

AI: NOTES FROM THE FIELD

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DURA-CUF
ADULT


Artificia1

[Question]

Who here has used ChatGPT, Claude, Gemini, Copilot?

Put your hands up and keep them up if you have..



WHO'S THIS MATT CHAP?



Matt Neal

- Founder of Artificia1
- Advisor to both FTSE:100 and SME businesses
- AI evangelist and early adopter
- Speaker and trainer
- Sometimes races cars round in circles

TRAINING CLIENTS

And Ratings, From The Past 6 Months

Artificia1

softcat

Kinetic

Insafe®

CDW®

SYTE LINK
OPTIMISING CONSTRUCTION SITE PROCUREMENT

Mexa solutions

C24



Training day rating – 50 people



Clinic rating – 60 people

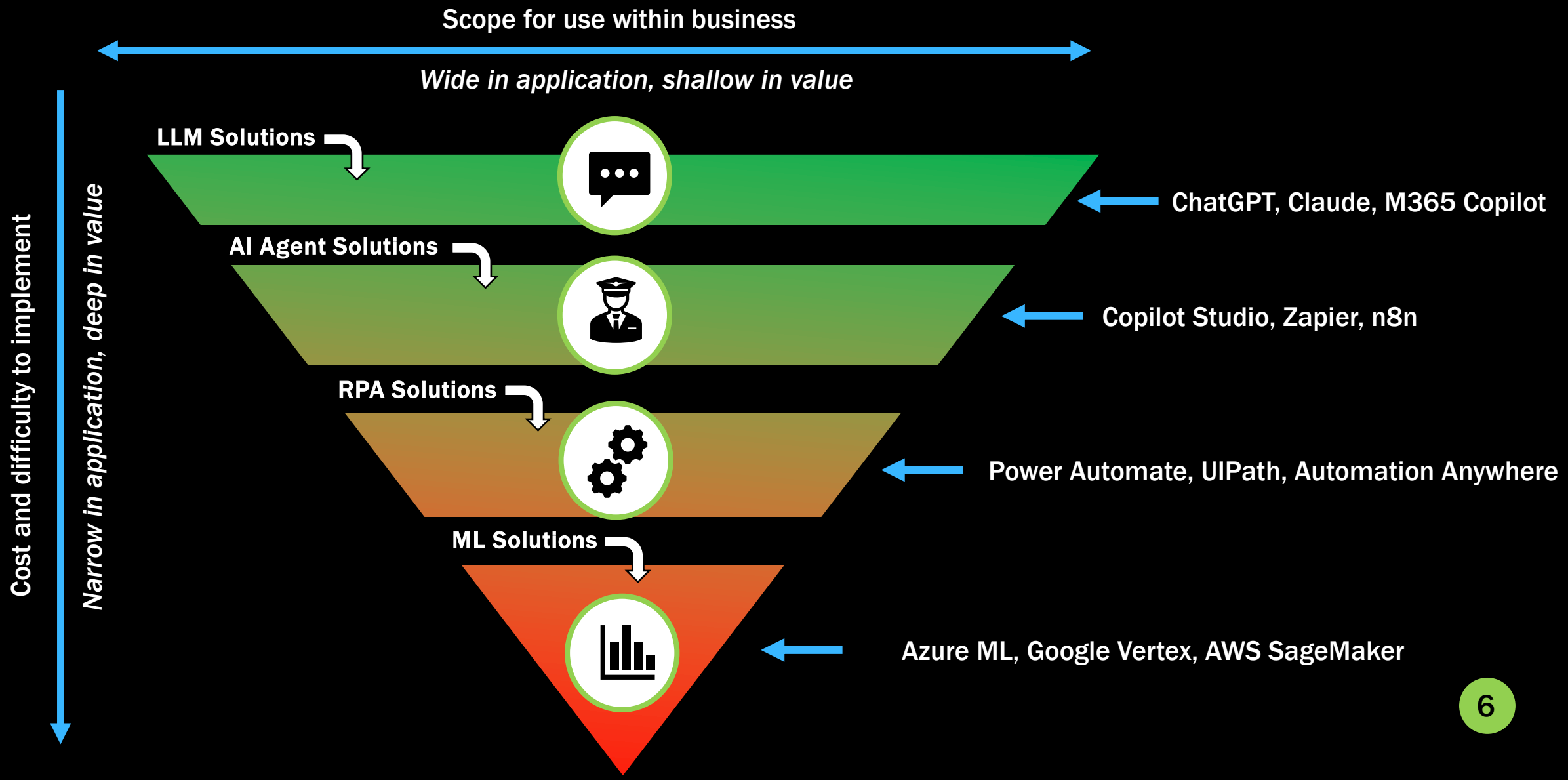


Trainer rating – 60 people



Training day rating – 35 people

THE AI COMPLEXITY FUNNEL





CUSTOM INSTRUCTION

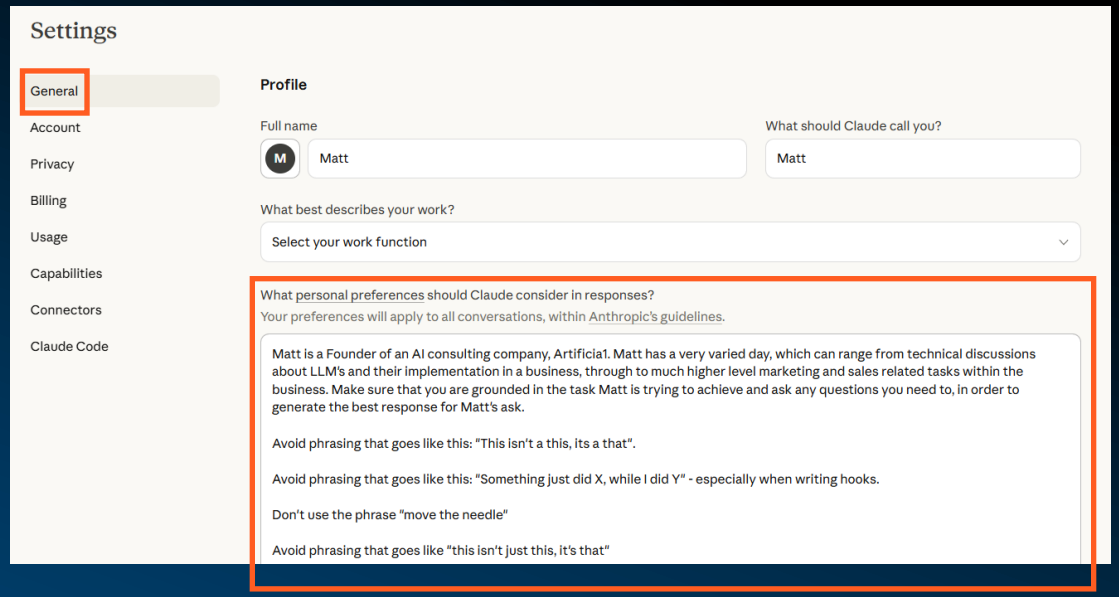
What are they?

1. A list of do’s and don’ts
2. Additional contextual information about us
3. Notes on our goals and desired outcomes
4. An explanation of our usage

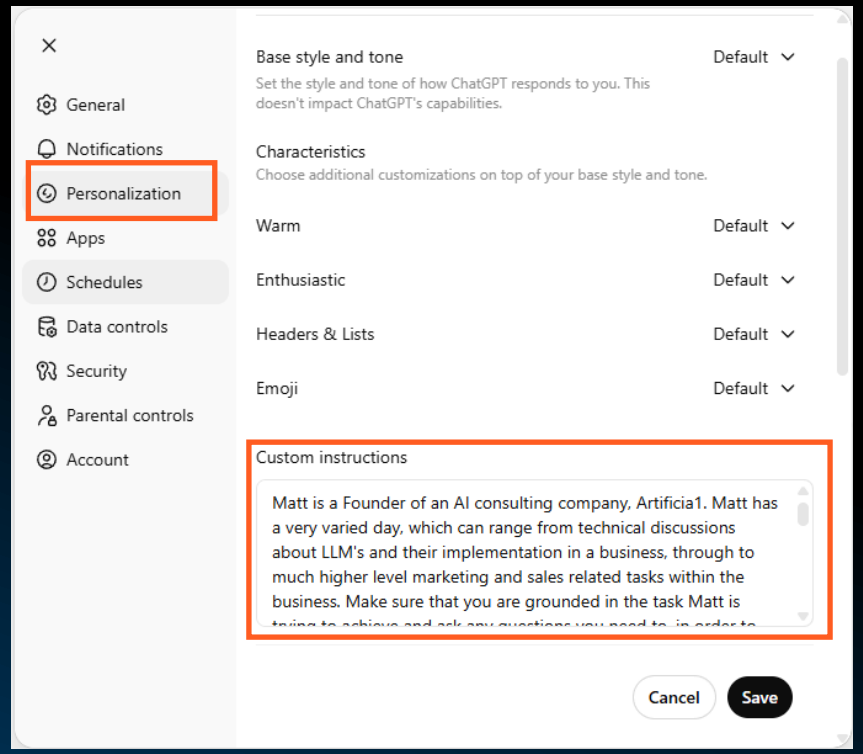
CUSTOM INSTRUCTION

Where are they?

Claude



ChatGPT



CUSTOM INSTRUCTION

How can I populate them quickly?

Technique #1 – using memory

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You are helping me create a personalised custom instructions profile for an AI assistant.
Your job is to analyse everything you know about me — from memory, chat history, working patterns, communication preferences, and recurring needs — and synthesise this into a structured set of custom instructions I can paste into any LLM.

Use the following structure:

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## SECTION 1: WHO I AM
Write 3-4 sentences covering my professional role, the nature of my work, and the kinds of tasks I bring to an AI assistant most often.
Be specific, not generic.

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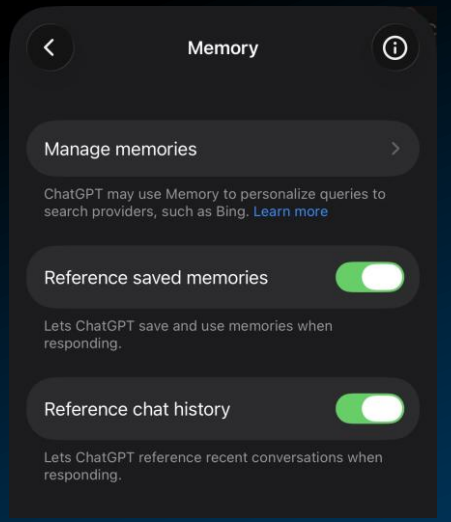
## SECTION 2: HOW I COMMUNICATE
Describe my communication style as observed through our interactions.
Cover: tone, preferred response length, formatting preferences, what I find annoying or unhelpful, and what good looks like to me.

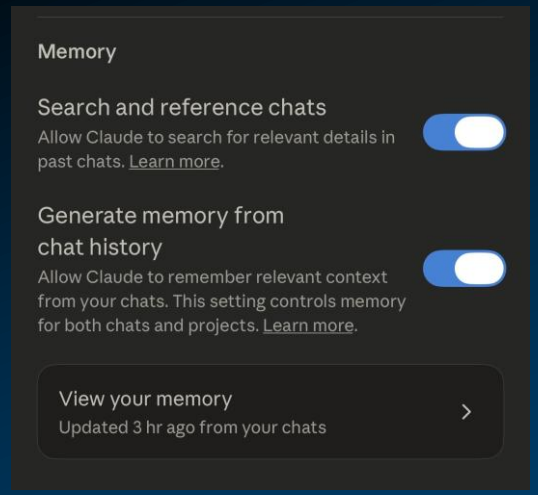
Include explicit do's and don'ts based on observed patterns.

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## SECTION 3: HOW I THINK AND WORK
Describe my working style, decision-making patterns, and how I approach problems.
Call out any recurring strengths and blind spots you've observed.
Be honest and direct - I'd rather know my patterns than be flattered.

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CUSTOM INSTRUCTION

How can I populate them quickly?

Technique #2 – Q+A Framework

1. Ask your LLM to be your expert interviewer
2. 30 questions about you, your business and your goals
3. Output should be a set of custom instructions for LLMs

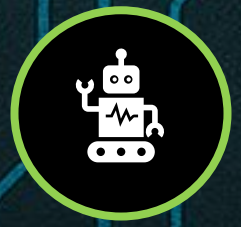
[Why are frameworks important?]

THREE FRAMEWORKS



Master Prompt

- List format
- Markdown
- Defined headers



Q+A

- Ask for help
- LLM provides input
- You answer questions



RFT (right first time)

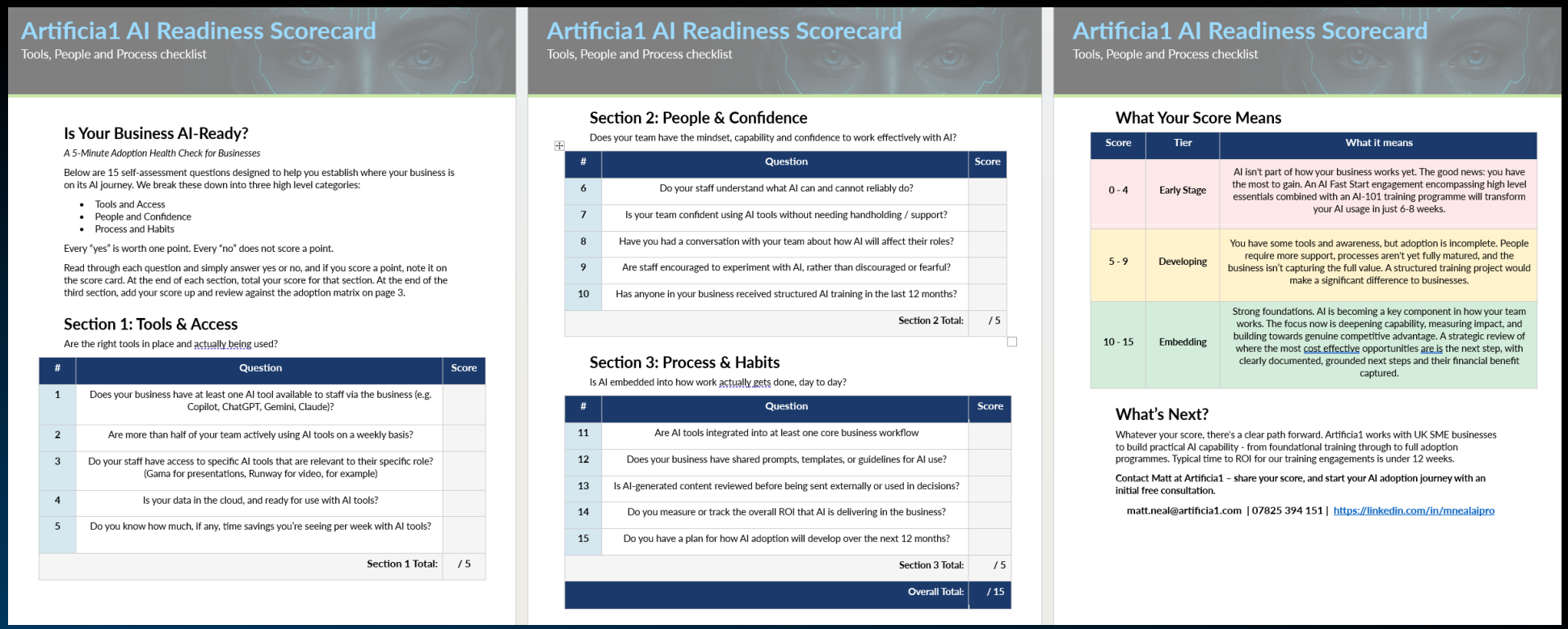
- Conversational
- Long form prompt
- Also called “one shot prompt”

WHAT I USED AI FOR THIS FORTNIGHT

Personal	Legal / Compliance	Sales	Misc
Bought a pair of running shoes based on features	Built a library of business procedures for compliance	Built an AI readiness checklist	Brain stormed the content for this session
Created a retro 2d web-based curling game	Planned my week based on calendar entries	Multiple sales emails to customers	Created signup form in Monday CRM
Bought a baby carrier based on features	Created a new SoW for retainer based work	Turned meeting transcript into sales proposal	Turned audio recordings into documents
Multiple baby related searches	Wrote complex legal document regarding business buyout	Wrote 3 X LinkedIn posts	Built a widget in Xero

WHERE ARE YOU WITH THIS?

AI Assessment Tool



Artificia1 AI Readiness Scorecard

Tools, People and Process checklist

Is Your Business AI-Ready?

A 5-Minute Adoption Health Check for Businesses

Below are 15 self-assessment questions designed to help you establish where your business is on its AI journey. We break these down into three high level categories:

- Tools and Access
- People and Confidence
- Process and Habits

Every "yes" is worth one point. Every "no" does not score a point.

Read through each question and simply answer yes or no, and if you score a point, note it on the score card. At the end of each section, total your score for that section. At the end of the third section, add your score up and review against the adoption matrix on page 3.

Section 1: Tools & Access

Are the right tools in place and actually being used?

#	Question	Score
1	Does your business have at least one AI tool available to staff via the business (e.g. Copilot, ChatGPT, Gemini, Claude)?	
2	Are more than half of your team actively using AI tools on a weekly basis?	
3	Do your staff have access to specific AI tools that are relevant to their specific role? (Gama for presentations, Runway for video, for example)	
4	Is your data in the cloud, and ready for use with AI tools?	
5	Do you know how much, if any, time savings you're seeing per week with AI tools?	
	Section 1 Total:	/ 5

Artificia1 AI Readiness Scorecard

Tools, People and Process checklist

Section 2: People & Confidence

Does your team have the mindset, capability and confidence to work effectively with AI?

#	Question	Score
6	Do your staff understand what AI can and cannot reliably do?	
7	Is your team confident using AI tools without needing handholding / support?	
8	Have you had a conversation with your team about how AI will affect their roles?	
9	Are staff encouraged to experiment with AI, rather than discouraged or fearful?	
10	Has anyone in your business received structured AI training in the last 12 months?	
	Section 2 Total:	/ 5

Section 3: Process & Habits

Is AI embedded into how work actually gets done, day to day?

#	Question	Score
11	Are AI tools integrated into at least one core business workflow	
12	Does your business have shared prompts, templates, or guidelines for AI use?	
13	Is AI-generated content reviewed before being sent externally or used in decisions?	
14	Do you measure or track the overall ROI that AI is delivering in the business?	
15	Do you have a plan for how AI adoption will develop over the next 12 months?	
	Section 3 Total:	/ 5
	Overall Total:	/ 15

Artificia1 AI Readiness Scorecard

Tools, People and Process checklist

What Your Score Means

Score	Tier	What it means
0 - 4	Early Stage	AI isn't part of how your business works yet. The good news: you have the most to gain. An AI Fast Start engagement encompassing high level essentials combined with an AI-101 training programme will transform your AI usage in just 6-8 weeks.
5 - 9	Developing	You have some tools and awareness, but adoption is incomplete. People require more support, processes aren't yet fully matured, and the business isn't capturing the full value. A structured training project would make a significant difference to businesses.
10 - 15	Embedding	Strong foundations. AI is becoming a key component in how your team works. The focus now is deepening capability, measuring impact, and building towards genuine competitive advantage. A strategic review of where the most cost effective opportunities are is the next step, with clearly documented, grounded next steps and their financial benefit captured.

What's Next?

Whatever your score, there's a clear path forward. Artificia1 works with UK SME businesses to build practical AI capability - from foundational training through to full adoption programmes. Typical time to ROI for our training engagements is under 12 weeks.

Contact Matt at Artificia1 – share your score, and start your AI adoption journey with an initial free consultation.

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[Scan here for free Lego!]



WHAT DID WE LEARN?

1. LLMs are high leverage
2. Custom instructions improve results
3. Memory and chat history
4. Q+A framework
5. Why frameworks are important
6. 16 practical use cases I've used

THANK YOU FOR ATTENDING

Questions?



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