BUSINESS PEAK DISTRICT

PEOPLEJELLY LEARNING CONSULTANCY

AI for Small Businesses

Insights for Growth in a Rapidly Evolving Digital Landscape



Introduction



I’m Lee Garnett - Founder of Peoplejelly Learning Consultancy

What we do:
We work with SMEs to create simple scalable learning structures and solutions

We help SMEs to add a high level of professionalism to their people offering

We are a one stop shop for learning - Jack of all trades master of most





Agenda

AI Tools

How I use AI

It’s all about the Prompt



AI Introduction

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, enabling them to perform tasks such as learning, reasoning, and problem-solving.

For small businesses, understanding AI is crucial as it fosters innovation, enhances efficiency, and provides a competitive edge.

By leveraging AI, businesses can automate mundane tasks, allowing teams to focus on strategic growth and improving customer experiences.

AI Tools for Small Businesses

WRITING TOOLS

AI writing tools streamline content creation, allowing businesses to produce **engaging materials** efficiently, from blog posts to marketing copy, enhancing overall productivity.

VISUAL TOOLS

Visual AI tools enable the rapid generation of compelling graphics and animations, significantly reducing production time and costs while elevating **brand storytelling** through rich visuals.

OPERATIONAL TOOLS

Operations AI tools optimise workflows by automating routine tasks, enabling businesses to focus on strategic initiatives; they enhance efficiency and provide **data-driven insights** for better decision-making.

How I use AI

REAL-LIFE APPLICATIONS

Induction and Onboarding Builds - Claude/ CHAT GPT

Persona Generation for Complex Scenario Based Training - Claude Anthropic

Cartoon and Real Talking Head Training Videos - Synthesia - VYOND (Learning Specific)

Automatic Block Creation in Articulate - Articulate 360 AI version (Learning Specific)

LXP Design Ideas For A Enterprise-Wide Intranet Build - CHAT GPT

Summarising E-Mails And Conversations auto notetaker - CoPilot

Creating Graphics Or Infographics for Learning or Marketing - CANVA - Gemini

Creating high level learning proposals

My Favourite Use of Ai Is Probably Testing Ideas - Creating Business Plans, frameworks or a pivot plan - CHAT GPT

C
L
E
A
R

It’s All About the Prompt

You get out what you put in

The **CLEAR** Prompting Framework ensures clarity in communication.

C -Context - Give background or situational details so the model understands the settings or purpose

L - Language - The tone, style or level of complexity for example formal, conversational, simple English. You can get rid of the Zs here by asking for British English

E - Expectation - State exactly what you want as an output, word count, number of pages paragraphs

A - Action - Describe the task the model should perform - Summarise, compare, generate ideas

R - Review - Check and review refine your prompt to improve clarity

By following the CLEAR framework, you can improve your interactions with AI, leading to better results.

Poor Prompts

Poor prompts often lack specificity and clarity, leading to irrelevant responses.

For instance, asking "Tell me about dogs" results in generic information, which fails to address your specific needs or interests effectively.

Good Prompts

Effective prompts are clear and targeted, providing context and direction.

For example, asking "1want to understand what type of dog would make a good pet for me.

I live in the UK and I have a small garden and 2 children aged 11 and 15.

I want a dog that is athletic, but that me and wife can pick up. One that is great with kids and enjoys playing.

I want a dog that isn't typically expensive to buy and to look after and preferably has a longer life.

I work from home on video calls so it would need to be content on its own or quiet in my office. We live in a county setting and could walk it 3 times a day.

I have allergies so a hypoallergenic breed is a must.

Please can you provide me with a comparison report of up to 4 ideal breeds, providing comparison points on the breeds. I like short and snappy information so please can you keep it to around 2 pages of information.

Wrap-Up

What one thing are you going to try?

What are your AI priorities?

What can you do that AI cannot?

What are you doing that AI can replace?



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