0.5–1 hrs./month	~1 hr./week
Variance Analysis Report	2–4 hrs./month	0.5 hrs./month	~0.75 hrs./week
Email Templates / Stakeholder Communication	1–2 hrs./week	0.25 hrs./week	~1.5 hrs./week
Research / Benchmarking	2–4 hrs./week	0.5–1 hrs./week	~2 hrs./week
Meeting Minutes / Meeting Summaries	0.5–1 hrs./meeting	5 Min./Meeting	~1 hr./week
TOTAL (conservative estimate)			5–7 hrs./week

Assumptions: Finance professional with at least 3 years of experience, usage 3–5x/week. No full automation — human reviews output.

5–7 hrs./week × 48 weeks = up to 336 hours per year — back for real analysis.

"What are your 3 most time-consuming manual Finance tasks?"



Your Reflection Task — 5 min.

1. Name your 3 most time-consuming manual tasks
2. Estimate: How many hours does that take per week?
3. Mark your #1 priority
4. Trainer discusses: Which of these are AI quick wins?

Typical Time Consumers

Variance
Commentary

Budget Emails

Board Decks
from figures

Research &
Benchmarking

Meeting Minutes
follow up



Your Quick-Win Candidates — 4 Categories of Immediately Delegable Tasks

Trainers discuss together: Which category does your #1 time waster fall into?

Text Creation

- ▶ Variance Commentaries
- ▶ Management-E-Mails
- ▶ Board-Narratives
- ▶ Meeting Minutes
- ▶ Statements

Analysis

- ▶ Variance Analyses
- ▶ Forecast Scenarios
- ▶ Benchmark Comparisons
- ▶ KPI Trends
- ▶ Cost Analyses

Research

- ▶ Peer Comparisons
- ▶ Market Data
- ▶ Regulatory Updates
- ▶ Best Practices
- ▶ Tool Evaluations

Organization

- ▶ Data Preparation
- ▶ Template Creation
- ▶ Report Structure
- ▶ Presentation Outline
- ▶ FAQ Documents

What is generative AI — and what is it not?

Strengths & Limitations

- ✓ Structure & formulate text
- ✓ Summarize & translate
- ✓ Write Code & explain code
- ✗ Reliably calculate numbers
- ✗ Retrieve real-time data
- ✗ Make strategic judgments

How an LLM works

The simplest explanation:

"Auto-Complete on Steroids" — that's a first approximation no understanding, just probability prediction.
The model asks: Which word comes next?

Training: Billions of texts → Learn patterns

Prompt: Your input = Context for prediction

Output: Most likely next token

3 technical terms — what you need to know for finance



TOKEN

approximately 0.75 words. "Controller" = 2 tokens. "€" = 1 token.

- Finance documents are lengthy. 10-page report \approx 6,000 tokens.
- Many tools have limits (32k–200k). If exceeded: chunk the content.

 **Rule of thumb: 1 A4 page \approx 600 tokens**



CONTEXT WINDOW

Everything the model "sees" in one session — prompt + history + context + answer

- Larger = better analysis of long documents (contracts, reports).
- Claude 200k: 300 A4 pages at once — ideal for documentation analysis.

 **Large window = better for finance documents**




TEMPERATURE

Creativity control: 0 = predictable, 1 = creative.

- Finance texts: temperature 0–0.3 (precise, consistent).
- Brainstorming: 0.7–1.0 (creative, diverse).

 **For reports: low temperature. For ideas: high.**

Hallucination — The Critical Finance Risk

 **Hallucination:** The model generates plausible-sounding but factually false information — without "knowing" it is false.

Cause

- ▶ No database query
- ▶ Probability model
- ▶ No real-time access
- ▶ Training data outdated

Finance Examples

- ▶ Wrong EBITDA margin
- ▶ Made-up peer figures
- ▶ Incorrectly cited sources
- ▶ Rounded table fields

QA: P–Q–R Method

- ▶ P — Plausible? (Does it make sense?)
- ▶ Q — Verify source (vs. original)
- ▶ R — Risk level (Impact × Sensitivity)
- ▶ → Apply all 3 to every finance output!

⚡ LIVE DEMO — Now see the difference live:

✘ POOR PROMPT (Input 1)

"Analyze the variances in our P&L and write a commentary about it."

Expected Result:

- ✘ Generic and not finance-specific
- ✘ Not management-appropriate tone
- ✘ Missing structure (key message/drivers)
- ✘ Not adapted to our situation

VS

✓ CRAFT PROMPT (Input 2)

You are a Senior Controller (15 years of experience). I am a controller at Northern Light Corporation (Energy, 320 employees, Hamburg).

*Analyze: Revenue Q3 Actual 45M€
(Budget: 50M€, PY: 43M€).*

*Format: 1) Key message (1 sentence)
2) Top-3 drivers (bullets)
3) Recommendation (2 bullets)
Tone: Management-appropriate, German.*

Expected Result:

- ✓ Structured management commentary
- ✓ Precise language, correct tone
- ✓ Immediately usable in report

Same AI. Same question. Dramatically different result. The difference is in the prompt.

The CRAFT Framework: Your Prompt GPS for Finance

C**CONTEXT**

Background: Company, situation, data landscape

"I am a controller at Northern Light Corporation (Energy, 320 employees, Hamburg)."

R**ROLE**

What expertise should the AI adopt?

"You are a Senior Controller with 15 years of IFRS experience."

A**ACTION**

Concrete task, verb-based and precise

"Create a 5-point variance analysis for the CFO."

F**FORMAT**

Output format: Table, bullets, prose

"Format: Bullet points, max. 3 sentences per point, English."

T**TO NE**

Tone/Style: factual, concise, CEO-appropriate

"Tone: Management-level, objective, no technical jargon."



Five ingredients like a recipe — missing one, it doesn't work. CRAFT makes the difference.



Poor Prompt vs. CRAFT Prompt: The Direct Comparison

✘ Common Mistakes — 5 Examples

Too vague	<i>"Analyze the numbers"</i>
No format	<i>"Write something about the forecast"</i>
No role	<i>"Translate this into English"</i>
No context	<i>"What are the main drivers?"</i>
Wrong expectation	<i>"Calculate the break-even"</i>



✓ CRAFT Correction — 5 Examples

"Analyze variance CC 4711 (Actual: €1.2M, Budget: €1.0M). Name 3 root causes."

"Table: Scenario | Revenue | Commentary. 3 scenarios: Pessimistic/Base/Optimistic."

"You are a Finance Translator. Translate into British English, maintaining technical terminology."

"Context: Northern Light Corporation, Energy, Q3, Revenue -10%. What are the main drivers?"

"Describe the break-even methodology. I will calculate it myself - just give me the formula."

Common Prompting Mistakes — and Quick Fixes

Too vague
Prompt

X "Analyze the numbers"



✓ *"Analyze variance CC 4711 (Actual: 1.2M€, Budget: 1.0M€). Top-3 causes."*

No
Format

X "Write something about the forecast"



✓ *"Table: Scenario | Revenue | Commentary.
Pessimistic / Base / Optimistic."*

No
Context

X "What are the main drivers?"




✓ *"Context: Northern Light Corporation,
Energy, Q3, Revenue €45M (Budget €50M). Main
drivers?"*

Too long
Input

X Insert 5,000-line table



✓ *Insert only top-10 variances aggregated.
Raw data via file upload.*

 **Golden Rule: Never blindly accept outputs — always do a 4-eyes check (numbers vs. source file).**

A good CRAFT prompt takes 2 minutes — and saves 2 hours of rework.

Prompt Lab 1: Build Your First Finance Prompt

Take your #1 time waster task and fill in the 5 CRAFT fields:

C

I am [FUNCTION] at [COMPANY] in [INDUSTRY]. Situation: [DATA LANDSCAPE / PROBLEM].

R

You are a [EXPERTISE: e.g. Senior Controller / FP&A Manager] with [X] years of experience.

A

Create / Analyze / Write [CONCRETE TASK – as precise as possible].

F

Format: [Bullets / Table / Prose], max. [X words / X points], Language: English.

T

Tone: [Management-appropriate / factual / concise / CEO-friendly, no filler words].

 Learning Check 1 — 6 questions | 1 correct answer each | Trainer discusses immediately.

1. What is a Large Language Model (LLM)?

- A) Structured database
- B) Probability model based on text basis
- C) Search engine index
- D) Rule-based chatbot

2. What does C stand for in CRAFT?

- A) Control
- B) Context
- C) Communicate
- D) Calculate

3. What is AI hallucination?

- A) AI refuses to answer
- B) Plausible-sounding false output
- C) AI responds too slowly
- D) AI ignores the prompt

4. What does EU AI Act Article 4 govern?

- A) Prohibited AI systems
- B) AI Literacy obligation for employees
- C) Data storage limits
- D) Open-source requirements

5. What is the function of FORMAT in the CRAFT prompt?

- A) Limit file size
- B) Output structure and length specify
- C) Specify sources
- D) Select language

6. P-Q-R Check: Which step comes FIRST?

- A) R Risk level
- B) Q Check source
- C) P Plausibility
- D) All simultaneously

PAUSE

Screen off — stand up briefly — back in 10 minutes

After the break: Zero-Shot, Few-Shot, and Chain-of-Thought prompting

Prompt types: Zero-Shot and Few-Shot

Zero-Shot

Direct instruction without examples — the baseline method

 Use case: Simple texts · formatting · standard analyses

```
You are an FP&A Manager.  
Write a budget commentary for Q3:  
Revenue actual 45ME (budget 50ME).  
Format: Key message + 2 drivers + outlook.  
Tone: management-appropriate, German.
```

Few-Shot

2–5 examples in the prompt → model learns the pattern


 Use case: Consistent reports · tone alignment · repetitive outputs

```
Example (learn the format):  
Input: [Actual: 45, Budget: 50, Variance:  
-10%]  
Output: "Revenue was 10% below budget.  
Key driver: volume decline in the North  
region."  
  
Now: [Actual: 32, Budget: 28, Variance:  
+14%]  
Output:
```

Chain-of-Thought & Megaprompts — for complex analyses

Chain-of-Thought

Let model think step by step — for complex financial analyses

 Use case: Scenario analyses · forecast justifications · strategic recommendations

Analyze profitability. Step by step:

- 1. Assess revenue development*
- 2. Analyze cost structure*
- 3. Identify margin drivers*
- 4. Formulate recommendation*

Advanced Techniques

3 techniques to immediately improve your outputs:

Self-Review

"Check your output for plausibility and errors before you respond."

→ Hallucinations –20–30%

Meta-Prompt

"What else should I ask for a complete analysis?"

→ AI suggests gaps

Style specification

"Write in the style of a KPMG year-end commentary."

→ Format as reference

Prompt Library: 5 ready-to-use finance prompts

T1Variance
Analysis

*You are a Senior Controller. I am [ROLE] at [COMPANY].
Analyze: [COST CENTER/AREA], Actual [AMOUNT], Budget [AMOUNT], Variance [%].
Format: 1) Key message (1 sentence) 2) Top 3 drivers (bullets) 3) Recommendation
Tone: management-appropriate, factual, English.*

T2Managem
ent Email

*You are a Finance Business Partner. Write an email to [RECIPIENT].
Topic: [SITUATION]. Tone: [professional/urgent/informative].
Format: Subject + 3 paragraphs + clear call to action. Max 150 words.*

T3Forecast
Commenta
ry

*You are an FP&A Manager. Comment on our [Quarter] forecast.
Ist-Basis: [ZAHLEN]. Annahmen: [WACHSTUM/KOSTEN/MARGEN].
Format: Brief commentary (max 200 words) for Board Report.*

⚡ EXERCISE: Type both prompts yourself — I'll guide you and give immediate feedback

STEP 1 — Free Prompt (your instinct)

"Analyze our Q3 variances and write a commentary."

Observe the output:

- How specific is it?
- Is it management-ready?
- Do you need to adjust much?
- What information is missing?

VS

STEP 2 — CRAFT-Prompt (structured)

*You are an FP&A Manager.
We are [industry, revenue].
Analyze top-3 variances Q3 [Data].
Format: Key message + 3 drivers + recommendation.
Tone: management-appropriate, English.*

Now compare both outputs:

Completeness: ___ / ___

Readability (Board): ___ / ___

Numbers correct: ___ / ___

Tone appropriate: ___ / ___

What did CRAFT do better? Which element had the greatest impact?

Before/After review — What made the difference?

Compare outputs — which CRAFT elements delivered how much value?

CONTEXT	"Company + Industry"	Output was industry-specific instead of generic	★★★
ROLE	"Senior-Controller"	Correct technical terminology, appropriate management tone	★★
ACTION	"Top-3 variances"	Clear structure, not 10 points or 1 page of body text	★★★
FORMAT	"Key message + Drivers + Recommendation"	Directly usable — no reformatting needed	★★★
TONE	"Management-appropriate, English"	Kein Technokrat-Sprech, richtige Sprache	★★

✓ **Conclusion: FORMAT + ACTION have the greatest influence on output quality.**

If you prioritize only 2 CRAFT elements: ACTION (precise) + FORMAT (clear). Always.

Data Protection: The 3 golden rules for AI in Finance

1 **No personal data without DPA in public APIs**
Employee data · customer IDs · salaries → STOP without Data Processing Agreement

2 **Check data classification BEFORE you enter anything**
Public / Internal / Confidential / Strictly Confidential → traffic light logic (next slide)

3 **Document AI output — maintain audit trail**
Which prompt? Which model? Which date? → Version control for financial outputs

 **AVV-Checkliste:** ChatGPT Teams ✓ · Microsoft Copilot (M365 E3/E5) ✓ · Claude Pro/Team ✓ · ChatGPT Free X · Copilot Free X

Data Classification: The Finance Traffic Light System

PUBLIC

- ▶ Published annual reports
- ▶ Press releases
- ▶ Public market data
- ▶ General industry KPIs

→ AI tool: freely selectable. No DPA needed.

INTERNAL

- ▶ Aggregated internal KPIs (anonymized)
- ▶ Standard forecast without customer names
- ▶ Internal process documentation
- ▶ Anonymized monthly report

→ AI with DPA. Check company policy.

CONFIDENTIAL

- ▶ Personal data (salaries, names)
- ▶ M&A Targets and Valuations
- ▶ Customer lists with revenue (B2C)
- ▶ Non-public strategic data

→ STOP. No public LLM. Only pseudonymization + DPA.








Rule of thumb: Would I publish this document on the company website? If NO → check classification.

Prompt Logging & Audit Trail — why Finance must document

Finance has a documentation obligation. AI outputs for reports, forecasts, and analyses must be traceable.

What to log?

-  Date & time of query
-  Tool + Model (e.g., Claude 3.5 Sonnet)
-  Prompt used (complete)
-  Output (raw text, not edited)
-  Human edits to output
- ✓ QA Status: numbers verified on [date]

How to log? (simple!)

Minimal

Word file: date + prompt + output

Standard

OneNote / Notion: prompt library with tags

Optimal

Custom GPT: enable automatic logging

EU AI Act Art. 4 — Why this training is mandatory

 In force since 02.02.2025 — no transition period for Art. 4

1

What does Art. 4 say?

All providers and users of AI systems must ensure their employees have sufficient AI competence — provably.

2

Who is affected?

Anyone using AI tools in a professional context. Finance teams with ChatGPT/Copilot: affected. Even if you use AI "only sometimes."

3

What must you do?

Provide training documentation. This Masterclass is your proof document. Please save the participation certificate and submit it to HR/Compliance.

4

Finance — no high-risk AI?

Correct: pure assistant functions (commentary, wording) = not high-risk (Annex III). But creditworthiness assessment = high-risk → extra requirements.



Individual check: Green / Yellow / Red — decide now now

Aggregated sales data (no customer IDs)

No personal data

 OK

Individual employee payroll

Personal data, no DPA

 STOP

M&A Target Company + Internal Valuation

Highly confidential, no public LLM

 STOP

Standardized forecast (without customer names)

Depends on DPA arrangement

 CHECK

Internal KPI_Dictionary (no customer data)

No personal/confidential data

 OK

Due diligence report with company name

Insider information

 STOP

Rule of thumb: would I send this document to my competitor? If YES → public LLM OK.

Custom GPTs — Your personal Finance Assistant



System prompt = Personality

Write once → always consistent. Defines role, tasks, format, boundaries.



Knowledge base = company DNA

Upload KPI_Dictionary, guidelines, templates → AI knows your company.



Capabilities = Toolkit

Web search, file analysis, code — activate as needed.



Sharing = Multiplier

Build once → team link → everyone uses it. Company GPT Store (Enterprise).



3 ways to your own Finance Assistant

ChatGPT Custom GPTs

✓ Greatest flexibility · Custom GPT Store · best ecosystem

✗ Requires Teams plan (~€25/month)

Recommended: ChatGPT Teams available

Microsoft Copilot Studio

✓ Native in Excel/Word/Teams · tenant data protection · Graph data

✗ Model not freely selectable · feature lags

Recommended: M365 shop, no ChatGPT budget

Claude Projects

✓ Best long context (200k tokens) · precise instruction

✗ Fewer tool integrations · no Excel plugin

Recommended: document analysis focus



Custom GPT: knowledge bases — what your Assistant should know

Priority 1–4: Files for your Finance sparring partner

P1

KPI_Dictionary

All Finance KPIs: name · formula · unit · source

.txt (optimal)*Highest priority*

P2

Comment Guideline

IBCS or internal standard: structure, tone, length

.pdf*Highest priority*

P3

Report-Templates

Sample monthly report, sample forecast as reference

.pdf*Optional, but recommended*

P4

Industry glossary (optional)

Industry-specific terms for the model

.txt*Optional, but recommended*

Tool stack: Which tool for which Finance task?

Tool	Strengths	Weaknesses	Recommendation for...
ChatGPT Teams/Enterprise	Model breadth · Custom GPTs · code · web search	Cost; only Teams plan GDPR-compliant	Reasoning · Custom GPTs · GDPR
Microsoft Copilot (M365)	Native in Excel/Word/Teams · tenant data protection	Model not selectable · feature lags	M365 shops · minutes · commentary
Claude Pro/Team	Best long context (200k) · precise · Projects	Fewer tool integrations · no Excel plugin	Document analysis · long Finance texts
Perplexity AI	Research with sources · current web data	Research only · no own file upload	Benchmarking & Marktresearch
DeepL Pro	Best translation DE↔EN · GDPR-compliant · API	Translation only, no reasoning	IR texts · contracts · board reports





Learning Check 2 — 6 questions | 1 correct answer each | trainer discusses directly.

1. Was ist Zero-Shot Prompting?

- A) Prompt mit 0 Tokens
- B) Direkter Prompt ohne Beispiel**
- C) Prompt mit Sperre
- D) Prompt ohne Rolle

2. Which data can be shared without DPA in public LLMs?

- A) Mitarbeitergehaltslisten
- B) Aggregierte Umsatzdaten ohne Kundenbezug**
- C) M&A-Berichte
- D) HR-Personaldaten

3. Hauptzweck eines System-Prompts?

- A) AI schneller machen
- B) Dauerhaften Kontext und Regeln setzen**
- C) Password for the GPT
- D) Nur Sprache erzwingen

4. Was bewirkt Self-Review im Prompt?

- A) Longer answers
- B) Halluzinationen um 20-30% reduzieren**
- C) Bessere Formatierung
- D) Mehr Token

5. Welcher System-Prompt-Teil ist GDPR-Pflicht?

- A) Persona und Kontext
- B) Format-Standard**
- C) Data ProtectionClause
- D) Aufgaben-Liste

6. Was ist Few-Shot Prompting?

- A) Nur kurze Prompts
- B) 2–5 Beispiele mitgeben damit AI Muster lernt**
- C) Wenige Tokens
- D) Prompt ohne Kontext

Short break: answer all 6 questions — then discuss together.



PAUSE

Screen off — stand up briefly — back in 10 minutes

After the break: BUILDING SESSION — Build your Finance sparring partner

8 Steps: Build your Finance sparring partner

1

Open ChatGPT

"Explore" → "My GPTs" → "Create a GPT"
(Alt: Claude Project / Copilot Studio)

2

Enter name

"CFO-Sparring | [Your Company]" — short, memorable

3

System-Prompt

Template next slide → adjust [brackets] → insert

4

Upload files

KPI_Dictionary (.txt) · Guideline (.pdf) · Templates (.pdf)

5

Capabilities

Web Search Data Analysis Image Generation

6

3 Test-Prompts

T1: Variance Analysis T2: Test Limits T3: Format

7

Quality check

Checklist (next slide) work through → Fix errors

8

Teilen

Settings → "My organization only" → Share link with team

System Prompt: 5 Required Components — all five must be included

Only when all 5 are in place is the system prompt deployment-ready.

1

PERSONA + KONTEXT

Who is the GPT? Company, team, purpose.

"You are CFO-Sparring, an AI assistant for the Finance team at [Company] ([Industry])."

2

TASKS

Numbered tasks — as specific as possible.

"1) Comment on analyses. 2) Think through scenarios. 3) Draft reports."

3

BOUNDARIES & RESTRICTIONS

What must GPT NOT do?
Hallucination protection is mandatory!

"Mark numbers as assumptions. Never invent. No investment/tax advice."

4

FORMAT STANDARD

How should responses be structured?

"Response: 1) Key Message (1 sentence) 2) Analysis (bullets) 3) Recommendation."

5

DATENSCHUTZ-KLAUSEL

GDPR-Hinweis — GPT erinnert bei sensiblen Eingaben.

"For confidential data: Please check your company's DPA requirements."

Missing boundaries: GPT makes up numbers. Missing format: inconsistent outputs. Both are mandatory.

System Prompt Template: adjust [brackets] and insert

Insert into the "Instructions" field of Custom GPT / into "System" of Claude Projects:

```
You are "CFO-Sparring", a specialized AI assistant for the Finance team
of [COMPANY_NAME] ([INDUSTRY], [REVENUE]).
```

YOUR TASKS:

- 1) Structure and comment on financial analyses.*
- 2) Think through scenarios and sensitivities.*
- 3) Draft reporting texts in management-quality format.*
- 4) Answer technical questions on Controlling, Accounting, and Treasury.*

YOUR BOUNDARIES:

- No investment or tax advice. No forecasts as facts.*
- Always label numbers as "assumption based on input". Never invent.*
- When uncertain: "Please verify this information."*

FORMAT STANDARD:

- 1) Key message (1 sentence)*
 - 2) Analysis / Rationale (bullets)*
 - 3) Recommendation*
- Language: English, management tone. Numbers always with unit and time period.*

DATA PROTECTION: For confidential inputs: "Please verify DPA requirements."

★ **Core element: System Prompt defines personality + boundaries + format. Without it: generic behavior.**

3 Test Prompts: How to test your Finance sparring partner

Test 1

Variance Analysis

1

"Umsatz Q3 = 45 Mio.€ (Budget: 50, VJ: 43). Was sagst du?"

Erwartetes Verhalten:

- ✓ Format: Key Message → Analysis → Recommendation?
- ✓ Zahlen mit Einheit + Zeitraum?
- ✓ Managementton?

Test 2

Test Limits

2

"Should I increase budget by 20% next year?"

Erwartetes Verhalten:

- ✓ GPT responds WITHOUT specific recommendation?
- ✓ Asks for more context?
- ✓ Kennzeichnet als Annahme?

Test 3

Format & Completeness

3

"Kommentiere: 45 Millionen, 50 Millionen, minus 10 Prozent."

Erwartetes Verhalten:

- ✓ Fordert fehlende Einheit/Zeitraum an?
- ✓ Does it fill assumptions with notes?
- ✓ Doesn't invent units!

Quality Check: 6 Points after building

1 Does the GPT correctly acknowledge its limits? (no number hallucination)

2 Does it use the format: Key Message → Analysis → Recommendation?

3 Does it respond in English with the right management tone?

4 Does it reference uploaded knowledge files when asked?

5 Does it warn about data protection-critical inputs?

6 Numbers always with unit and time period?



Troubleshooting — the 4 most common issues

- 1 GPT ignores format → Add "ALWAYS start with key message" in System Prompt
- 2 GPT invents numbers → "Write DATA MISSING if number is unknown — never invent"
- 3 Too verbose → Add "Max 150 words per response" in System Prompt
- 4 Knowledge file unused → upload .txt instead of .xlsx; reference filename in prompt

This is what the finished Finance Sparring Partner looks like

Test-Prompt: "Umsatz Q3 = 45 Mio. € (Budget: 50 Mio. €, VJ: 43 Mio. €). Was sagst du?"

Eingabe (Test-Prompt T1):

You are CFO-Sparring for [Northern Light Corporation].

Umsatz Q3:

Ist: 45 Mio. €

Budget: 50 Mio. €

VJ: 43 Mio. €

"Was sagst du?"

✓ GPT-Antwort (Expected)

Key Finding: Q3 revenue of €45M is 10% below budget, but shows +4.7% growth vs. prior year.

Driver Analysis:

- Budget gap (–€5M): Please clarify root cause (market/mix/volume?)
- YoY growth (+€2M): positive signal
- Note: margin development needed for complete assessment

Recommendation: ① Analyze budget gap by segment ② Review annual guidance ③ Define Q4 actions

Your Finance Sparring Partner is ready — here's how to use it from tomorrow

Month-End Close

Have each report section drafted. Review result → copy → done.
Review result → copy → done.

Forecast-Meetings

Run through scenarios in the chat.
Summarize meeting notes directly with GPT.

Onboarding

Hand over GPT + knowledge documents to new team member.
"Finance Wiki" available in 10 min.

Stakeholder-Kommunikation

Emails and commentary in the right tone.
No stylistic inconsistencies across team members.

Use Case Gallery: 4 Finance Applications

UC 1.1 | Controlling/FP&A



Variance Analysis & Commentary

-70-80%
Zeitersparnis

CRAFT-Prompt + Ist/Budget
→ Structured commentary (150 words)

UC 1.2 | Accounting



Kontenplan-Dokumentation

-50-60%
Zeitersparnis

CSV-Export → Prompt
→ Buchungsanleitungen als Wiki

UC 1.3 | Treasury/Finance



Research & Peer-Benchmarking

-50-70%
Zeitersparnis

Perplexity/Copilot + Prompt
→ Benchmarking-Tabelle + Narrativ

UC 1.4 | Strategy/IR



Earnings-Call-Vorbereitung

-50%
Zeitersparnis

Transkripte in Claude
→ Top 20 Questions + Answer Drafts

Mini-Case: Northern Light Corporation wants to review 200 invoices with AI — who's right?



Situation:

Northern Light Corporation: Review 200 supplier invoices/month automatically via ChatGPT. Controller: saves 4 hours/month. Data Protection Officer: "No go without DPA and data classification."

3 roles — 1 volunteer each — 10-minute discussion:



CFO

Will ROI. Schneller Rollout. +4 Std./Monat.



Controller

Wants efficiency. GDPR risk not fully clear.



Data Protection beauftragter

Stops the project — but points the way forward.



Moderator (Trainer)

Poses discussion questions. Summarizes decision.

Discussion questions: 1. Are supplier data personally identifiable? 2. Which plan covers DPA? 3. Fastest path to legal approval?

Resolution: GDPR + AI Efficiency = no contradiction — when done right macht.

✘ The Problem

Supplier Name: Personal Data → GDPR-relevant

Bank Connection: Highly Sensitive → DPA mandatory

ChatGPT Free: No DPA → not GDPR-compliant usable

No Pilot: Immediate Rollout Without Testing = Risk

✔ The Solution

① **Supplier Name amp;
Mask Bank Data**

② **DPA with ChatGPT
Enable Teams**

③ **Pilot: 20 Invoices
+ Maintain Audit Trail**

④ **ROI Remains Positive
2 Weeks Lead Time!**

Conclusion: Compliance + Efficiency are not a contradiction. 2 weeks lead time — then full go.



Closing Check: 6 Questions — Module 1 complete. 1 correct answer each.

1. What are the 5 elements of a complete CRAFT prompt?

- A) Context, Role, Action, Format, Tone
- B) Goal, Role, Analysis, Format, Test
- C) Context, Research, Action, Facts, Tone
- D) Goal, Rules, Action, Format, Tone

2. What is the golden hallucination rule?

- A) Never use AI for numbers
- B) Always share outputs
- C) Check numbers yourself — AI for wording, not Berechnung
- D) Use only enterprise AI

3. Which color = personal data (never in Public LLM)?

- A) Gelb
- B) Green
- C) Rot
- D) Blau

4. What is Chain-of-Thought Prompting?

- A) Chain short prompts
- B) AI is asked to think step by step zu denken
- C) Query multiple models in parallel
- D) Automatic prompt optimization

5. What does EU AI Act Art. 4 prescribe?


- A) Demonstrable AI competence for all who use AI beruflich nutzen
- B) Nur Enterprise-Tools erlaubt
- C) Monthly audits
- D) No AI in Finance

6. What is the main advantage of a Custom GPT?

- A) Free access
- B) Faster answers
- C) Configured assistant — no full CRAFT prompt mehr needed anymore
- D) More storage

Module 1: The 5 Most Important Insights

- 1 GenAI is not all-knowing — brilliant communicator, but always verify numbers. (Four-eyes check!)
- 2 CRAFT makes the difference: Context · Role · Action · Format · Tone — 5 Elements, one Framework.
- 3 Custom GPTs multiply your work: Build once → use many times. Your GPT is ready.
- 4 Data Protection first: Check classification BEFORE entering anything. No personal data without DPA.
- 5 EU AI Act Art. 4: This training is your documentation. Please pass certificate to HR/Compliance.

 [Work Files: Prompt-Library.docx](#) · [northern_light_roi_calculator_template.xlsx](#) · [northern_light_corporation_dataset.xlsx](#) · [ai_governance_pack_template.docx](#)



Transfer Task: Choose one option (until Module 2)

 Choose ONE option. Bring result to Module 2 — Opening round: Share highlights.

A

Create Custom GPT / Claude Project for your most frequent Finance task

- ▶ System prompt adapted and tested
- ▶ Min. 3 test prompts executed
- ▶ Time savings vs. manual noted

Abgabe:
Screenshot of GPT + 1 test output (Word/PDF)

B

Write and test 3 CRAFT prompts for your 3 time wasters

- ▶ CRAFT Framework used for all 5 elements
- ▶ All 3 prompts entered live
- ▶ Time savings estimated and documented

Abgabe:
Prompt document (Word) + Time-savings note

C

Data Classification Analysis for your top 5 AI use cases

- ▶ 5 use cases identified
- ▶ Traffic light status per use case determined
- ▶ Policy gaps noted → for Module 5

Abgabe:
Completed Data Classification Matrix (1 page)

Module 2 begins with 10 min. sharing: What worked? What was harder than expected?

Digital Finance Masterclass — Your Progress

The Masterclass Roadmap

1

Kick-off & Quick Wins

AI-Grundlagen, CRAFT, Data Protection, Custom GPT

✅ Abgeschlossen

2

Data Analytics

PowerQuery, KPI-Dictionary, Forecasting, IBCS

→ Next Session

3

Virtuelles Finance-Team

Agenten, Make.com, Guardrails, HITL

→ Follow-up Session

4

Accounting & Operations

RAG, AP-Automation, Fraud-Erkennung, SoD

→ Follow-up Session

5

Strategie & Governance

EU AI Act, ROI Calculator, Roadmap, Change

→ Closing

My Quick-Win Plan — starting tomorrow

1. My Task:

Select use case from Breakout (M1-06)

2. My CRAFT Prompt:

Role · Context · Action · Format · Tone

3. QA Level (P-Q-R):

Low / Medium / High — what specifically do I verify?

4. Value of Result:

Time savings + Stakeholder + Purpose of use



Module 1 completed!

AI im Finance-Daily Work

Module 2: DATA & ANALYTICS

Data Quality. Forecasting. AI-Dashboards.

Glossary — 12 Core Terms from Module 1

Backup slide: Show anytime for questions or use as handout.

LLM

Large Language Model: AI model that generates text probabilistically (e.g., Claude, GPT-4).

Halluzination

AI outputs plausible-sounding, factually false information. Antidote: P-Q-R check before every Finance output.

System-Prompt

Permanent background task of Custom GPT with 5 mandatory components: Persona, Tasks, Limits, Format, GDPR.

AVV

Data Processing Agreement (GDPR Art. 28): Mandatory if personal data is transmitted to AI provider.

Few-Shot

Provide 2-5 examples in prompt so model learns format pattern. Ideal for recurring reports.

Zero-Shot

Direct prompt without examples. Base method for 80% of Finance everyday work.

CRAFT

Prompt Framework: Context, Role, Action, Format, Tone. Structures AI requests for consistent outputs.

Token

Smallest text unit in LLM (approx. 1 word = 1-2 tokens). Context window = max token count per request.

P-Q-R-Check

Quality Assurance: P = Plausibility, Q = Source check, R = Risk level. Mandatory for every Finance output.

EU AI Act Art. 4

AI Literacy requirement since 02.02.2025: All employees with AI contact must be demonstrably trained.

Custom GPT

Permanently configured AI assistant (ChatGPT / Claude Project) with own system prompt, files, and rules.

Kontext-Fenster

Max. amount of information the model considers in one session. GPT-4: approx. 128,000 tokens.

Finance AI: 10 Tasks to Delegate — 10 Never Delegate Blindly

✓ These 10 Tasks You Can Delegate to AI

1. Formulate variance commentaries
(Numbers from you, text from AI)
2. Forecast Narrative and Management Reports
(AI structures and writes, you review)
3. Stakeholder Emails and Presentation Texts
(Erster Entwurf in Sekunden, Review in Minuten)
4. Summarize documents via RAG
(Kreditvertrag, Richtlinien, Jahresabschluss)
5. Meeting minutes and action items
(Transcript in, structured minutes out)
6. Flag anomalies in journal
(Muster erkennen, nicht entscheiden)
7. Data cleanup and ETL preparation
(PowerQuery + AI prompt for error diagnosis)
8. Research and benchmarking
(AI finds, you assess and decide)
9. Risk classification and checklists
(AI suggests category, human confirms)
10. Glossare, FAQs und interne Dokumentation
(AI draft, subject matter expert supplements and approves)


⚠ These 10 Tasks Never Delegate Blindly

1. Number calculations without verification
(LLMs calculate unreliably — Excel calculates)
2. Posting decisions without HITL
(Posting suggestion yes, auto-posting no)
3. Periodenabgrenzungen und Accruals
(Ermessensentscheidung, buchungsrelevant)
4. Release payment orders
(SoD-Pflicht: Mensch genehmigt, Mensch zahlt)
5. Credit decisions and scoring
(EU AI Act: high-risk without HITL prohibited)
6. Sign year-end closing entries
(Auditor relevance, GoBD obligation)
7. Insider or M&A data in Cloud LLM
(Compliance-Risiko, nie in Public-LLM)
8. Enter into contractual obligations
(AI can research, not commit)
9. GDPR-relevante Personalentscheidungen
(Promotion, termination: always human)
10. External communication without review
(Investors, authorities: P-Q-R obligation)

AI Rule of thumb for Finance: Write ✓ | Classify ✓ | Flag ✓ | Calculate leading ✗ | Decide final ✗ | Book without HITL ✗

You did it!

Thank you for your time and trust.

-  **I hope you've taken something valuable away** — and put it to use starting tomorrow.
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