



Using AI to increase productivity

WEDNESDAY 25 JUNE 2025



Hello and
welcome

Housekeeping



**4pm finish with
lunch and breaks**



Ask questions!



**Let's chat. Share
your stories and
tips**



**ChatGPT 4o Plus
and Microsoft 365
Copilot used**



**Slides, summary
and recording will
be made available**



**All images and
photos in this
deck are created
by AI**



Course objectives

01

Understand the strategic importance of AI in the private and public sector

02

Learn how to use AI tools to improve productivity and quality

03

Learn AI best practice including how to create effective AI prompts





Agenda – part 1

Overview of Key AI Terminology and Tools

- AI terminology - prompts, machine learning, LLM
- AI tools - ChatGPT, Microsoft Copilot, Gemini, Claude and Meta AI – key features and demos

Importance of AI in Private and Public Sector

- Role of AI - from Enhancing productivity to improving service delivery

Discussion

Benefits and Challenges

Discussion

The future of AI in the workplace

AI Case Studies

- Successful AI implementations in private and public sector



Agenda – part 2

Use Cases For Improving Productivity

- Examples of use cases

Discussion

AI Best Practice

- Choosing the right AI tool
- Roll out of AI tools
- How to create effective prompts
- Ensuring data privacy and security
- Additional tips

Exercise/Homework

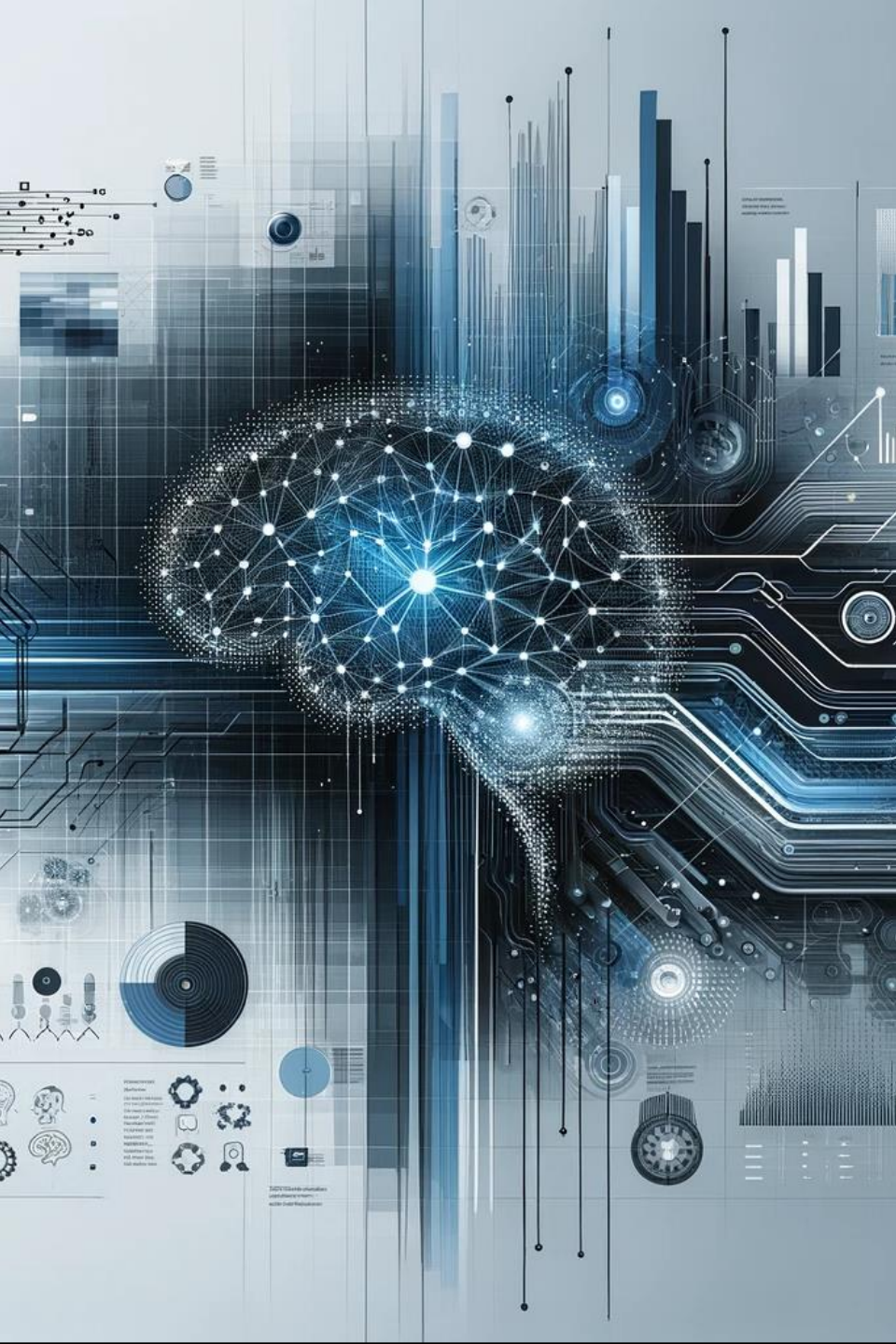
Customised AI solutions

Quiz

Q&A and Wrap-Up

Overview of Key AI Terminology and Tools





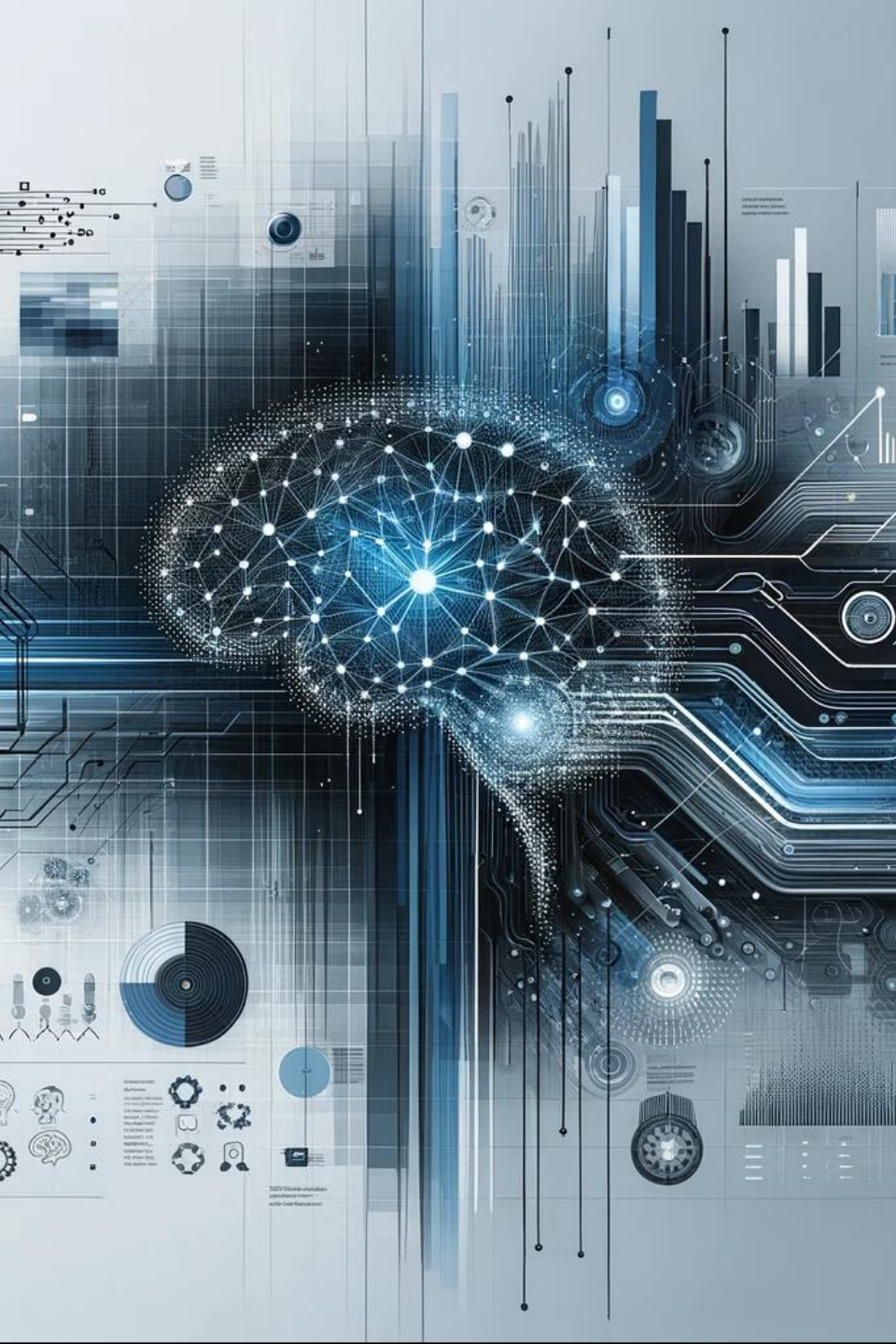
AI Terminology

Large Language Models (LLM): Advanced AI models trained on vast datasets to understand and generate text. Eg ChatGPT, Claude.

Prompts: Instructions or questions given to AI tools to generate specific outputs.

Machine Learning (ML): A subset of AI where systems learn from data and improve over time without being explicitly programmed. Used for tasks like predictive analytics, personalisation and process automation.

Natural Language Processing (NLP): AI that enables computers to understand, interpret and generate human language. Used in chatbots and virtual assistants and for AI speech.



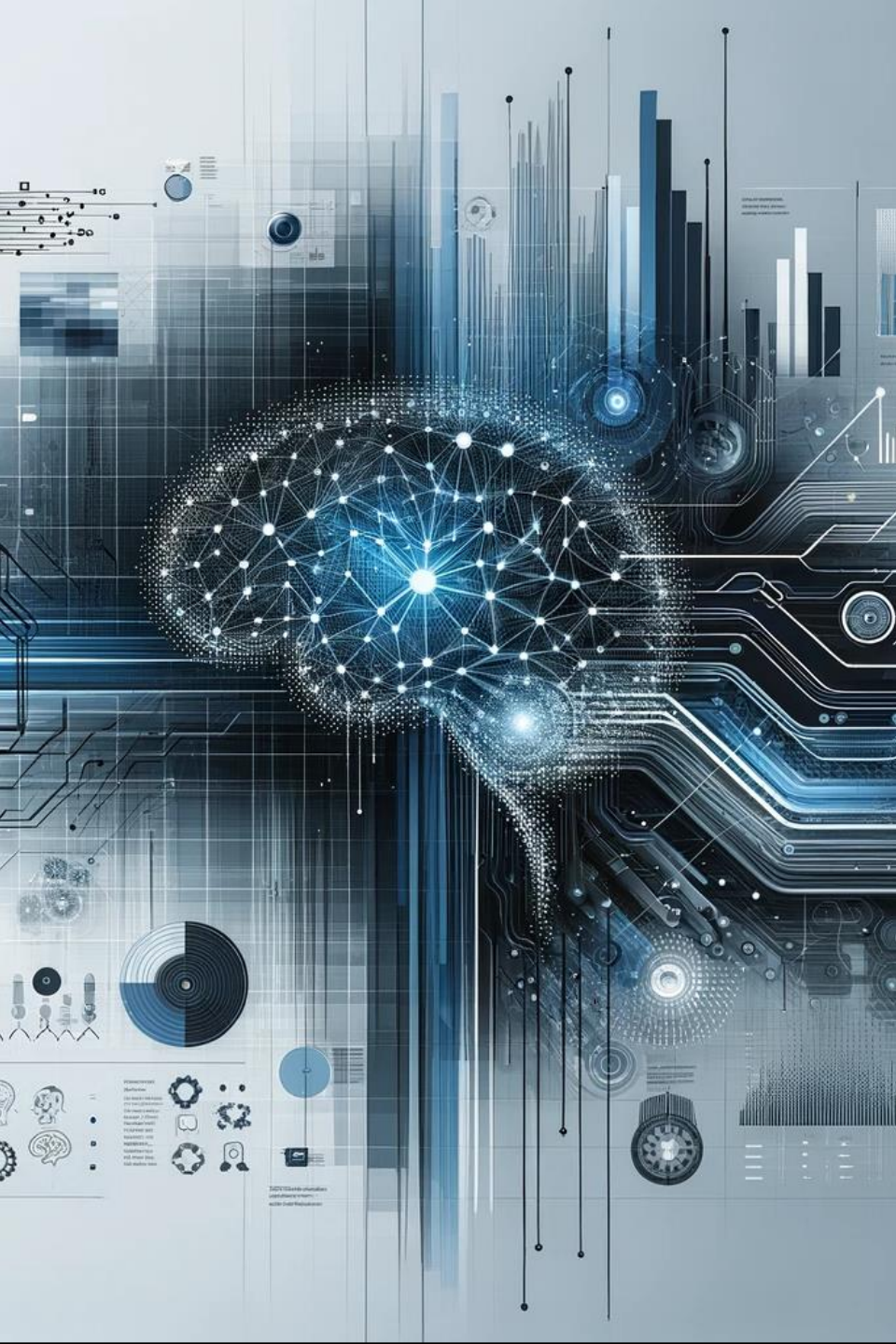
AI Terminology

AI Ethics: A field focused on ensuring AI is developed and used responsibly, considering issues like bias, privacy, and accountability.

Computer Vision: The ability of AI to interpret and process visual data using AI vision eg screenshares, images and videos eg ChatGPT's Vision. Used in facial recognition, quality control and medical imaging.

Multimodal AI: AI systems that process and integrate multiple types of data, such as text, images, audio, and video. Examples include ChatGPT with Vision and Gemini AI.

Artificial General Intelligence (AGI): A form of AI that can perform intellectual tasks better than a human can, with learning, reasoning and problem-solving capabilities.



AI Terminology

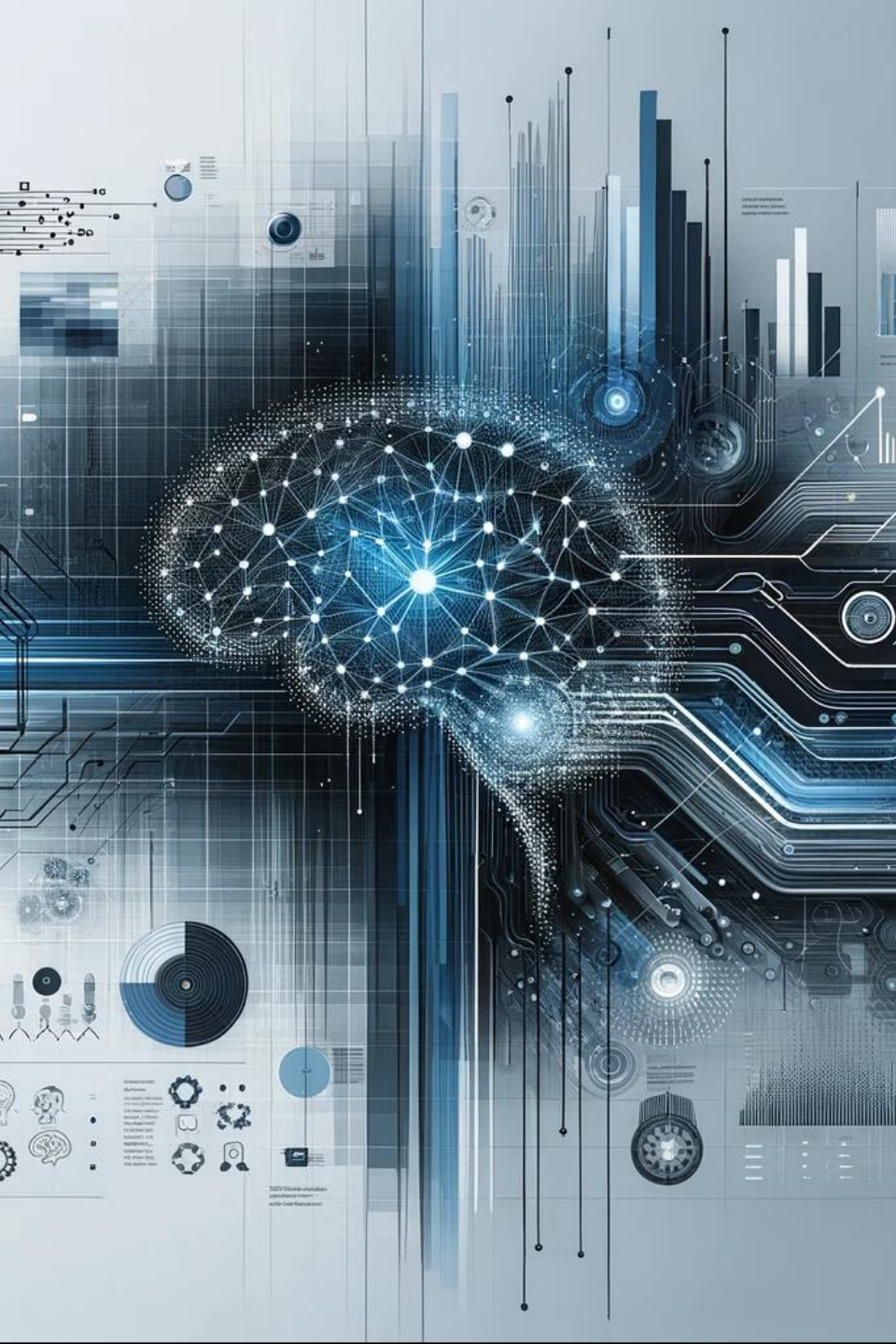
AI Hallucinations: Incorrect or misleading responses generated by AI models due to gaps or biases in training data.

Autonomous AI Systems: AI that can operate independently without human intervention, such as self-driving cars, AI-powered robotic process automation (RPA), and AI-powered customer service bots.

AI Agents: AI tools systems that act on behalf of users, often making autonomous decisions or completing tasks without direct human input (eg Operator from Open AI, self-driving car software).

AI Personalisation: The use of AI to tailor content, recommendations, and user experiences based on data-driven insights. Used in platforms like Netflix, Amazon, and Spotify.

Deep Research: A ChatGPT and Gemini feature that allows in-depth research to be undertaken and prepared as reports.



AI Terminology - ChatGPT

Custom Instructions: A ChatGPT feature enabling memorising and referencing of user's background, objectives and output requirements.

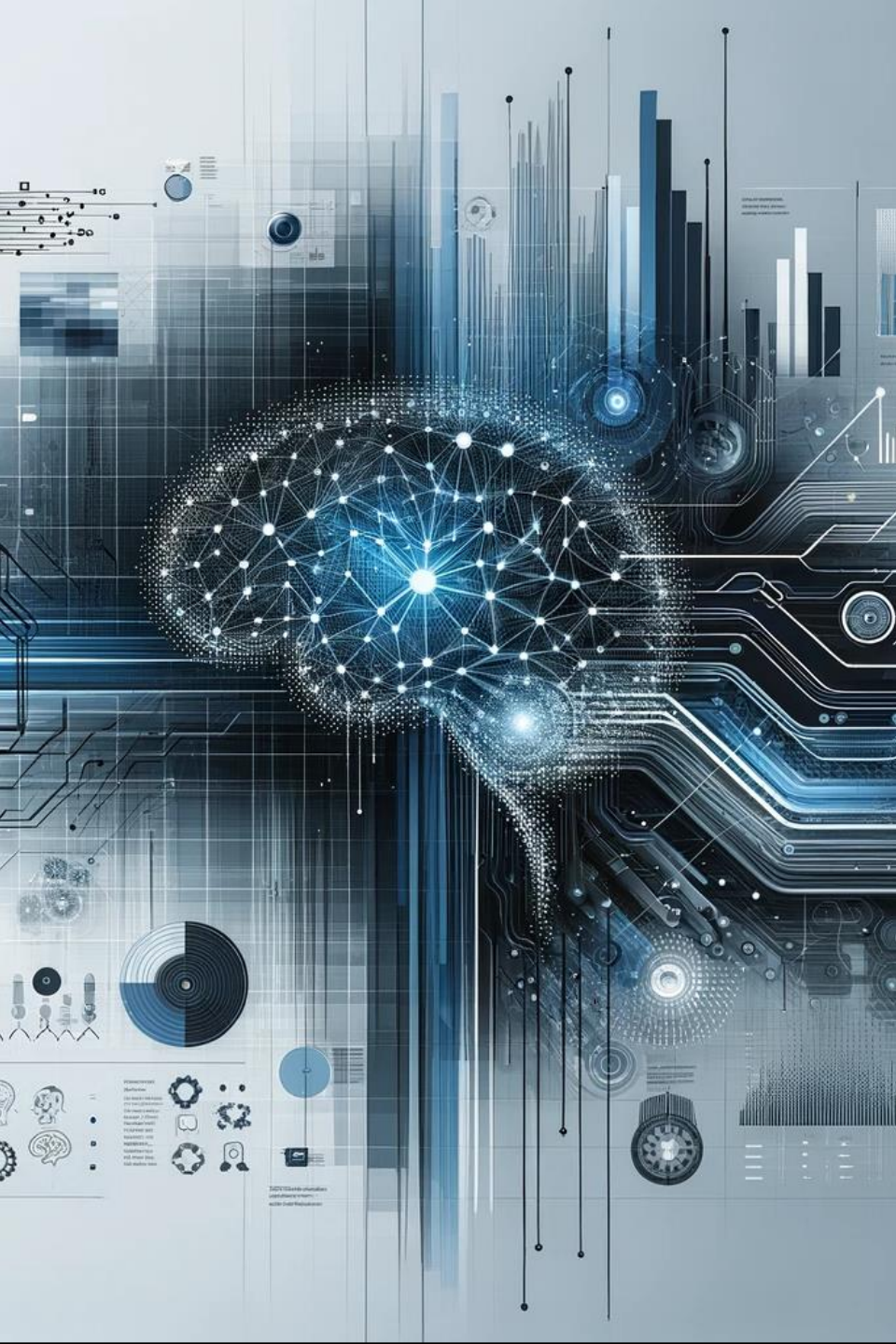
ChatGPT Memory: Ability for ChatGPT to memorise key facts from your prompts and to use these to personalise its responses.

Custom GPT: A conversational AI tool that has been configured for a specific purpose and audience. eg onboarding info for new starters.

ChatGPT Projects: Ability for you to organise work into folders and for ChatGPT to have context and background on a range of tasks with the same objective eg website improvements.

ChatGPT Canvas: A document creation and editing tool within ChatGPT.

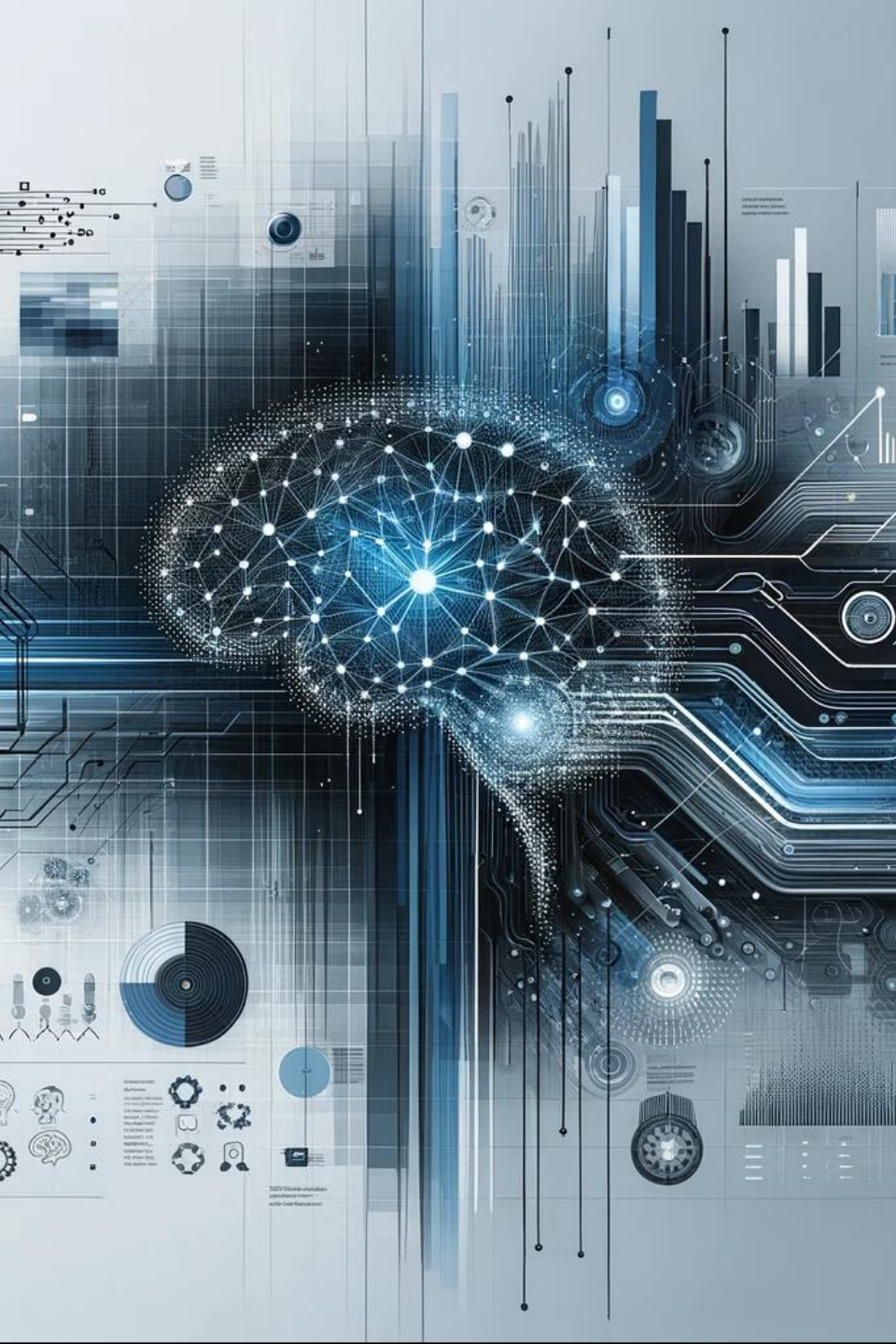
ChatGPT Advanced Voice Mode: Voice and vision capabilities in ChatGPT.



AI Tools

ChatGPT (OpenAI): The best all round fully featured AI tool providing customer support, content generation and data analysis and more. Advanced Voice Mode on mobile provides conversational abilities. Canvas mode helps text editing and code revision. ChatGPT Search is a real time web search engine. Projects helps your organise. Tasks helps with reminders, plus ad-hoc and recurring prompts. Available in Free, Plus, Pro, Education, Teams and Enterprise versions.

Microsoft 365 Copilot: The best tool if you're a Microsoft organisation. Integrated with Microsoft 365, Copilot leverages AI to assist with tasks like report writing in Word, data visualisation in Excel, and communication and collaboration in Outlooks and Teams. Works with your organisational documents and data and information in SharePoint and OneDrive.



AI Tools

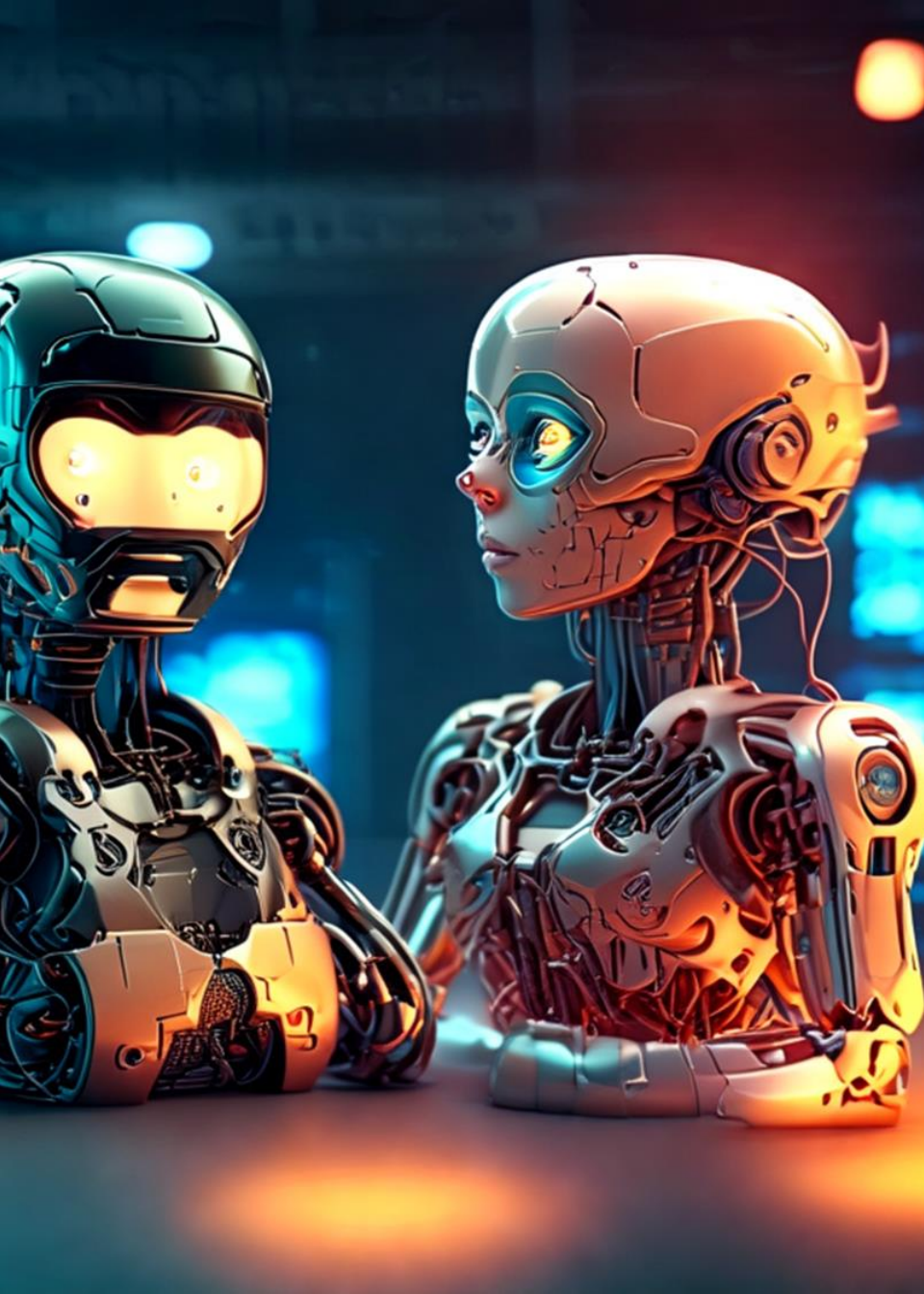
Gemini (Google): Best if your organisation used Google Workspace. An AI tool aimed at improving search, summarisation, and content understanding across various platforms. Mobile app with voice conversations available.

Claude (Anthropic): Best if safety is very important to you. A conversational AI designed with a focus on safety. Claude is used for writing assistance, creative brainstorming and customer interactions while being optimised for ethical use.

Meta AI: Handy if you spend time on Facebook, Instagram and WhatsApp and good for photo and image creation. Meta's suite of AI tools includes open models like LLAMA for language processing and research-focused applications in social media moderation, content recommendation and augmented reality experiences. Watch privacy settings!

Importance of AI in private and public sector



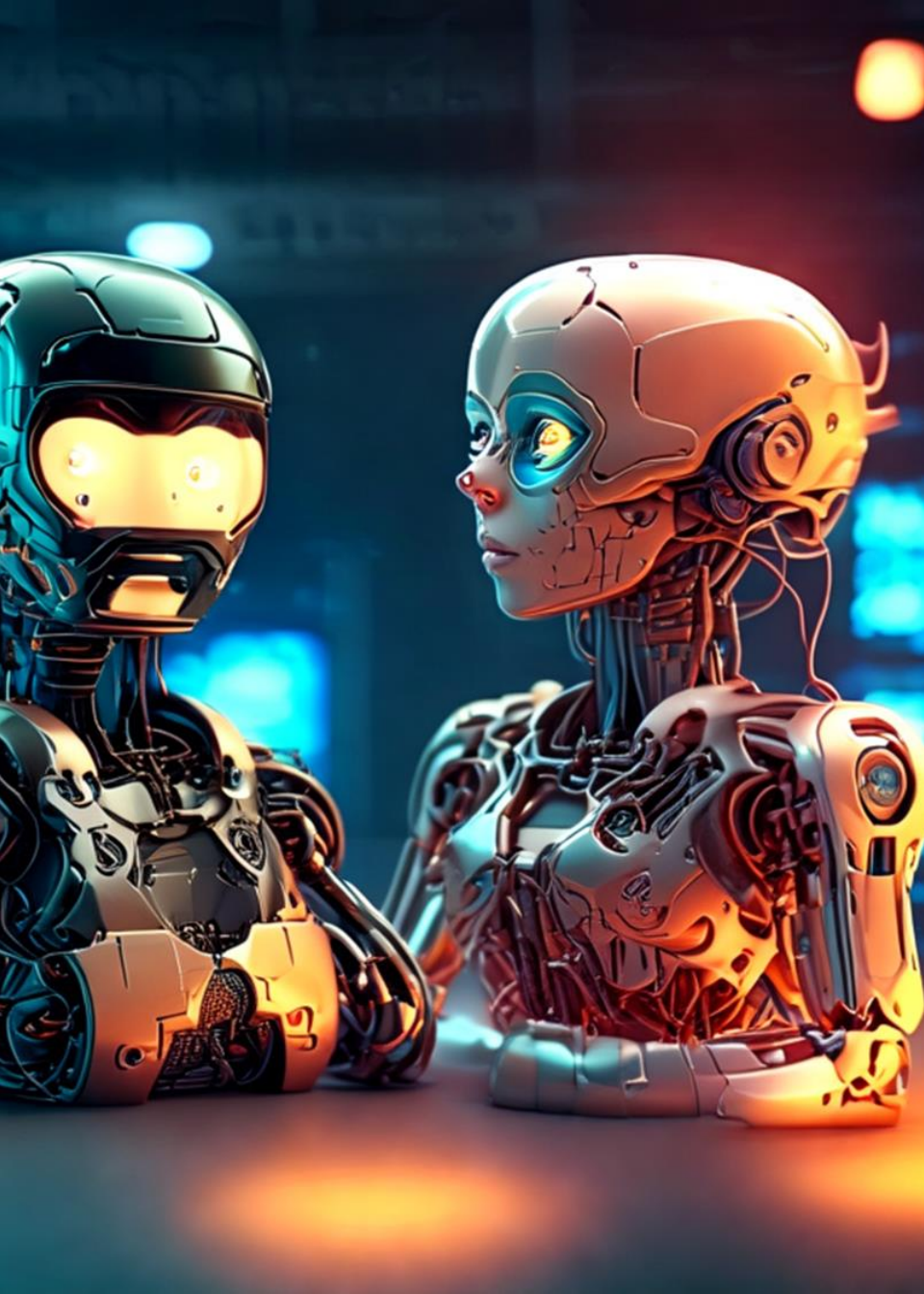


Role of AI - Enhancing Productivity in the Private Sector

Automating Routine Tasks: AI can take over repetitive day-to-day tasks such as data entry and organising emails, freeing up employees to focus on strategic work. *Example - Copilot Outlook features.*

Streamlined Workflow: AI-driven CRMs, chatbots and AI organisational tools such as Copilot can improve communication with customers and between staff. *Example - eg Amazon's Rufus chatbot.*

Predictive Analytics: AI can use data to forecast trends, allowing businesses to plan resources efficiently, avoid downtime and make proactive decisions. *Example - Rolls-Royce uses AI-driven predictive analytics to monitor aircraft engines reducing engine inspection times by up to 75%.*

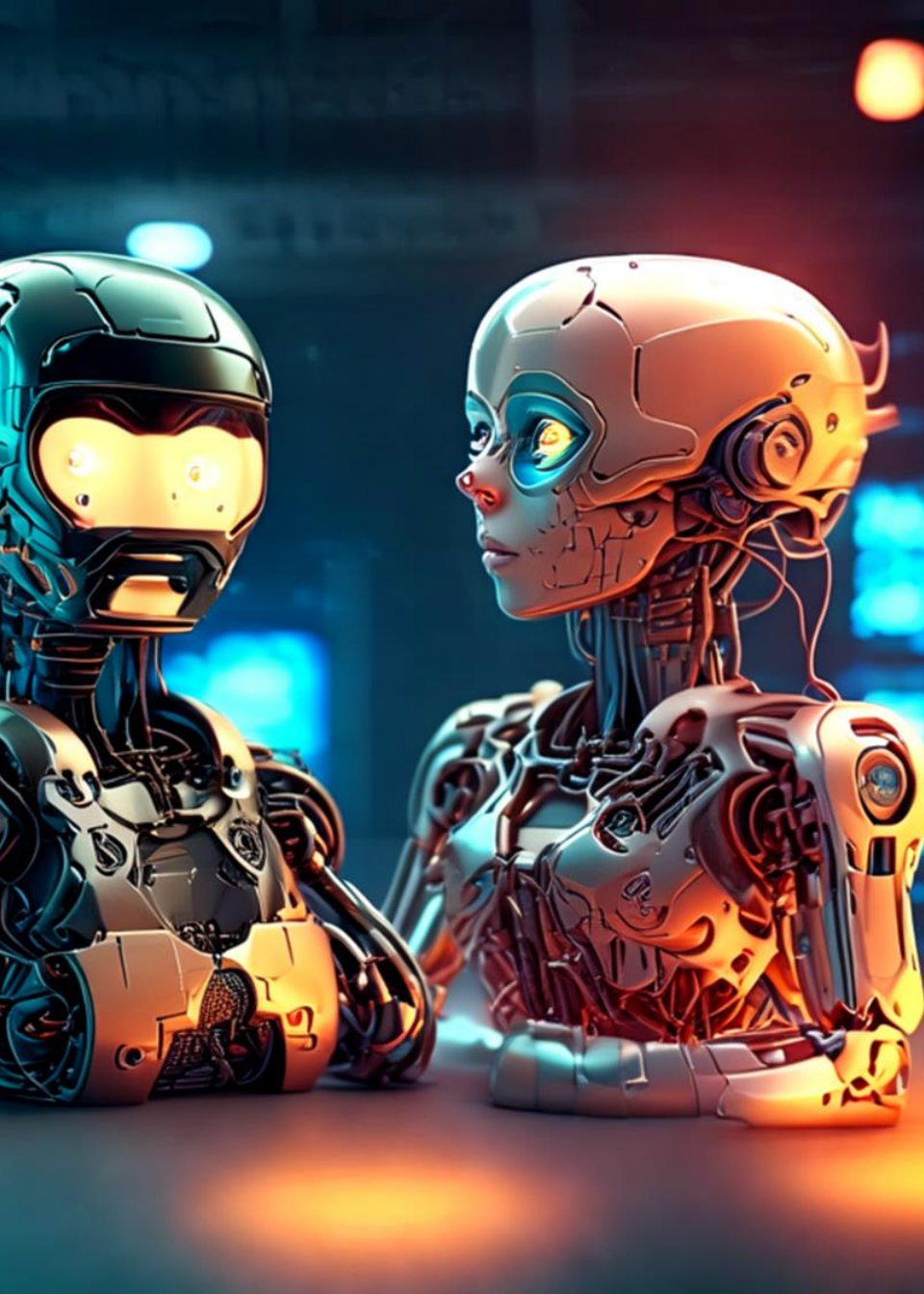


Role of AI - Enhancing Productivity in the Public Sector

Automating Administrative Functions: AI-driven systems can streamline government administrative tasks, from document processing to payroll, improving speed and accuracy. *Example - Buckinghamshire County Council uses Copilot to transcribe and summarise customer calls. Calls down by 30 seconds to 2 minutes. Staff are saving 90 minutes per day.*

Resource Allocation: AI can analyse data to optimise the allocation of public sector resources, ensuring services are delivered more effectively. *Example - Kettering General Hospital uses an AI system for bed allocation and placement.*

Time-Saving AI Tools: Public sector workers can utilise AI tools to focus on critical tasks like policy planning, with AI handling routine inquiries and requests. *Example - West Oxfordshire District Council conducted a pilot project using AI tools to automating data collation and analysis tasks. Led to 85% in the time required by planning officers to summarise and report on consultation feedback.*

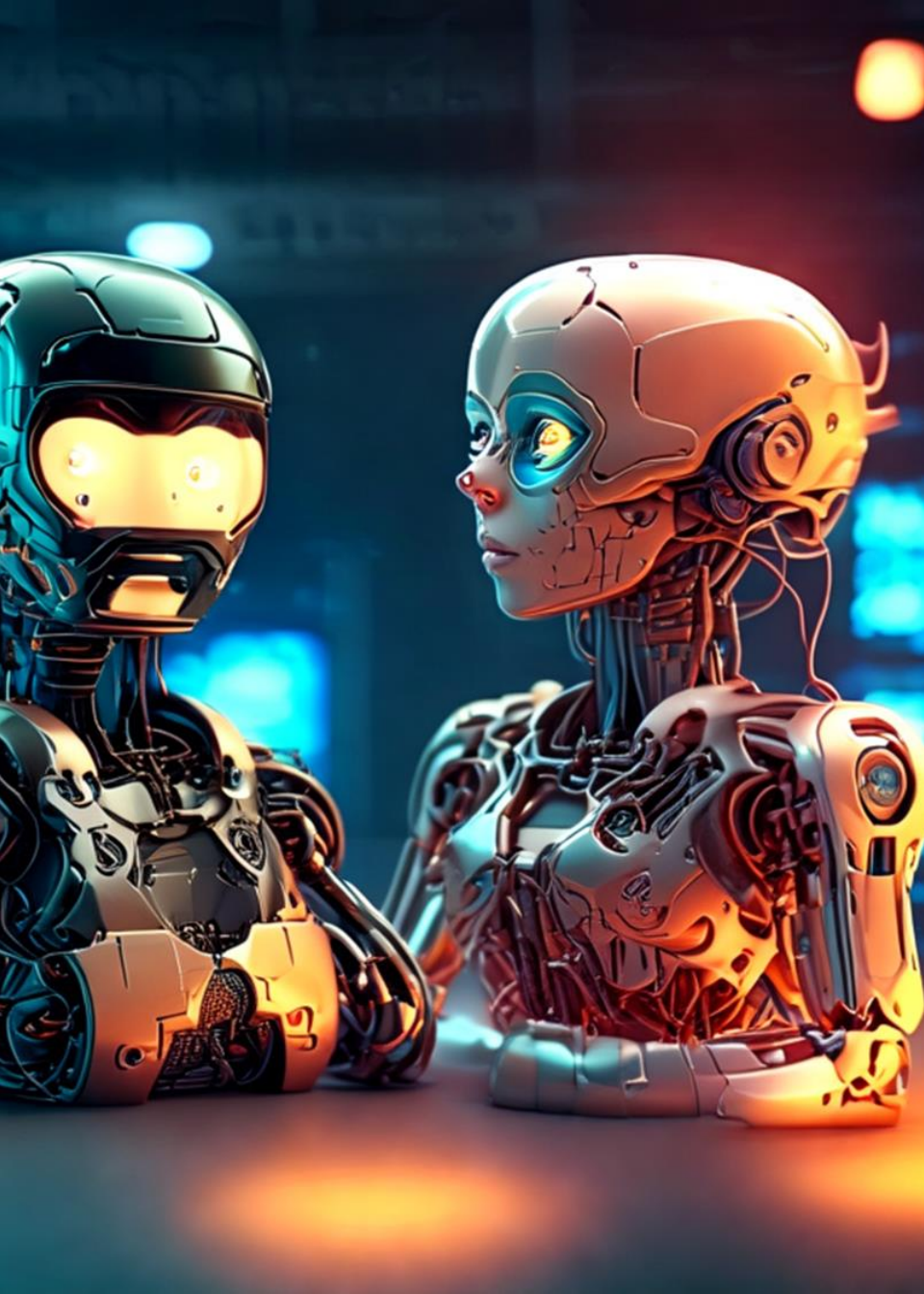


Role of AI - Enhancing Efficiency and Decision-Making in the Private Sector

Data-Driven Insights: AI enables companies to analyse large datasets quickly, delivering insights that help leaders make informed decisions faster. *Example - JP Morgan streamlines the process of analysing legal documents such as contracts and company news on the web.*

Supply Chain Optimisation: AI helps predict demand, manage stock levels enhancing supply chain efficiency. *Example - Amazon optimise supply chain using AI. Resulted in 75% increase in supply chain speed and reduced human effort and employee injury by 15%.*

AI in Risk Management: AI identifies patterns in business operations, flagging potential fraud, money laundering and risks. *Example – Standard Chartered, uses AI to analyse data and transaction patterns resulting in a 40% reduction in compliance review time.*

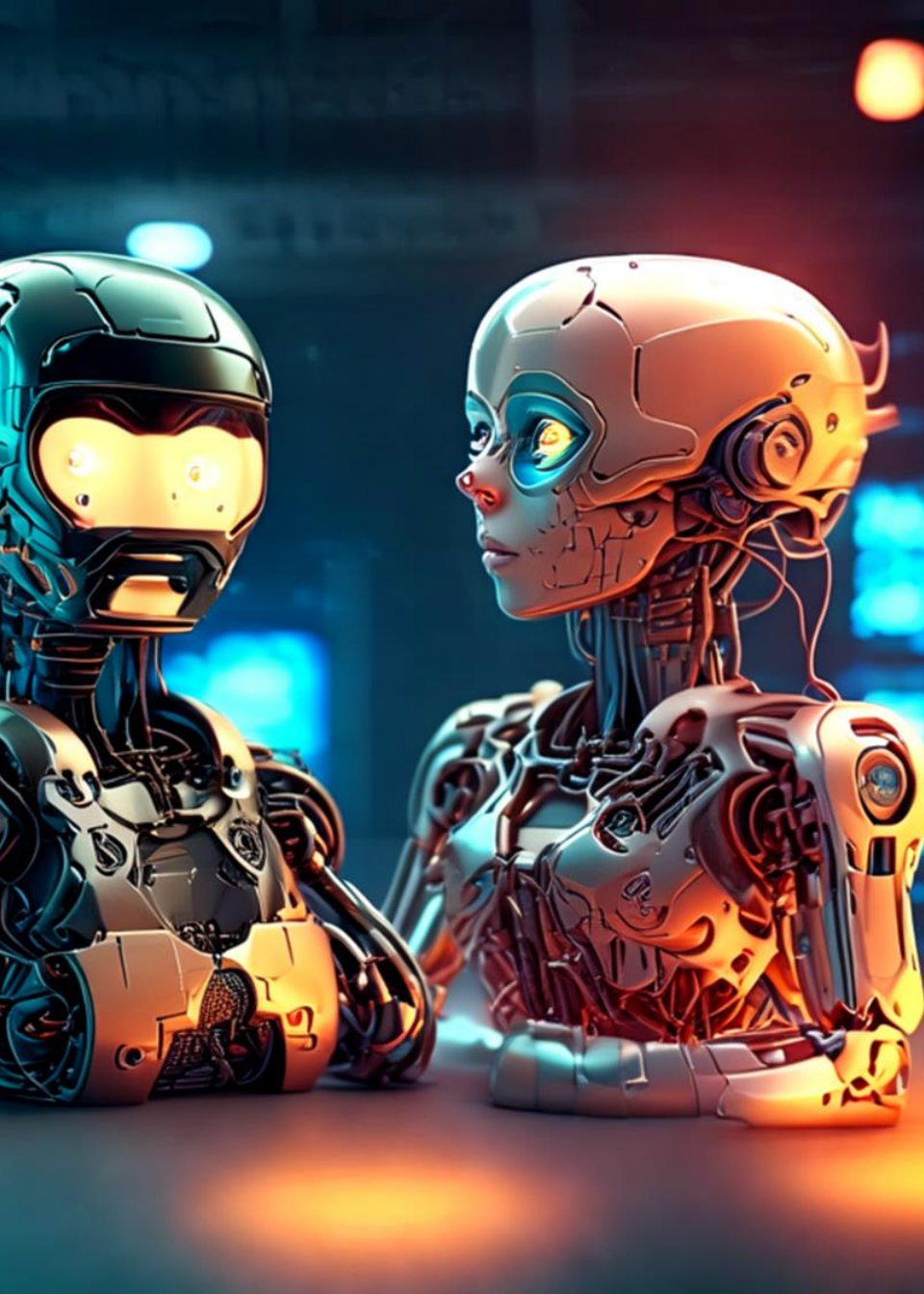


Role of AI - Enhancing Efficiency and Decision-Making in the Public Sector

AI-Assisted Policy Decisions: AI is increasingly being adopted by local governments in the UK to enhance public services, streamline operations, and improve decision-making processes. *Example: North Yorkshire Council developed an AI tool to assist children's social workers by summarising case notes and identifying patterns, allowing more time for direct support to children and families .*

Predictive Modelling for Crisis Management: AI can predict and model scenarios such as natural disasters or public health crises, enabling governments to prepare accordingly. *Example: According to the UN, predictive analytics and early warning systems using AI can reduce the economic impact of natural disasters by up to 40% by enabling quicker response and resource optimisation.*

Optimising Government Operations: AI improves efficiency in public administration and operations. *Example – Pilot at Hertfordshire Council to create an AI powered autonomous robot for identifying and repairing road defects, before they become potholes. 40,000 potholes filled.*

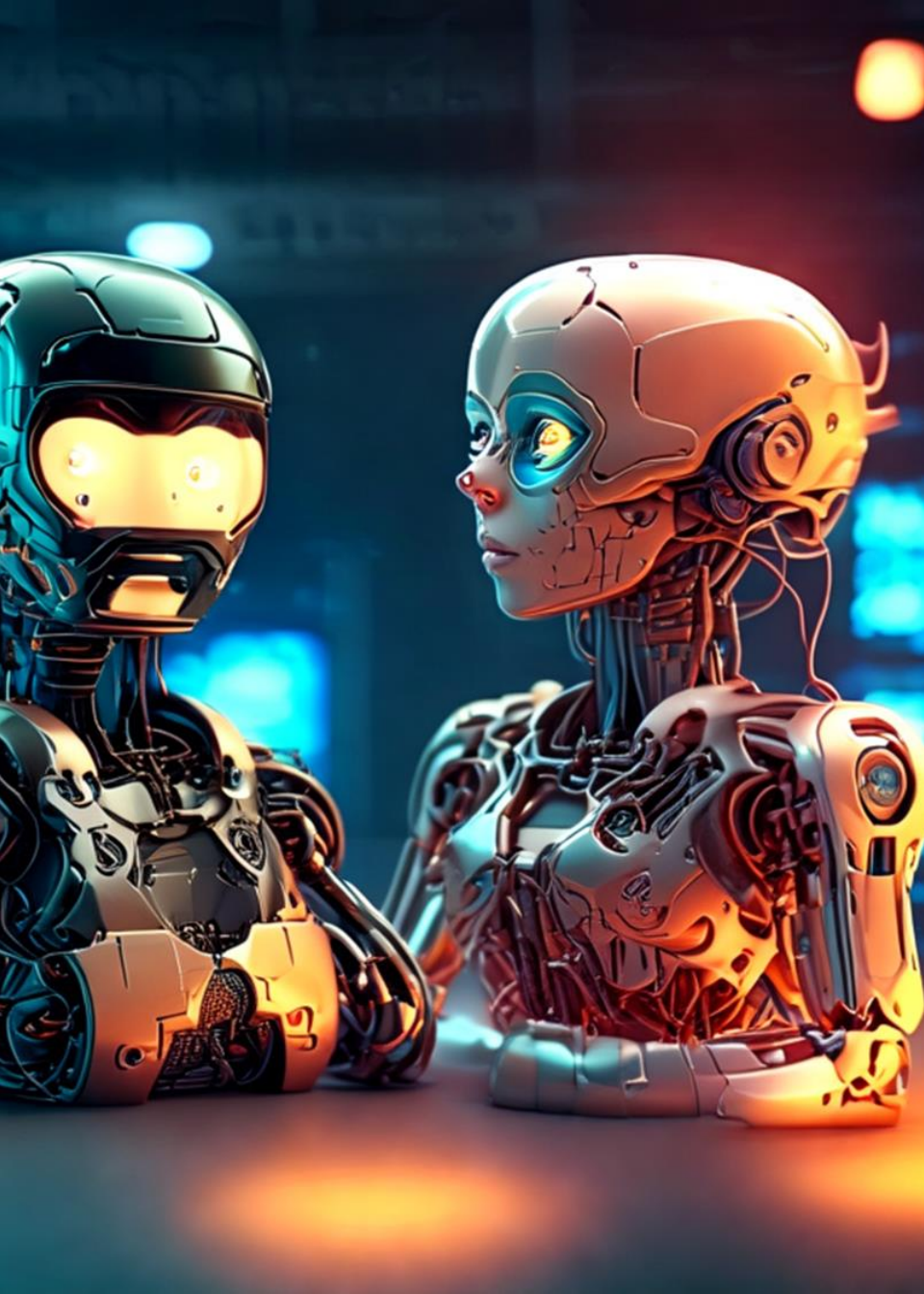


Role of AI - Improving Customer Engagement through AI in the Private Sector

Personalised Customer Experience: AI helps companies deliver personalised content, recommendations and services, enhancing customer satisfaction and engagement. *Example: Amazon's AI-powered recommendation engine drives 35% of revenue and 85% of viewed content on Netflix follows AI recommendations.*

Chatbots and Virtual Assistants: AI-powered chatbots provide instant responses to customer queries, improving communication and service speed. *Example - AU Vodka use for advice, order tracking and customer queries.*

Marketing Content: AI tools help plan and create marketing content from websites saving time and providing effective engagement with their audiences. *Example: Starbucks used AI to provide tailored content such as beverage suggestions and personalised promotions.*

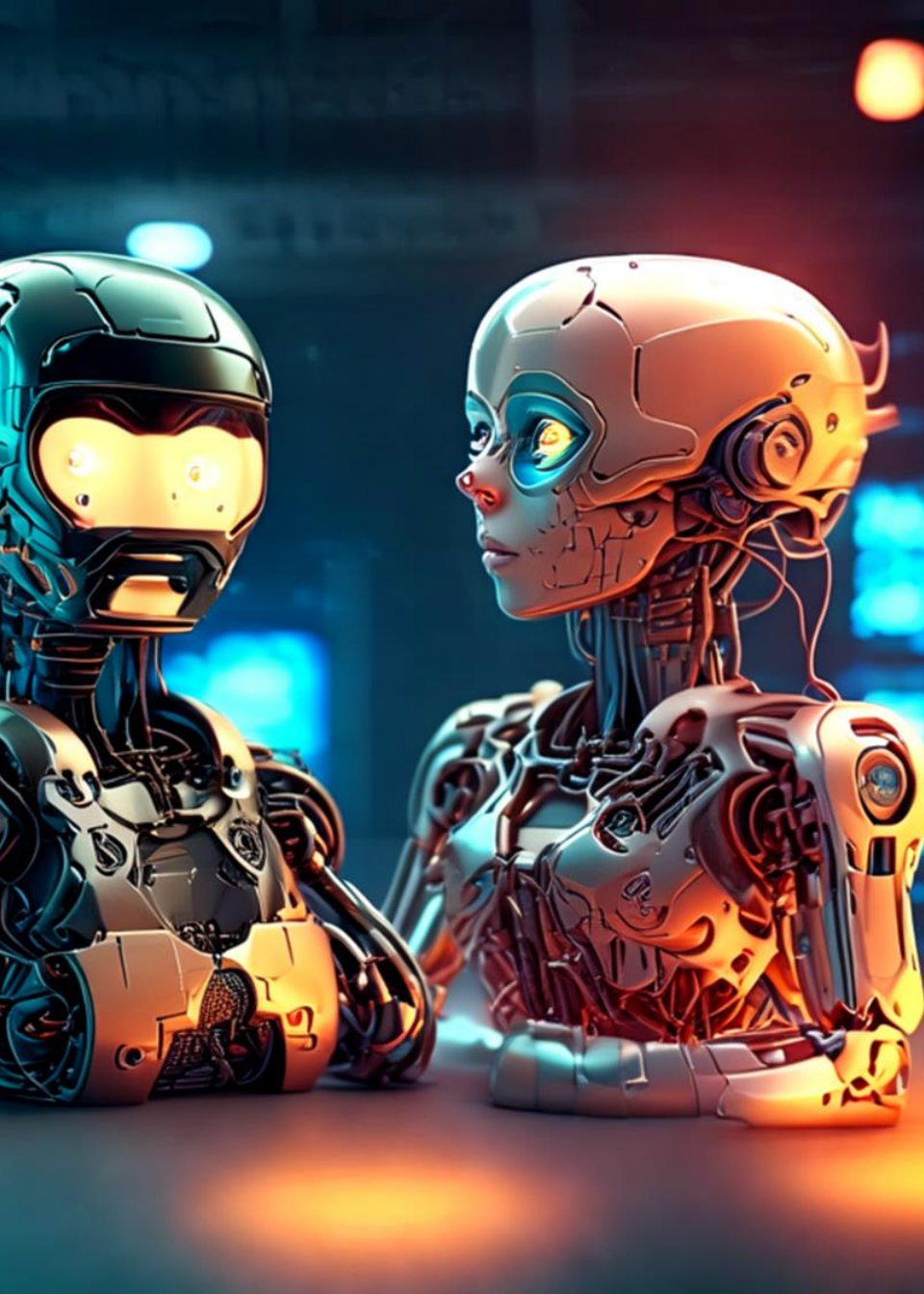


Role of AI - Improving Citizen Engagement in the Public Sector

AI Chatbots for Public Services: AI-driven virtual assistants provide real-time information to citizens, improving access to and advice on public services. *Example – Cardiff Council uses a bi-lingual AI chatbots to improve communication with residents. 5,000 chats per month, with 1,000 of these out of hours.*

Data-Driven Public Feedback: Governments can use AI to analyse feedback from citizens, improving communication and addressing public concerns faster. *Example - Tower Hamlets Council employs AI to analyse sentiment data from social media interactions.*

Citizen-Centric Solutions: AI helps governments personalise public services, offering targeted programmes and resources based on community needs. *Example - NHS Lothian used AI-driven triage to process patient referrals efficiently.*

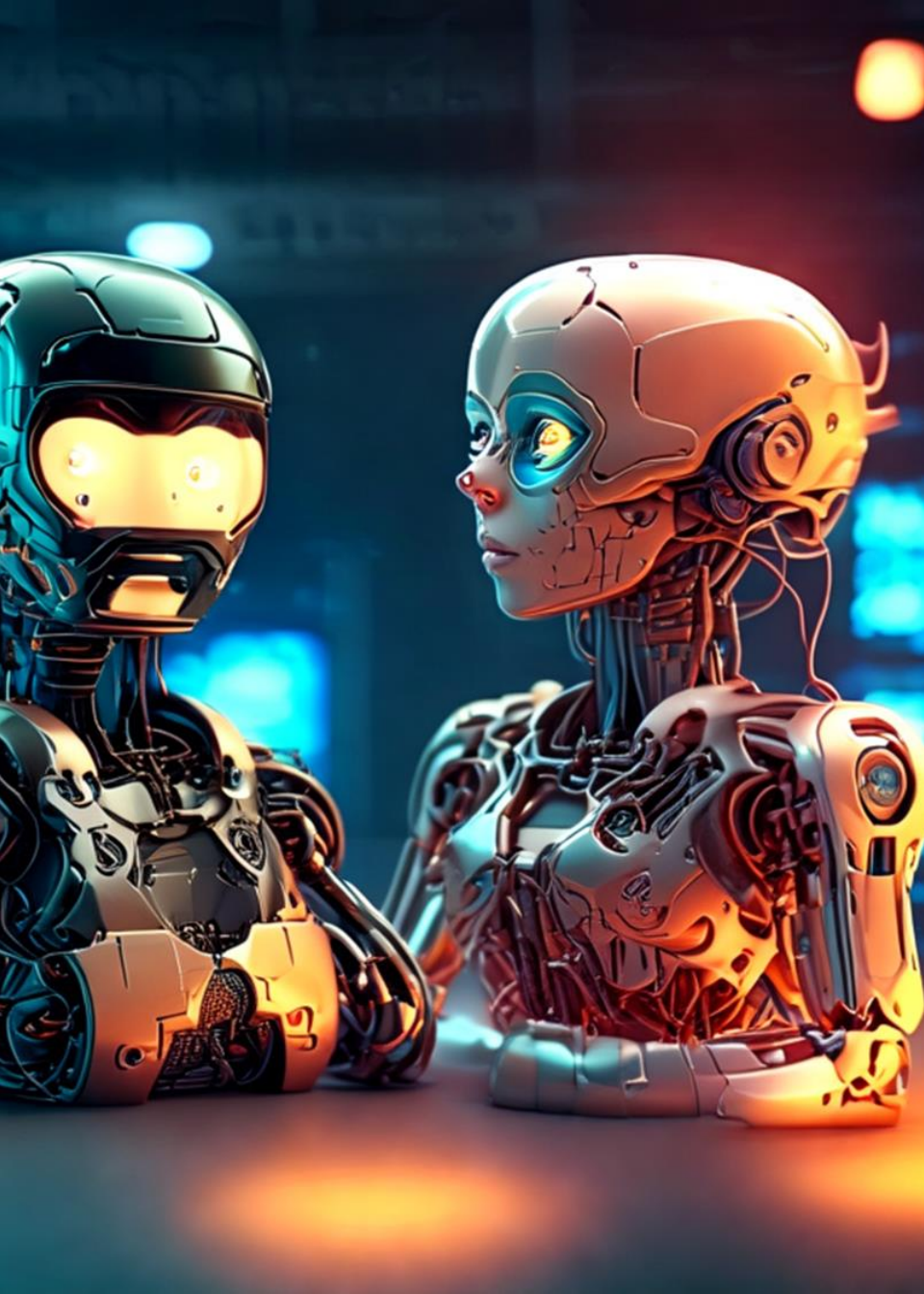


Role of AI - AI-Enhanced Service Delivery in the Private Sector

More Accurate Recommendations: AI algorithms help analyse large volumes of data and provide insights that traditional methods couldn't achieve. *Example: EY uses AI to provide better, more accurate recommendations.*

Logistics and Delivery Optimisation: AI can analyse routes, traffic data and delivery to optimise logistics, reducing delivery times and costs. *Example: Evri uses AI-powered computer vision tools to verify if parcels are being left in a safe place. 98% success rate in detecting and addressing issues with delivery photos.*

Proactive Maintenance: AI predicts when equipment or systems might fail, enabling companies to perform maintenance before issues disrupt service. *Example - AVEVA's predictive maintenance tools can identify patterns and anticipate potential issues in industrial equipment before they escalate into full equipment failures.*



Role of AI - AI-Enhanced Service Delivery in the Public Sector

Efficient Healthcare Services: AI can improve healthcare delivery by assisting with diagnostics, managing patient records and streamlining treatment planning. *Example - UCLA developed a model that is 5000x faster than humans and slightly more accurate.*

Smart City Services: AI can help manage public infrastructure such as traffic control, energy distribution, and waste management, enhancing overall efficiency. *Example: Aston University developed an AI-powered traffic light system adapts in real-time based on live camera footage.*

Public Safety: AI can be used for predictive policing and emergency response systems, improving the speed and accuracy of public safety operations. *Example: In 2024, South Wales Police conducted nine LFR (Live Facial Recognition) deployments, scanning approximately 705,290 faces, resulting in two arrests.*

Discussion

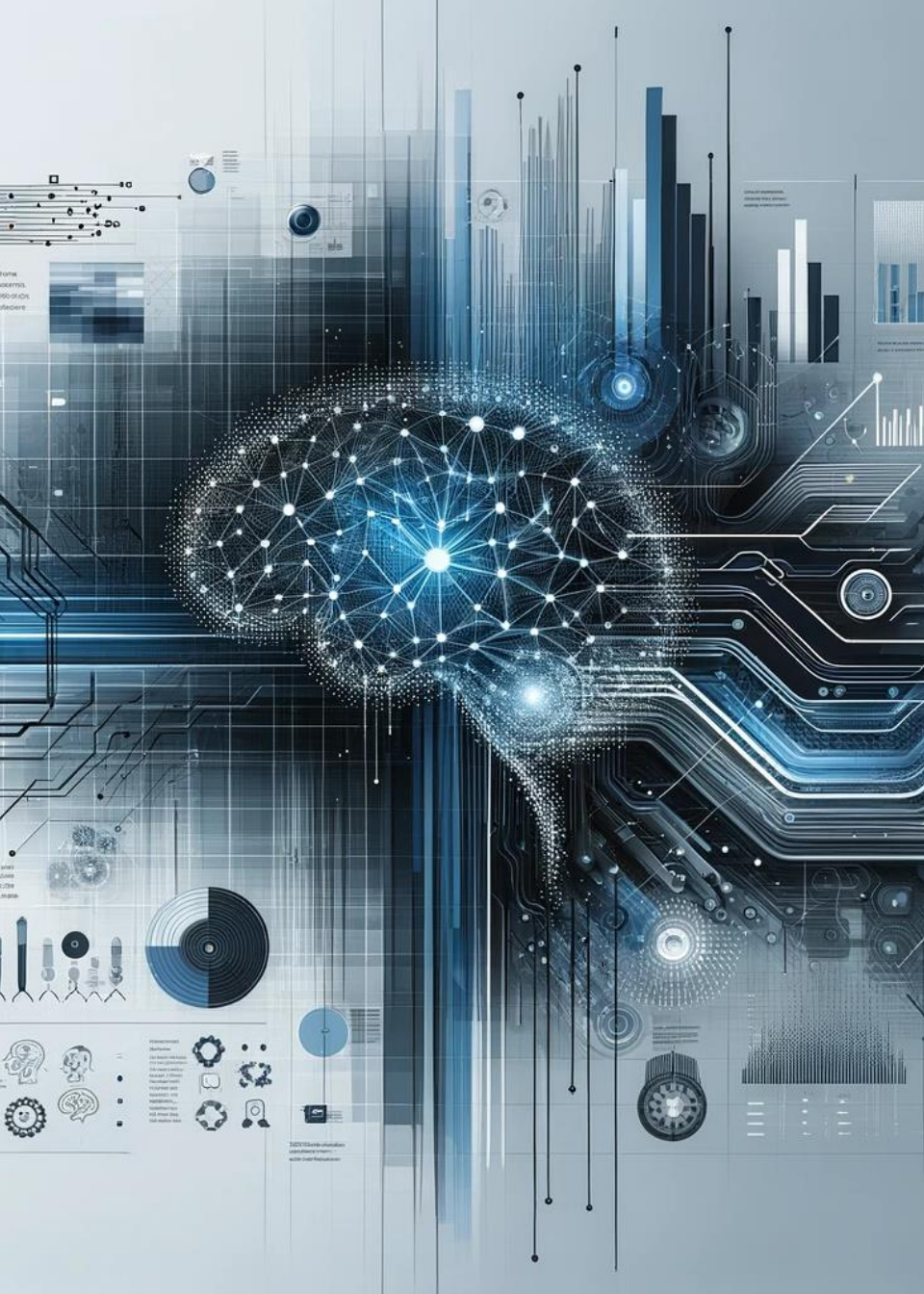
Please share an example of how AI has been implemented in your organisation or industry.

What was the outcome?



Benefits and Challenges of AI





Benefits of AI

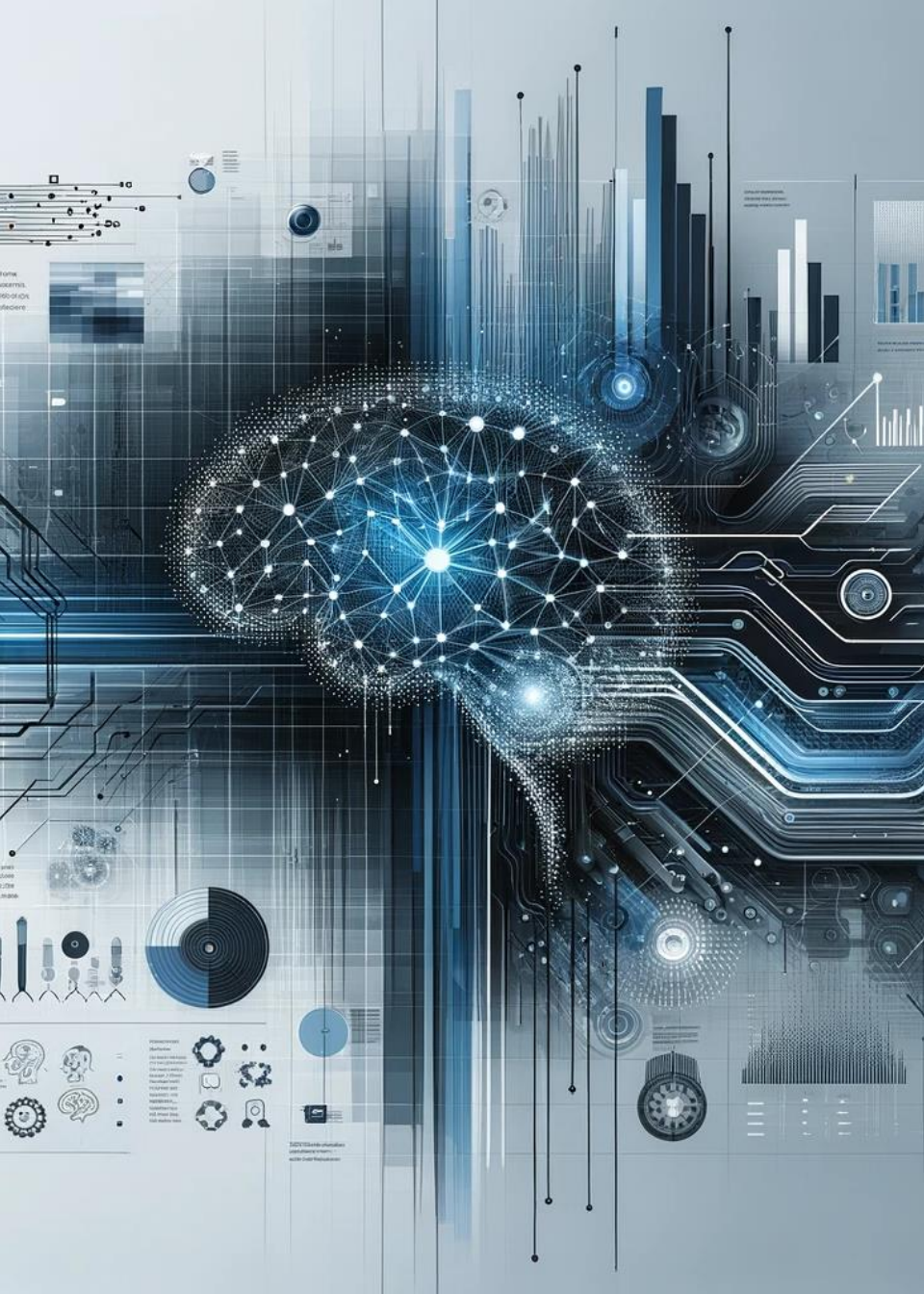
Increased Efficiency: AI automates repetitive tasks, improving operational speed and reducing human error.

Cost Savings: AI reduces the need for manual labour in routine tasks, lowering operational costs in both businesses and government operations.

Data-Driven Decision-Making: AI enhances data analysis, providing valuable insights for strategic decisions in business and public policy.

Enhanced Customer/Citizen Service: AI-powered chatbots and virtual assistants provide instant support, improving customer satisfaction in businesses and citizen engagement in the public sector.

Personalisation: AI enables customised services, from personalised marketing in the private sector to tailored public services for specific community needs.



Challenges of AI

Data Privacy Concerns: Both sectors face challenges in ensuring the protection of sensitive data, such as customer information in businesses and citizen data in public services.

Ethical Considerations: AI decisions may be influenced by biased data, leading to unfair outcomes in hiring, service delivery, or law enforcement.

Job Losses: Automation through AI can lead to job losses, particularly in routine roles, sparking concerns about unemployment.

Environmental Concerns: AI damages the environment through energy-intensive data processing and water cooling. But it also provides optimisation of energy use and resource management.

Discussion

What benefits and challenges regarding AI are you seeing in your workplace?

Question for you



The Future of AI in the Workplace





The Impact of AI on Job Roles

Overview

- Artificial Intelligence is transforming the workplace by increasing productivity, improving quality, automating routine tasks and enhancing decision-making processes.

Impacts on Job Roles

- **Automation:** AI is handling repetitive tasks, allowing employees to focus on creative and strategic activities. But some job losses eg Meta laid off 3600 middle tier developers earlier this year.
- **Augmentation:** AI tools are assisting workers by providing insights, predictions and recommendations in real-time.
- **Job Creation:** New roles are emerging in AI eg management, ethics, consultancy, training and employees are being freed up to do new more interesting roles.



AI Trends Shaping the Future Workplace

Autonomous AI Agents: AI will move beyond assistance to fully **autonomous** agents capable of executing routine tasks like scheduling, data entry, and report generation, with minimal human intervention. eg OpenAI's 'Operator'.

AI-Driven Decision Making: AI systems will not only assist in decision-making but will begin making **autonomous**, complex, real-time decisions independently in areas like supply chain management and financial trading.

AI-Led Innovation: AI will be used to prototype, test, and improve products, driving innovation at speed by generating new ideas and optimising designs **autonomously**.



Predictions for AI-Driven Workplaces

Leadership and Management: AI will support leaders by providing data-driven insights and forecasts, helping them make informed strategic decisions.

Recruitment and HR: Future AI systems will autonomously manage recruitment processes and performance evaluations.

AI Included in M365: Use of AI and in particular Copilot will become more widespread following inclusion of Copilot in Microsoft 365 Personal and Family and renaming of Office to Microsoft 365 Copilot. Likely to be bundled in M365 for business soon.

Healthcare: Increased use of AI in diagnostics, predictive analytics and communication with patients.



Predictions for AI-Driven Workplaces

Manufacturing:

More smart factories using digitised and connected manufacturing techniques that use AI, IoT, and automation technologies.

Education:

Adaptive learning platforms will personalise education based on individual needs and learning styles. Virtual tutors and immersive learning experiences will transform traditional classrooms.

Greater Use of Voice:

Voice-driven AI will enable improved communication with devices and services allowing more intuitive conversations interfaces in workplaces.

Expansion of GPT Search

ChatGPT and other AI Search tools will obtain greater market share from Google.



UK Government investment

- Expansion of AI computing capacity over the next five years
- Construction of a new supercomputer
- Government-owned GPU capacity to reach the equivalent of 100,000 units by 2030
- Increase in AI applications in academia and public services
- Reforms to migration policies to attract AI and life sciences professionals
- AI Safety Institute (AISi) to focus on evaluating and ensuring the safety of advanced AI models
- Partnership with the Royal Academy of Engineering, Imperial College London, and the Department for Science, Innovation and Technology to equip investors to support AI start-ups

AI Case Studies





PwC integrated AI into operations

Background

- PwC is a global professional services firm offering audit, assurance, consulting, and tax services.

AI Integration

- In May 2024, PwC announced a partnership with OpenAI to implement ChatGPT Enterprise across its UK and US workforces.

Objective

- To enhance internal processes and client services.

Operational Efficiency:

- PwC reported that employees using AI tools like ChatGPT experienced productivity increases between 20% and 40%.

Workforce Considerations:

- Approximately 95% of PwC's US employees have participated in AI-related activities and training, dedicating over 360,000 hours to building their AI skills.



Octopus Energy's AI powered customer services

Background

- **Octopus Energy:** UK based energy supplier, successfully integrated AI into its customer service operations.

AI Integration & Impact

- **Initial Role:** AI began by handling customer emails under human supervision.
- **Efficiency:** AI now manages over one-third of customer emails, effectively performing the work of around 250 people.
- **Employee Satisfaction:** Employees freed up to work on more complex queries, direct customer interaction and other projects like car battery development.
- **Customer Satisfaction:** AI-driven responses achieved an 80% satisfaction rate, compared to 65% for human agents.

Key Insights

- **Operational Efficiency:** AI can significantly improve productivity and customer experience.
- **Workforce Considerations:** Highlights changes in the future of human roles.



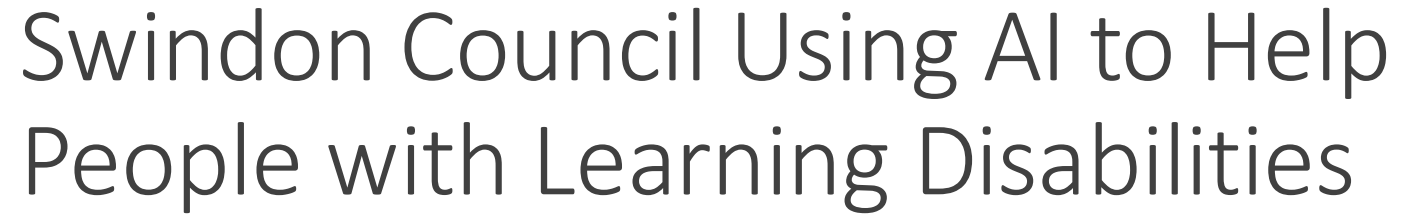
Transforming Healthcare with NHS AI Lab

Mission: Accelerating the safe, effective, and widespread adoption of AI in the UK health and care system.

Key Programmes:

- **AI in Health and Care Award:** Supporting innovative AI technologies from early development to scaling.
- **AI Imaging:** Enhancing diagnostic capabilities through advanced AI-powered medical imaging.
- **AI Ethics:** Ensuring patient-centred, ethical use of AI for equitable healthcare outcomes.
- **AI Regulation:** Developing a robust regulatory framework for the safe use of AI in healthcare.

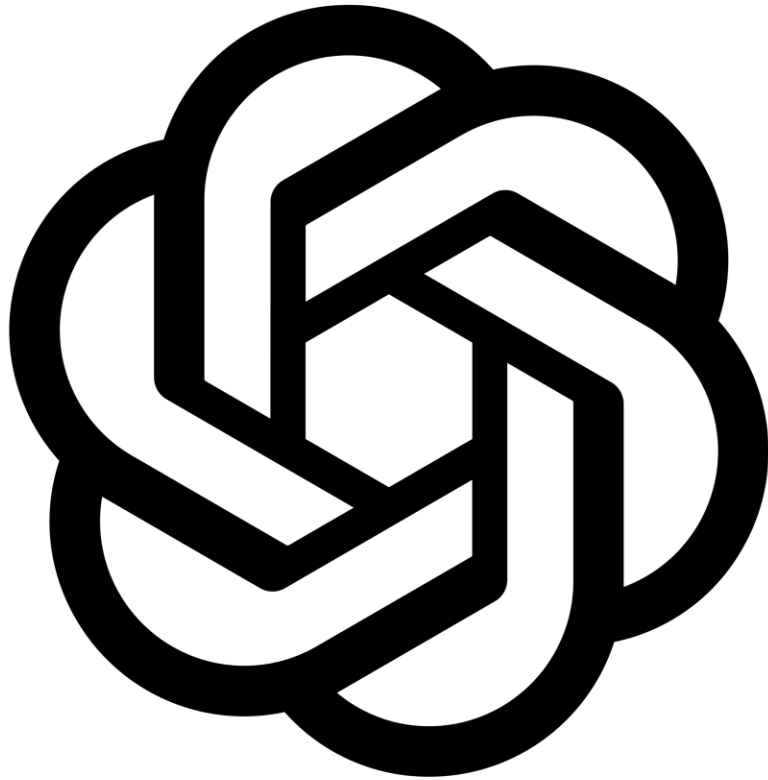
Impact: AI is improving diagnostic accuracy (AI 87% v 86% human), streamlining administrative work and enabling faster, more effective healthcare delivery.



Optimised Resource Allocation: Social care teams can focus on those needing more intensive support.

Use Cases for Improving Productivity





Use Cases using ChatGPT



Create a concise answer from multiple websites

Obtain answers to questions and/or create reports using data and information from multiple websites in real time.

Tip 1: For quick results use ChatGPT Search - great for current industry or government news. For detailed reports use Deep Research.

Tip 2: Combine with Tasks to produce a recurring report eg daily or weekly



Event planning using Projects feature

Plan events such as training workshops, conferences or networking sessions by listing tasks and centralising all relevant resources eg venue information, vendor contact lists.

Tip 1: Upload supporting files and chats for improved organisation and management.

Tip 2: Set tone and voice for targeted and appropriate communications.



Obtain regular news using Tasks feature

Use Tasks to help you stay up to date with current industry news on a regular basis.

Tip 1: Be specific about your requirements.

Tip 2: Managed your tasks under Profile Pic.



Policy document creation

Draft internal policies like remote work guidelines or employee conduct handbooks and external policies like privacy policy for website.

Tip 1: Use Canvas to outline sections.

Tip 2: Use editing tools to improve the quality of the policy.



Analyse websites and create reports

Analyse your website for (SEO) Search Engine Optimisation, Accessibility, User Experience, Content Suggestions or produce a competitor report by analysing your competitors' websites and comparing it with your own.

Tip 1: Create a very detailed and specific prompt for ChatGPT. Ask ChatGPT to assume the role of an expert.

Tip 2: Combine with Tasks to create regularly.



Convert scans of handwritten paper documents into digital files

Scan paper written text and extract into digital format for editing and insights.

Tip: Scan or take a photo of handwritten paper notes then use ChatGPT to extract, edit and obtain insights.



Obtain help with error messages

Upload image to obtain information and advice on resolution of error messages.

Tip: For a mobile approach using use ChatGPT Vision.



Role play

Role play with Voice. Eg a job interview, performance review, a sales presentation or similar scenario.

Tip: Explain the scenario and Ask ChatGPT to assume a role. Have a conversation then ask ChatGPT for feedback on your answers.



Education and learning

Use Advanced Voice Mode on ChatGPT to learn about new topics, carry out research or obtain insights.

Tip: Specify a persona and the audience. For example, “Assume you’re an X expert and describe your predictions for the top trends for x in 2025 as if the audience is new to the subject.”



Create content from video transcripts

Create blogs, articles or social media posts from video transcripts.

Tip: Use Clipchamp to extract transcript from video then upload .srt file to ChatGPT.



Processing and categorising data

Use ChatGPT or AI tools to process and categorise large volumes of written or spoken data eg witness statements following crimes or transcripts, to highlight inconsistencies or relevant information.

Tip: Use AI to assist admin, not to replace human judgment in areas requiring nuance.



Create a customer avatar

Target appropriate marketing content to the right audience.

Tip 1: Upload Audience Insights data from Meta.

Tip 2: Save and upload **all** your data in pdf format.



Improve your marketing content

Upload your Google Analytics website data, newsletter and social media posts.

Tip 1: Export ALL your posts data from Meta and LinkedIn.

Tip 2: Save and upload your data in Word or pdf format.



Obtain top sales prospects from your LinkedIn connections

Export your LinkedIn Connections and ask ChatGPT to highlight potential top prospects and future clients.

Tip: Go to Settings/Data privacy/Get a copy of your data. Obtain data then upload to ChatGPT.



Create and edit photos and images

Create or edit photos or images for website, social media, product packaging etc from a prompt.

Tip 1: Be specific about output eg purpose, style and dimensions and if creating photo state 'hyper realistic'.

Tip 2: Improve images, photos and logos.

Tip 3: As an alternative try ChatGPT or Meta AI.



Use Cases using Copilot



Create a Presentation (Slide deck)

Use Copilot to research information and create a PowerPoint presentation.

Save time to when preparing presentations.

Tip 1: Use Copilot from within PowerPoint.

Tip 2: Create a PowerPoint from a Word document.



Create a workspace for your projects

Use Notebook (equivalent to ChatGPT's Projects) to provide a focus on aspects of your work.

Tip 1: Use per client, per project or for regular tasks.

Tip 2: Unlike ChatGPT you can reference websites for additional context.



Obtain references to a topic or person

Use Copilot to obtain information on a topic or person from your organisation's data. Handy for Subject Access Requests (SARs).

Tip 1: Use this prompt – Create a report summarising references to <word> or @<person>. Make it detailed, highlighting the sender or document author and categorising by topic.

Tip 2: After obtaining the information use Copilot to research the web on the subject or ask for additional insights.



Create a document from web based information

Obtain information from multiple websites to create a document eg report on investments, use of composite materials, sales of Electric Vehicles, secondary education exam results.

Tip: Use Copilot in Word.



Improve email composition and management

Save time in Outlook.

Tip: Create emails and obtain advice on draft emails. You can also list and summarise emails. Eg list all unread emails or emails from a particular person.



Prepare for meetings

Use Copilot to help you prepare for a meeting by highlighting all relevant information from emails, meetings, chats and documents relating to an upcoming meeting.

Tip: Click on the annotations then title of file to view the contents in original file format.



Improve Teams meetings

Use Copilot to prepare, bring you up to speed, summarise, take AI meeting notes and list actions.

Tip 1: Ensure transcript is running.

Tip 2: Create a voice profile for better recognition, isolation and noise cancellation.



Research

In-depth analysis and reporting using organisation's or internet data.

Tip: Use Researcher and Analyst Agents.



Use Cases
using Gemini



Create a podcast

Use Gemini to create a podcast in 15 mins eg [Listen to a podcast of this slide deck](#).

Great way to learn and an innovative way to absorb news and information.

Tip 1: Upload files or use Deep Research then select Audio Overview.

Tip 2: Use NotebookLM for the same approach with a webpage.



Work with YouTube videos

Use Gemini to ask questions and create summaries of a YouTube videos.

Quick and easy way to find and obtain the key points of any video on YouTube.

Tip no. 1: Use your Gemini summary to repurpose video into an article, blog post or training materials.

Tip no. 2: You can also use Gemini to find videos based on topic and other criteria – an advanced Search.



Use Cases
using Copilot
and ChatGPT



Recruitment: Suitability for a role

Check suitability for employment based on analysis or comparison of CV with other CVs or job description.

Tip 1: Upload multiple CVs (in Word or pdf) to ChatGPT or reference in Copilot to review and compare.

Tip 2: Use ChatGPT or Copilot in OneDrive to compare CVs or a CV against a job description.



Summarise and obtain insights from documents and websites

Summarise documents or websites in Copilot or use ChatGPT by uploading attachments or links.

Tip 1: Save time by obtaining key points and improve understanding with insights. Copilot has an advantage here due to its integration.

Tip 2: Works great on Edge on mobile – just click the Copilot button at bottom of web page.



Bespoke answers and support

Answer questions/get help on any topic

Create a Copilot Agent using [Copilot Studio](#) or a [Custom GPT using ChatGPT](#):

- Create a customer services chatbot for your website
- Provide answers to questions on your business from clients
- Provide support information to staff
- Provide advice on employee benefits

Discussion

Could you use or adapt the case studies or use cases in your role or organisation?

Question for you



AI Best Practice





Choose the right AI tool

Define Your Needs

- Determine the specific task or problem you need to solve (eg content creation, data analysis, customer service).

Consider Data Sensitivity

- Opt for enterprise-grade AI tools (eg ChatGPT Enterprise or Microsoft Copilot) for handling confidential or sensitive information.

Ease of Integration

- Prioritise tools that work well with the apps your team already uses (eg Microsoft Office, CRM systems).

Cost and Scalability

- Compare costs and choose a solution that aligns with your budget and has the potential to scale with your business as your needs grow.

Output Quality

- Run tests to assess the tool's effectiveness before committing.



How to create effective prompts

- Goal - be clear on what you are trying to achieve
- Context - scenario and background situation
- Persona - role that AI tool should assume
- Style - informal language and tone or formal and professional
- Provide examples – give the AI tool an example to help
- Restrictions and constraints - eg specifics; length of article
- Add “Ask me questions that will help improve your answer”
- Use follow-up prompts to refine answers further
- Start a ‘New chat’ when move onto a new topic/question
- Break complex tasks into smaller, manageable questions
- Use ‘Edit prompts’ for a quicker refined answer



Rollout of AI

Initial Pilot Testing

- Begin with a pilot phase at the start of the project to test AI usage among a smaller group.
- Gather feedback to learn about user needs and challenges.

Training and Support

- Regular training to keep users up to date with new AI tools and features.
- Establish a responsive support system for technical issues and user questions to promote a culture of learning.

Adoption and Ongoing Improvement

- Gradually expand AI deployment while monitoring user adoption and continuously collecting feedback.
- Encourage users to explore new features and improve their workflows with incentives, to create a mindset of ongoing adaptation.



Ensure data privacy and security

File Naming Conventions

- Establish and adhere to consistent naming conventions to facilitate easy retrieval and automated processing by AI tools.
- Embed relevant information such as date, project code, and version number in file names for quick identification.

File Storage Practices

- Create a logical directory hierarchy that categorises files by function, project, or department to streamline access and maintenance.
- Utilise SharePoint or One Drive to ensure that files are accessible for AI applications from multiple locations.

Data Privacy and Protection

- Implement robust access controls to restrict sensitive data exposure only to authorised personnel and AI systems that require it.
- Ensure all sensitive information is encrypted both in transit and at rest to protect against unauthorised access and potential breaches.



Ensure data privacy and security

Compliance and Regulations

- Keep up-to-date with local and international data protection regulations that impact your organisation's use of AI, such as GDPR.
- Integrate privacy considerations into the development phase of AI projects to address potential risks proactively.

Regular Audits and Updates

- Conduct regular audits of your file storage and management practices to ensure compliance with established standards and regulations.
- Regularly update security measures and protocols to address new vulnerabilities and enhance data protection strategies.

Training and Awareness

- Provide regular training for employees on best practices for file management, security protocols, and privacy awareness.
- Encourage employees to take personal responsibility for protecting corporate data and to report any security incidents or weaknesses.



Additional AI best practice

Use voice dictation for prompts: Dictate prompts to save time.

Keep a library of useful prompts: Maintain a personal repository of the most effective prompts you've used for recurring tasks, so you can reuse them quickly when needed.

Use drag and drop: Drag and drop your files into ChatGPT and Copilot.

Experiment with multi-tool workflows

Combine multiple AI tools to handle complex tasks. For example, use one tool for brainstorming ideas and another for refining or analysing the output.

Fact check

Always fact-check outputs for accuracy.



Additional AI best practice

Use AI to help and not replace

Validation: Engage in tasks like validation (eg double-checking your work)

Learning: Helping you acquire new knowledge and skills (eg create a self-training course)

Task iteration: Increase the quality of your creative work (eg helping you improve on your original article)



ChatGPT tips

Share Chats

Use the Share icon to share chats with colleagues

Find previous Chats

Use the Chat Search to find and continue previous conversations

Make the most of Voice Mode

Use ChatGPT Voice Mode as a virtual assistant

Custom Instructions, Projects, Memory and Tasks

Use to customise and improve the quality of your work

Data Controls

Be wary of sharing business or personal data for training of ChatGPT - Setting/Data Control/Improve The model for everyone



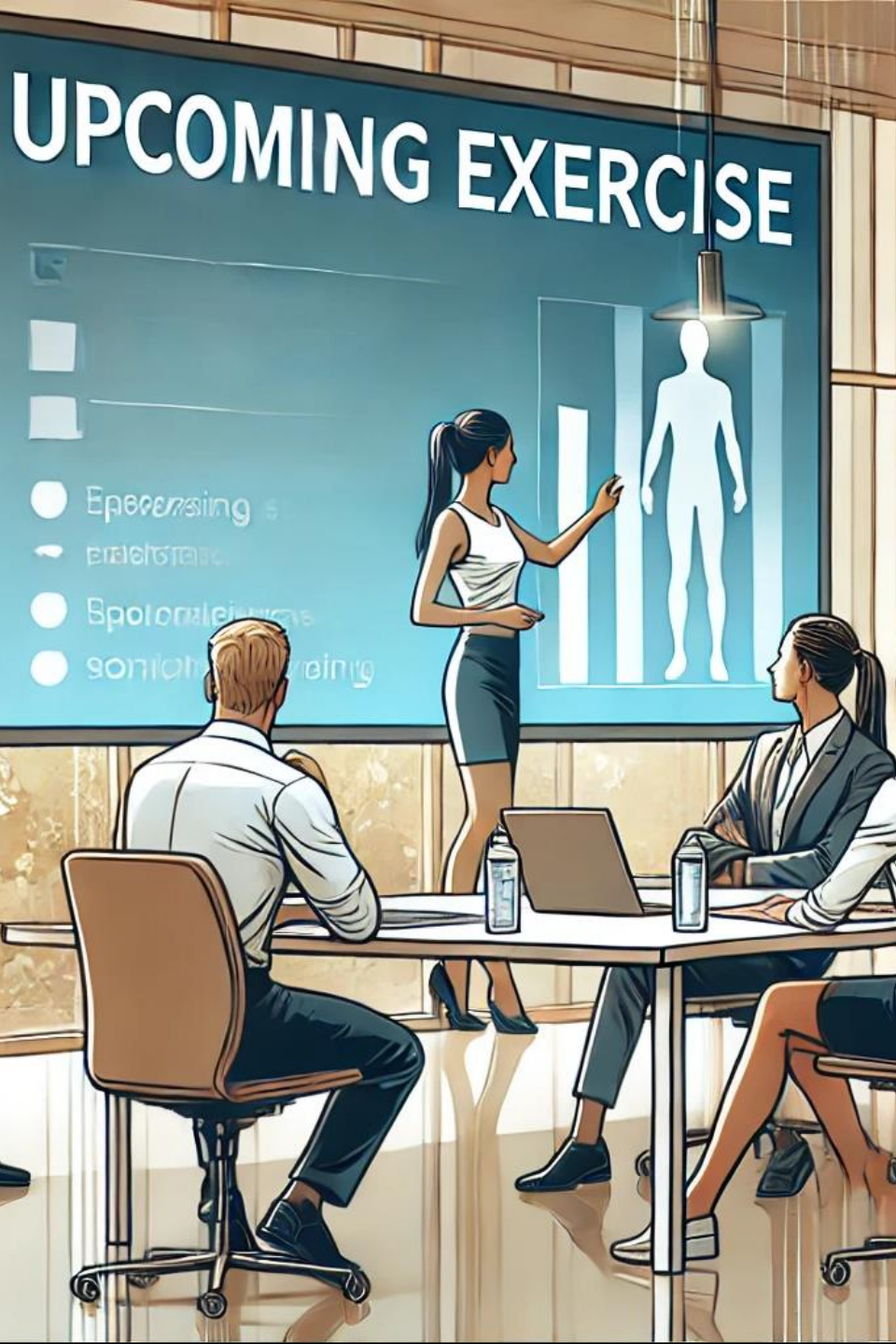
Copilot tips

Retrieve past work: Use the Copilot function to quickly locate previous documents or conversations.

Use voice commands: Use Copilot's voice capabilities to dictate your prompt and navigate your work hands-free both on desktop and mobile.

Use pop-up menus: Take advantage of context menus and buttons within apps like Word and PowerPoint.

Document formatting and structure : Use Copilot and Paste with Copilot to help with structuring and formatting your content eg creating tables, adding headings, or organising paragraphs.



Exercise/Homework

Scenario - Select one of the following tasks:

- Summarise a 2,000-word report
- Generate an engaging LinkedIn post for a marketing campaign.
- Draft a professional email declining a meeting request

Task: Write an initial detailed prompt to get an AI tool to perform the task.

Consider:

Goal: What is the expected outcome?

Context: What background information does the AI need?

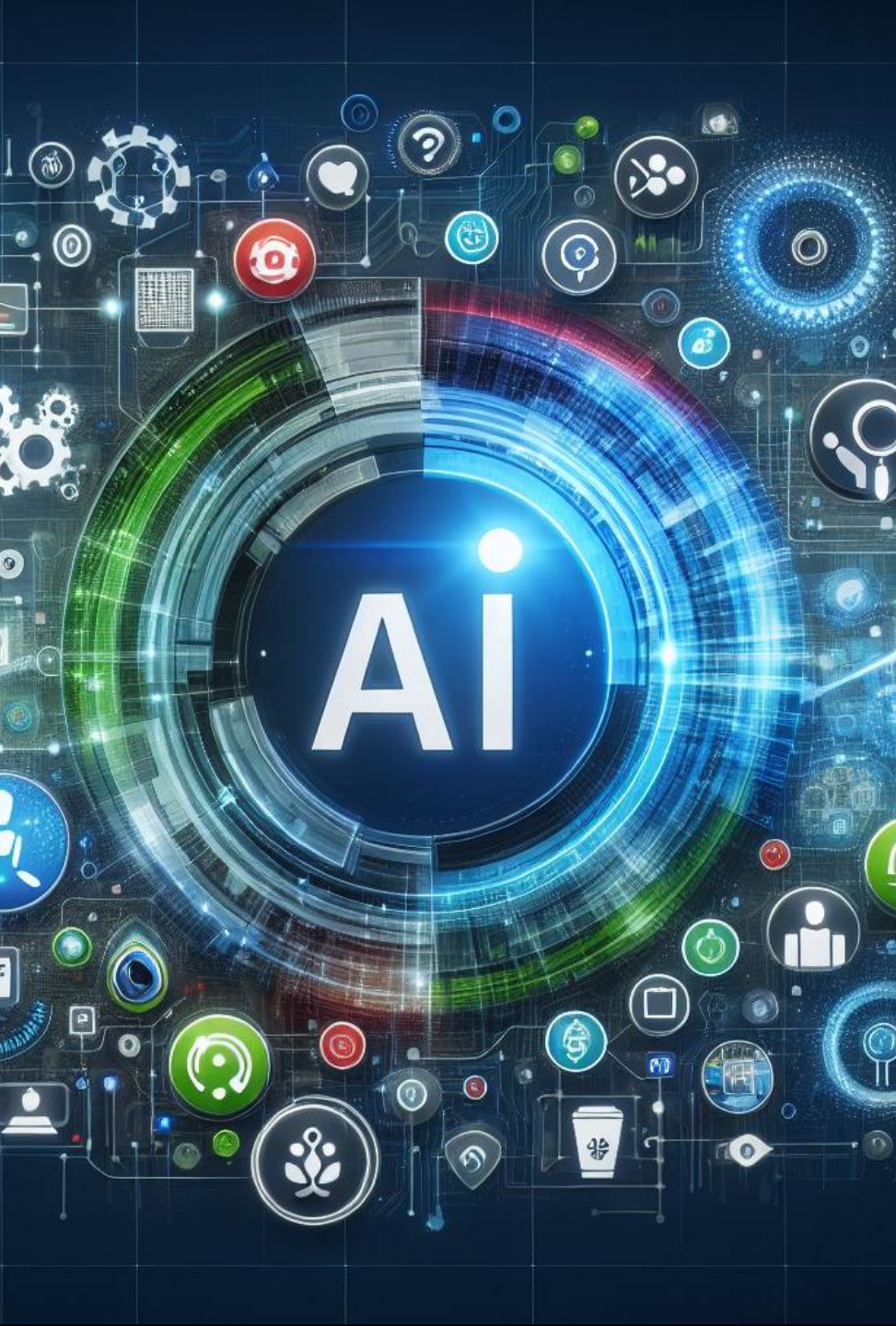
Tone & Style: Should the response be formal, casual, concise, or detailed?

Constraints: Any word limits or specific formatting?

Iteration: "Ask me questions to improve the response"?

Bespoke AI
solutions for
you





Do you have any problems where you think AI might be able to help?

Are there any AI topics relevant to your organisation that you'd like to discuss?



Quiz

Question 1:

What are two main roles of AI in both the private and public sectors?

- a) Reducing energy costs and increasing advertising budgets
- b) Enhancing productivity and improving decision-making
- c) Increasing employee turnover and replacing management
- d) Reducing the need for training and automating office decoration



Question 2:

Which AI-powered tool allows you to use OneDrive to create FAQs and compare documents?

- a) ChatGPT Plus
- b) Google's Gemini
- c) Microsoft Copilot
- d) DALL-E



Question 3:

How did Octopus Energy improve customer satisfaction using AI?

- a) By reducing customer service hours
- b) By offering discounts to all customers
- c) By implementing a new customer loyalty program
- d) By using AI to handle emails and free up employees for other tasks



Question 4:

What is the importance of providing context when creating effective AI prompts?

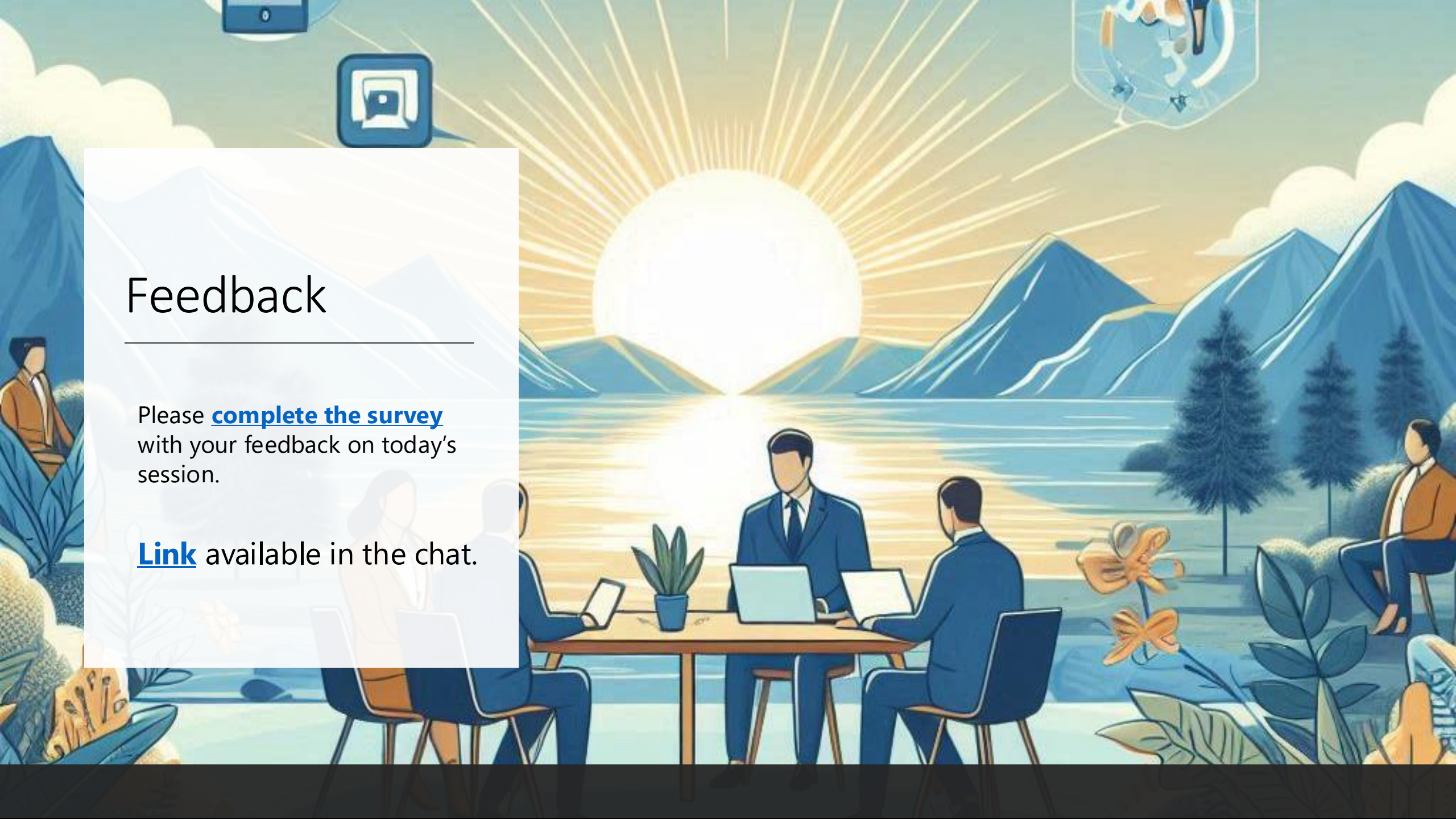


Question 5:

If you need a long response but the AI provides a brief answer, what should you do?

- a) Say, "That's wrong."
- b) Add another prompt or edit the prompt to ask for more detail
- c) Keep asking the same question repeatedly
- d) Stop using the tool

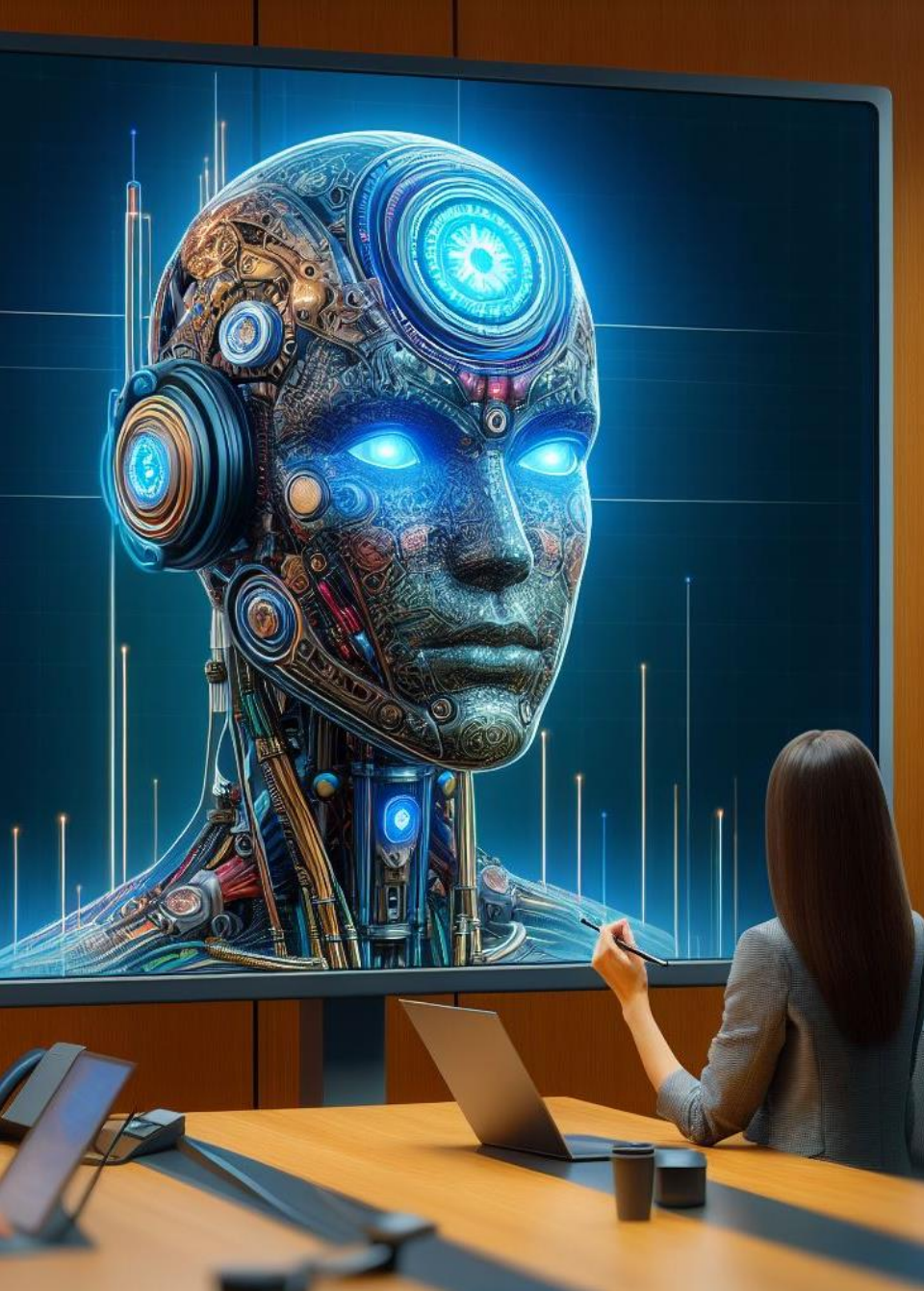


The background is a stylized illustration. In the foreground, three people in business attire are seated around a wooden table, working on laptops. A small potted plant sits on the table. The setting is outdoors, with a large body of water in the middle ground. In the background, there are blue mountains under a large, bright sun with long, golden rays. The sky is a mix of blue and yellow. In the top left corner, there are two blue icons: a speech bubble with a camera and a speech bubble with a document. In the top right corner, there is a blue hexagonal icon showing a person's head and shoulders. On the right side, there are some green trees and a person sitting on a rock. The overall style is modern and professional.

Feedback

Please [complete the survey](#) with your feedback on today's session.

[Link](#) available in the chat.



Tools and Resources

[Use of AI in Government](#)

Report by National Audit Office

[News and announcements](#)

See the latest on AI from Microsoft

[Security when using Copilot](#)

Address potential security issues in Microsoft 365 Copilot

[Copilot Studio](#)

Design your own custom AI tool powered by Copilot

[Copilot Lab](#)

Explore Microsoft AI products and tools for your organisation

[OpenAI Forum](#)

Post questions and obtain answers on all things related to OpenAI, ChatGPT and AI



Q&A and wrap-up

A person with long brown hair is seen from behind, sitting at a wooden desk. They are holding a smartphone in their right hand. On the desk are various items: a small potted plant, a pen holder with pens, a mouse, and some papers. In the background, a large, vibrant artwork of a blue and gold robot with a glowing eye is mounted on the wall. The robot's hand is raised, pointing upwards. The scene is dimly lit, with the primary light source being the artwork and the phone screen.

I'm Jonathan Pollinger.
Thank you.
Have a great afternoon!
