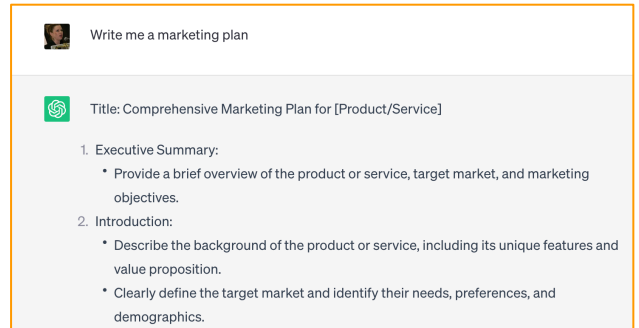




Why ChatGPT for Productivity

ChatGPT has the opportunity to transform business processes. Many business professionals are using ChatGPT as a part of their daily work to improve their results.

ChatGPT can support a range of tasks, from research to translations to content creation. ChatGPT can speed up your success and provide information to accelerate results.



A study by Nielsen Group showed that AI improved productivity by up to 59% while also improving the quality of outputs.



PRO TIP: Think about tasks you complete on a regular basis. Explore opportunities for ChatGPT to support these tasks. There are so many things it can do. Try it out and experiment.



REMEMBER: Think of ChatGPT like a search engine. It is a helpful tool to accelerate your work and provide information. It should be viewed as a companion to completing work, not a replacement for human judgment or input.

Specifiers for Prompts

To get better results from your prompts, always add specifiers. **Specifiers** are additional pieces of information to point the AI in the right direction and improve your results. These should be given prior to the request or main prompt.

Top specifiers to add to your productivity prompts include:

- Background information – provide background context for your request.
- Act like – the expert you want it to be.
- Specify the details of the desired output – create a chart, summarize into 120 words.
- Tone or style guides you'd like it to write in.

- Goal – share the final goal for your request – I'm writing a project plan.
- Links to websites or details that provide context for your request.
- Final use or purpose for the content – I need a script for YouTube.
- Examples of other content.



PROTIP: If you forget to add specifiers to your initial prompt, you can add them in follow-up prompts (also called chain prompts). For example, "Now write that like [*TONE PREFERRED*]."

Top Ways to Use ChatGPT for Productivity

The below list isn't exhaustive. It provides ideas on how ChatGPT can support your daily productivity. Think about your role and the tasks you complete. Try using ChatGPT to support those tasks.



PROTIP: Part of creating successful ChatGPT prompts is adding specifiers. Coach ChatGPT with chained prompts (follow-up prompts) and specifiers to improve your results.

The examples below don't include specifiers. Add them as relevant in executing your prompts to get better results. You can add them to the initial prompt or as a follow-up.

Personal Assistant

You can think of ChatGPT as your personal assistant that can complete a wide variety of tasks for you. As you look at your work plan, think of how ChatGPT can help.

It usually won't give you a finished product but will give you information and assistance to accelerate your results.

IDEAS:

- Work tasks.
 - Give me 10 team-building activities.
 - What are the best ice-breakers for a team meeting?
- General challenges.
 - What are 10 tips to encourage quiet employees to speak up more in meetings?
 - How can I improve my confidence when I speak?
 - Give me 10 ways to make my team feel appreciated.

- Task management.
 - Create an agenda based on your tasks.
 - Estimate time to complete tasks.
 - Prioritize tasks.
 - Categorize tasks.
 - Create a to-do list for today.
- Manage meetings.
 - Upload a meeting transcript and ask for a summary or minutes.
 - Create agendas for your meetings.
 - Write emails before and after meetings.
- Feedback.
 - Request feedback on any written text.
 - "Provide constructive feedback on this product description for Amazon."
- Professional development.
 - Suggest 5 books on [TOPIC].
 - What is the best way to learn [SKILL]?
 - Recommend 10 podcasts on [TOPIC] with an explanation of why you are recommending each one.
 - Build a training plan to learn [SKILL] in [TIME].
- Role-play scenarios.
 - Role-play a scenario where a customer didn't get their order. You are an empathetic professional customer service representative.
 - Role-play an employee strategically asking their boss for a raise. Provide data and statistics to support your case.

Summarize Content

Most people write with too many words! ChatGPT can summarize content for you. You can request summaries for yourself or to be shared with others. To optimize summarize prompts, include the following information:

- Content to summarize. **Here is a meeting transcript.**
- Context of the content. **We were building a plan to launch a new product.**
- Length of output desired. **Create a summary under 200 words.**
- Format of output desired. **Use bullets as needed.**
- Purpose of the output desired. **The summary will be sent to meeting participants.**

IDEAS of content to summarize:

- Emails.
- Articles.
- Meeting notes.
- Reports.

- Transcripts.
- Books.
- Client briefs.
- Project documentation.
- YouTube videos.



PROTIP: Give information. Below is a transcript from a meeting with the CEO discussing our annual results. Summarize the main points into a 200-word overview that I can send to the employees. Focus on the key drivers of the results and the priorities for this year.

Answer Questions

ChatGPT can answer most questions. Instead of just retrieving data, it combines multiple sources to synthesize a great answer. It can also contextualize your answer based on the specifiers you include in your prompt.



PROTIP: Get personalized results by providing more context. This is a huge advantage of ChatGPT. For example, I've never cooked before, and I want to start with something simple. Give me a recipe for salmon.

Chat GPT brings your answer right to the chat in a simple, easy-to-digest format using natural language. It will also take your specifiers or context into account. **This makes it faster and better than using a search engine.**

IDEAS:

- Explain how something works.
 - How does ChatGPT work?
 - Explain the Metaverse in plain English.
 - I know nothing about hockey. What are the blue lines for?
- Role-related questions.
 - What are the best enterprise learning systems?
 - What are common metrics for the success of an employee education program?
 - What are the parts of a digital transformation plan?
- Best practices.
 - What are the best practices for leading diverse teams?
 - What are the best practices for filing an HR complaint?
 - What are the best practices for a LinkedIn post?
- Pros and cons lists.
 - What are the pros and cons of using a chatbot instead of a live person?

Coach it: Explain it in plain English, find me at least 20 ideas, or act like a [ROLE].



REMEMBER: ChatGPT can learn and give you better answers by synthesizing information. When asking questions, you can tell it to “act like” a role or expert. You can also tell it the output you’d like “explain it to someone who has no knowledge on the topic.”

Tips for Your Work

ChatGPT can give you tips to improve your work. It has a vast knowledge of common software and can quickly answer questions or give you tips.

IDEAS:

- Improve software efficiency.
 - What is the Excel code to add up an entire column?
 - What is the Excel short code to copy?
 - How do I add a line break in an Excel field?
- Techniques to improve your work.
 - Give me 5 time-management techniques.
 - Give me 3 top prioritization methods.
- Communication.
 - How can I communicate that I’ll miss a deadline to my boss?

Create a Plan

ChatGPT can help you create a plan for almost anything. If you provide additional context and constraints, the plan will be even better.

For example, I’ve never run before. I want to run a marathon in 1 year.

IDEAS:

- Create a project plan.
- Create a study guide.
- Create a marketing plan.
- Create a business plan.
- Create a workout plan.
- Create a skill-learning plan.

Ideation

ChatGPT can help you generate ideas – usually faster than a human can. Not every answer will be great, but it is amazing for inspiration.



PROTIP: Share the number of ideas you'd like ChatGPT to generate for you. For example, "give me 10 ideas". You can also coach the ideas or ask for more. "Give me 10 more ideas specifically focused on beginners."

IDEAS:

- Brainstorming
 - Anything you need ideas for? Ask ChatGPT.
- Content ideas
 - List 10 ideas for a title of a blog post about [TOPIC].
 - List 15 Instagram Reels ideas about [COMPANY, PRODUCT].
- Strategic ideas
 - What are 10 ways to promote [BUSINESS TYPE] with almost no budget?
 - List 10 ways to make my booth stand out at a trade show.

Coach it: Provide more context (who is the audience?), give examples or a link to your website or product.



PROTIP: ChatGPT is a great brainstorming partner because of its speed. Give it inspiration (links to content you like) and information about what you do/don't like to train it as you go.

Research

ChatGPT can accelerate research by combining data from multiple sources. It can also summarize long content to accelerate your learning.

To optimize prompts for research, include:

- Use lots of statistics and data to illustrate your answer.
- Cite sources.
- Justify your answer.

IDEAS:

- Competitive analysis (SWOT).
 - Conduct a SWOT analysis of [COMPANY] compared to [COMPETITORS].
 - Identify competitors to [BUSINESS].
 - Our product is [LINK]. Find 10 similar products.
- New channels.
 - What are the best channels for [BUSINESS INDUSTRY]?
 - What are 20 unusual ways to market [TYPE OF BUSINESS]?
- Help find information or sources.
 - What is the size of the [INDUSTRY] market?
 - How much money is spent in [INDUSTRY]?
- Gather and present public information.
 - Create a chart with top [COMPANIES]. Include [COLUMNS].
 - Create a chart with top marketing campaigns in [INDUSTRY]. Include [COLUMNS].
- Create survey questions.
 - Create 3 survey questions to gauge customer satisfaction.
- Person research and ideas
 - List common challenges faced by [PERSONA].
 - Create a [PERSONA] with [SECTIONS] for [WHAT YOU KNOW ABOUT THE BUYER].
- Ideas and opportunities.
 - What market gaps do you see in [INDUSTRY]? How could [BUSINESS] fill them?

Coach it: Upload data to analyze, ask it to find information as a "research assistant," or give it content to start with.

Create Content

Content creation (or assistance with creation) is one of the main ways business professionals use ChatGPT. For example, business professionals use ChatGPT to create blog posts, social media content, emails, and more.

The ideas below are a small set of content ideas for ChatGPT. It can support any content creation.

IDEAS

- Write emails.
- Write email responses.
- Write a project plan.
- Create policies.
- Create reports.
- Write a research report.

- Write marketing content.
- Write a speech.
- Create templates.
- Personalize emails.
- Write a sales pitch.
- Write a product description.
- Write a proposal.
- Role-specific content:
 - HR – Employee policies.
 - Sales – Cold emails.
 - Training – Course outline.
 - Marketing – Create content.
 - PR – Write a press release.
 - Finance – Explain concepts in plain English.
 - Programmers – Create code.
 - Recruiters – Write job descriptions.
 - Executives – Create announcements.

Optimize Content

ChatGPT can also optimize content or optimize aspects of content creation. It can also be used to find and apply best practices.

- Tone of voice rewrite.
 - Rewrite this to be in [*BRAND TONE*].
- Evaluate for best practices.
 - Here are 5 job listings. What best practices need to be included? Can you apply them and rewrite them?
- Find and apply best practices.
 - What are the best practices for a YouTube script?
 - Re-write this script to include those best practices [*LINK TO SCRIPT*].
- Optimization of content.
 - Generate 5 different YouTube descriptions for a video about [*TOPIC*].
 - Optimize this blog post for [*KEYWORDS*].
 - Optimize this for a job listing on a competitive job site.
 - Optimize this for busy executives who don't have a lot of time.
- Alternatives
 - Give me 10 alternative headlines to [*CURRENT*]. Optimize them for [*KEYWORD*] and [*BRAND TONE*].

Writing Assistant

You can use ChatGPT to support your writing process by having it correct errors or improve clarity, simplicity, or tone.

IDEAS:

- Grammar and spelling.
 - [PASTE TEXT] – Correct this for spelling and grammar errors.
- Improve content.
 - [PASTE TEXT] – Rewrite this in a clearer style. Use shorter, simpler words and sentences.
- Change tone of voice.
 - [PASTE TEXT] – Rewrite this in the [BRAND TONE OF VOICE].
- Feedback to improve.
 - [PASTE TEXT] – What are the most common errors in grammar?
 - [PASTE TEXT] – What tips can you give me to write this content with more clarity?
- Create summary.
 - [PASTE TEXT] – Create a summary of this.
- Create headlines to break up content.
 - [PASTE TEXT] – Rewrite this with headers and sub headers to break up the text and add clarity.
- Learn about your writing.
 - [PASTE TEXT] – How would you describe the tone of this writing?
 - [PASTE TEXT] – What grade level is this written for?
 - [PASTE TEXT] – How would you describe this writing style?

Coach it: Give it information about your goals, target audience, tone of voice, authors to imitate, writing style, and more.

Limitations of ChatGPT

ChatGPT may not do well at all tasks. It may also take time to refine your prompts to get exactly what you want. A few limitations of ChatGPT to be aware of:

- **Vague tasks** – ChatGPT won't provide great responses to vague tasks like "make a marketing plan". Be more specific about the business, goals, target, etc. Or break it into smaller tasks.
- **Strategic tasks** – While ChatGPT has AI built-in, it isn't a human with judgment and experience. It may struggle with strategic tasks because it lacks your experience and context.
- **Accuracy** – ChatGPT SAYS that it may not always be accurate. Ask for sources or validation.

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