SAM LEARY

ASK YOURSELF: How can I augment business critical HR workflows with AI technologies?

AI-POWERED INSIGHTS

Tailored Industry Solutions

www.samleary.com

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Agenda

***Goal**: to equip HR professionals with practical, AI-driven tools and strategies that can immediately streamline their processes, increase productivity, and enhance decision-making in their daily ops.*

1. Background, Business, & Research
2. Artificial Intelligence: Past & Present
3. AI in Wisconsin
4. The Security & Ethics of AI
5. So Many Tools... Which to Choose?
6. AI Foundation: Prompt Engineering & ChatGPT
7. Prompt Engineering Templates
8. Closing Thoughts: the Future

About Me



- Born & Raised Wisconsinite
- Wisconsin Wisdom Series
- UW-Madison & Johns Hopkins University
  - Taught writing & digital media courses at JHU
  - Intersection of Wisconsin business and tech
- Partner with WI businesses and nonprofits across 20+ counties

Dane BUY LOCAL

FORWARD 43

GREATER MADISON CHAMBER of COMMERCE

DOWNTOWN MADISON INC

WISCONSIN LGBT CHAMBER OF COMMERCE

MIDDLETON CHAMBER of COMMERCE

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MIDDLETON CHAMBER of COMMERCE

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IN MIDDLETON AND ACROSS WISCONSIN, WE CAN CONFRONT WORKFORCE CHALLENGES, IN PART, BY LEVERAGING AI TECHNOLOGIES TO ADDRESS SKILL SHORTAGES AND ENHANCE TRAINING, FOSTERING INNOVATION AND EFFICIENCY IN OUR LABOR MARKET.

-

Kate Miller, IOM, RYT
President & CEO, Middleton Chamber of Commerce

A Brief History of Artificial Intelligence

- From Ancient Greece (Antiquity) to 2024
- **Algorithms** "understand" patterns and features before **"generating"** new, **original creations**.
- Uses: Fundraising, Creativity, HR, Efficiency, Strategy, Marketing, Ops, and more.
- "If you're not looking at ways to utilize AI, you're going to get run over by your competitor." - Rep. Doyle

ANCIENT AUTOMATONS (ANCIENT GREEK CIVILIZATION)

Beginnings with automatons capable of writing, generating sounds, and playing music.

MARKOV CHAINS (EARLY 20TH CENTURY)

Development by Andrey Markov, laying the groundwork for probabilistic text generation and language modeling.

AI EMERGENCE (MID-20TH CENTURY)

Rise of AI as a scientific and popular concept, spurred by science fiction and subsequent research.

DEEP LEARNING & GENERATIVE MODELS (LATE 2000S - 2014)

Emergence of deep learning, leading to practical generative models like variational autoencoders and generative adversarial networks.

ADVANCEMENTS IN GPT AND AI ART (2017-2021)

Introduction of Transformer networks and GPT models, culminating in high-quality AI-generated art with tools like DALL-E.

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Greater Madison Chamber of Commerce

- **AI in Business Operations**
  - Admin Efficiency: scheduling, reducing admin workload & costs.
  - Content Creation: broadens digital footprint with iterative workflows.
- **AI's Role in Competitive Strategies**
  - Pressure on SMBs: AI simulates local market knowledge, undermining advantages of SMBs.
  - Adapt to New Markets: SMBs must consider how AI can increase their competitive edge.
- **Impact of AI on Workforce and Automation**
  - Job Automation: Potential to erase jobs, forcing businesses to change workforce strategies.
  - Workforce Upskilling: Wisconsin needs new skills for the AI-driven future.



“

UNDERSTANDING HOW TO PROMPT AI TO GIVE US THE ANSWER THAT WE WANT OR NEED IS THE FUTURE OF TECHNOLOGY, THE FUTURE OF INTERFACE WITH THAT TECHNOLOGY.

-

Zach Brandon
President of the Greater Madison Chamber of Commerce

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Waukesha County Technical College President

- **AI Education as a Catalyst for Economic Development**
  - New AI degree boosts local workforce.
  - Industry partnerships enhance local tech innovation.
- **Bridging the AI Knowledge Gap for Local Businesses:**
  - WCTC reduces AI knowledge gaps among businesses.
  - Emphasizing AI's role in staying competitive.
- **Future-Proofing WI's Economy Through AI Innovation:**
  - AI Lab developing custom solutions.
  - Initiatives to foster new AI-driven businesses.

WCTC announces new applied AI center to focus on emerging technology, strengthen business and industry (LINK)



"AI IS NOT GOING TO PUT PEOPLE OUT OF BUSINESS; IT'S OTHER PEOPLE USING AI THAT'S GOING TO PUT PEOPLE OUT OF BUSINESS.

-

Dr. Rich Barnhouse
President of Waukesha County Technical College

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Important Distinctions: AI, Machine Learning, GenAI, ChatGPT

This section explores the unique characteristics and applications of AI, ML, GenAI, and ChatGPT. Understand their differences and how they each contribute to the field of technology.

Artificial Intelligence

- AI **simulates** human **intelligence** in machines to learn and solve problems.
- AI is a **broad** term that encompasses all forms of **machine intelligence**, including ML, GenAI, LLMs like ChatGPT, and more.
- **Use Cases**: virtual assistant, medical diagnoses, fraud dection

Machine Learning

- An **AI subset** that uses algorithms to analyze data, learn, and predict.
- ML's focus on **data-driven learning** and **predictions** differentiates it from general AI and specialized models.
- **Use Cases**: recommendation systems, image recognition, personalized marketing

Generative AI

- **AI** tech that can **produce** various **content**, including text, imagery, audio, video, and synthetic data.
- ML analyzes data to find patterns and make predictions. **GenAI** focuses on **creating new** data that resembles training data.
- **Use Cases**: super-resolution, personalized content creation, data augmentation

ChatGPT

- ChatGPT is a language model by OpenAI that **generates human-like text** and is an example of generative AI
- Unlike AI or ML, ChatGPT focuses on generating human-like text **based on** its **training data** and **user inputs**.
- **Use Cases**: creative writing, code generation, education, marketing, research, & more

Source: What is the Difference Between AI, ChatGPT, Machine Learning, and Augmented Reality, Wade Sarver (LINK)

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"THERE NEEDS TO BE COMMON SENSE REGULATIONS PUT IN PLACE TO PROTECT INTELLECTUAL PROPERTY, DATA, AND THE SAFETY AND WELL-BEING OF PEOPLE WHO MIGHT BE IMPACTED BY AI TECHNOLOGIES."

-

Shawn Phetteplace
National Director of Policy and Political Impact

MSA works to bring small business owners together on issues of common concern, such as improving healthcare, ensuring access to childcare, and enforcing antitrust laws.

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Concerns: Security & Ethics

Be aware of the potential security risks associated with AI chatbots like ChatGPT. Mitigate risks while maximizing benefits.



Transparency

AI Decision-Making
Accountability
Compliance



Social Engineering

Trust Exploitation
Misinformation Spread
Identity Deception



Sensitive Data Exposure

Data Leakage
Privacy Breach
Unauthorized Access



Cybercriminals

Advanced Tactics
Persistent Threats
System Infiltration



Job Displacement

Job Displacement
Economic Transition
Societal Impact

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With So Many Tools...

With an increasing number of AI tools reaching the market, and only 24 hours in the day, how can HR professionals efficiently evaluate the landscape and make the right selection for their use case?



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How Do You Choose the Right Tool?

Many leaders believe the "future" of computers will be predicated on prompting AI tech



1. ChatGPT

- **Detailed Text Generation:** Great for long-form content.
- **Conversational Interaction:** Human-like conversations to answer questions and give responses.
- **Learning and Education:** Tailored training to all skillsets.



2. Bing Copilot

- **Enhanced Research:** Optimal for internet searches that require real-time information.
- **Content Creation:** Useful for iterating emails, blogs, social, and more.
- **Convenient Browsing:** Instantly summarize web pages and PDFs.



3. Google Gemini

- **Informational Queries:** Best for answers to general questions.
- **Quick Responses:** Brainstorming, creative writing, or getting a variety of perspectives.
- **Google Product Integrations:** Easily interact with other Google tools.

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ChatGPT’s Meterotic Adoption

24/7 Availability

- Timezones and business hours aren’t a factor
- Continuous assistance to facilitate productivity and efficiency

Cost Efficiency

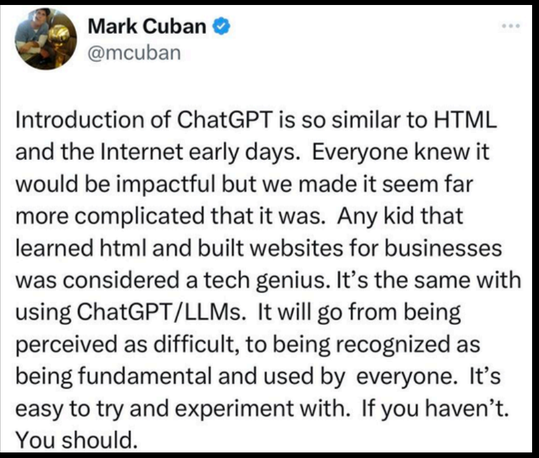
- Free or subscription-based payment plans.
- Reduces overhead costs through automation of communications tasks.

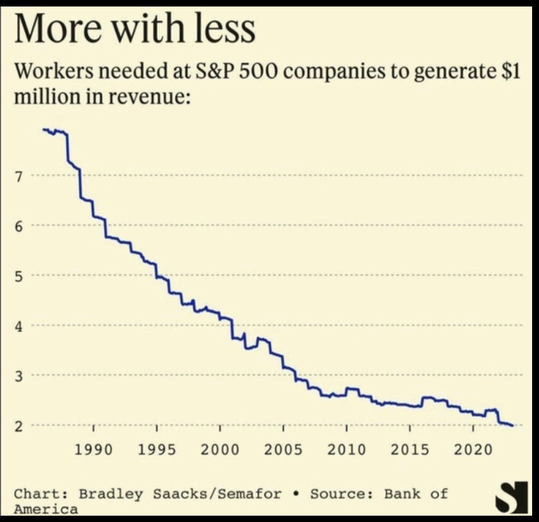
Plugins & Integrations

- Web browsing (ChatGPT 4)
- ChatGPT Plugins: Wolfram, Smart Slides, Zapier, etc.
- Integrations: Duolingo, Stripe, Microsoft, 2U

92% of Fortune 500, 100M people using ChatGPT weekly (LINK).

Month	Total monthly visits (chat.openai.com)
April 2023	1.8 billion
March 2023	1.6 billion
February 2023	1 billion
January 2023	616 million
December 2023	266 million





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Vice Chair of the Speaker's Task Force on AI

- **AI's Impact on Small Businesses:**
  - 50/50 CXO split regarding future of AI
  - Use Cases: decision-making, hiring, routine tasks...
- **Local AI Success Stories:**
  - TitletownTech: used AI to predict the trajectory of downed Chinese spy balloon.
  - Upskilling: Cross-industry applications
- **Role of Technical Colleges in AI Training:**
  - Wisconsin Technical College System (WTCS) preparing WI's communities.
  - Public and Private sector resources to train AI-related skills.



"AI IS COMING WE HAVE TO PREPARE FOR IT... THAT WAS YESTERDAY. IT'S HERE. WE HAVE TO DO MORE THAN PREPARE, WE HAVE TO START TO MAKE USE OF IT.

-

Representative Steve Doyle
Vice Chair of the Assembly Speaker's Task Force on Artificial Intelligence

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Essential Business Use Case: Prompt Framework

IMAGINE: you're a human resources expert and a banking expert with a deep understanding of Sauk County and Columbia County in Wisconsin, as well as the surrounding regions.

Outline an employee retention strategy for a community bank located in Sauk County, WI.

CONTEXT: I will incorporate this employee retention strategy into my approach as an HR leader at the community bank located in Sauk County. I will use the strategy to help increase the probability that my bank retains and develops talented employees.

ACTION - an action verb to direct & contextualize the chatbot's reponse
FRAMEWORK - a familiar imitative structure for the chatbot to iterate
SPECIFICATIONS - additional details to personalize and guide outputs

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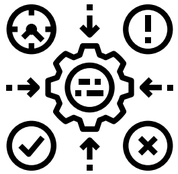
Top 5 Tips for Prompt Engineering

Strategies for optimizing your AI efforts to create strong prompts that yield valuable responses.



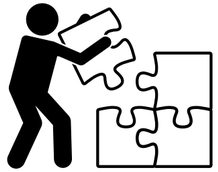
Prompt: “IMAGINE:”

Ask AI to behave as if were a type of person (expert), process, or object.



Prompt: “CONTEXT:”

Be specific about the wider context of the output you want to produce for better results.



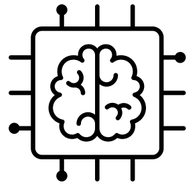
Build on previous prompts

Cultivate a series of prompts to iterate faster projects, like a business or marketing plan.



Correct Chat’s errors and give feedback

Communicate as if ChatGPT is a teammate you’re partnering on a project with.



Create your prompts: ask what else it needs

Stuck on how to create a good prompt? Ask AI to help by creating one for you!



“

AI CAN HELP BRIDGE THE SKILLS GAP – SMALL AND MID-SIZED TEAMS CAN NOW CREATE MORE ROLES WITHIN THEIR COMPANIES WITHOUT HAVING TO ACTUALLY HIRE SOMEONE.

-

Dan Brosman

Director of the Small Business Development Center
Executive Director Center for Entrepreneurship and Innovation

Prompt Cheat Sheet for Wisconsin HR Professionals

HR Professionals

Best Prompt Engineering Structure

Act like a [ROLE]. Create a [TASK] Display as a [FORMAT].

Act like a [ROLE]

1. Hiring Manager
2. Benefits Coordinator
3. Compliance Officer
4. Payroll Manager
5. Recruiter
6. HR Generalist
7. Safety Manager
8. Training Manager
9. HR Director.
10. Performance Manager
11. Legal Counsel
12. Compensation Specialist
13. Team Leader
14. HR Analyst
15. Wellness Coordinator

Create a [TASK]

1. job description
2. employee benefits
3. company policy
4. payroll schedule notification
5. interview guide for new hires
6. employee engagement survey
7. safety compliance memo
8. onboarding schedule
9. inclusion strategy
10. performance review template
11. Performance Improvement Plan
12. salary benchmarking report
13. team-building activity plan
14. retention analysis report
15. well-being program proposal

Display as a [FORMAT]

1. LinkedIn post
2. email announcement
3. employee handbook entry
4. text message alert
5. checklist
6. Google Form
7. PDF bulletin
8. calendar invite
9. presentation deck
10. Word document
11. policy document
12. Excel spreadsheet
13. event invitation
14. dashboard
15. flyer

How to “Prime” Your Prompts

To prime a prompt effectively, specify key details like role, company, location, market scope, offerings, differentiators, and more. Adding additional context, such as company bio and size, enriches the AI's response accuracy and relevance.

Prompt For Most Difficult Challenges

Act like an operational efficiency expert. I am a [INSERT ROLFE] for [INSERT COMPANY] in Wisconsin. Help me iterate a step-by-step, actionable plan to automate my most time-consuming tasks, described below.
[INSERT TASKS]

Example: How to Link Your Prompts

Zero: Create a strategy for recruiters of [INSERT COMPANY] ahead of [INSERT EVENT].

One: Create a strategy for recruiters of [INSERT COMPANY] ahead of [INSERT EVENT] designed to improve recruitment success and ease staff workload.

Multiple: Create a strategy for recruiters of [INSERT COMPANY] ahead of [INSERT EVENT] designed to improve recruitment success and ease staff workload. CONTEXT: [INSERT EVENT DESCRIPTION] and [INSERT RECRUITMENT GOALS].

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Job Description Optimization

Helps HR professionals enhance their recruitment strategies by creating job descriptions that appeal to diverse talent pools.

Top 5 Prompts for HR Professionals

1. **Job Description Optimization**
2. Softening Language for Disciplinary Actions
3. Creating Inclusive Workplace Policies
4. Automating Employee Surveys for Engagement & Retention
5. Writing Performance Improvement Plans (PIPs)

GOAL: Rewrite the following job description to attract diverse talent for a [INSERT ROLE] in [INSERT INDUSTRY]: “[INSERT JOB DESCRIPTION].”

IMAGINE: You are an HR professional specializing in recruitment within [INSERT INDUSTRY] tasked with finding top talent that aligns with both industry demands and diversity goals.

Revise the job description above in quotes to make it more inclusive and attractive to a broader range of candidates, ensuring clarity while emphasizing the company’s commitment to diversity.

CONTEXT: This description should help [INSERT COMPANY]’s HR team enhance their recruitment strategies by creating a job description that appeals to diverse talent, saves time on revisions, and ensures they attract qualified candidates.

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Softening Language for Disciplinary Actions

Equips HR professionals with the ability to handle sensitive disciplinary actions with empathy.

Top 5 Prompts for HR Professionals

1. Job Description Optimization
2. **Softening Language for Disciplinary Actions**
3. Creating Inclusive Workplace Policies
4. Automating Employee Surveys for Engagement & Retention
5. Writing Performance Improvement Plans (PIPs)

***Bonus**: pre-train the chatbot on publicly available company culture information*

GOAL: Rewrite the following disciplinary action notice in a way that emphasizes constructive feedback and employee development: [INSERT NOTICE].

IMAGINE: You are an HR expert and an HR manager preparing to issue a disciplinary notice in a way that maintains professionalism but supports employee growth and improvement.

Modify the notice's tone to shift from punitive language to constructive, focusing on how the employee can improve, while still clearly communicating necessary changes.

CONTEXT: This notice should prioritize empathy and focus on fostering a culture of development and retaining employee moral.

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Creating Inclusive Workplace Policies

Assists HR professionals in formalizing diversity and inclusion efforts and aligning with modern workplace standards.

Top 5 Prompts for HR Professionals

1. Job Description Optimization
2. Softening Language for Disciplinary Actions
3. **Creating Inclusive Workplace Policies**
4. Automating Employee Surveys for Engagement & Retention
5. Writing Performance Improvement Plans (PIPs)

GOAL: Draft a diversity and inclusion policy for an [INSERT INDUSTRY] company, Specifically, [COMPANY NAME] located in [INSERT GEOGRAPHY]. Focus on creating a welcoming environment for all employees.

IMAGINE: You are an HR director tasked with updating or creating a policy that reflects your organization's commitment to diversity and inclusion in a competitive industry, where diverse talent is key to innovation and service excellence.

Outline a comprehensive policy that covers recruitment, workplace culture, and ongoing training to support an inclusive environment for all employees.

CONTEXT: This policy should formalize diversity and inclusion efforts, ensuring the organization is aligned with modern workplace standards and capable of attracting diverse talent.

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Automating Employee Surveys for Engagement & Retention

Provides HR professionals with a tool to automate the employee feedback process to retain top talent.

Top 5 Prompts for HR Professionals

1. **Job Description Optimization**
2. Softening Language for Disciplinary Actions
3. Creating Inclusive Workplace Policies
4. **Automating Employee Surveys for Engagement & Retention**
5. Writing Performance Improvement Plans (PIPs)

GOAL: Generate 5 employee well-being survey questions tailored to a [INSERT INDUSTRY] company, focusing on engagement and retention.

IMAGINE: You are an HR specialist in charge of employee engagement, working to assess well-being and satisfaction levels to improve retention in an industry with traditionally high turnover.

Develop survey questions that help identify areas of improvement in employee morale, work-life balance, and overall job satisfaction, allowing for targeted retention strategies.

CONTEXT: These questions should help HR professionals automate the employee feedback process, which is critical for retaining top talent and improving workplace morale, especially in high-turnover industries, as well as gather valuable, actionable employee feedback.

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Writing Performance Improvement Plans (PIPs)

Helps HR professionals construct structured and empathetic performance improvement plans.

Top 5 Prompts for HR Professionals

1. Job Description Optimization
2. Softening Language for Disciplinary Actions
3. Creating Inclusive Workplace Policies
4. Automating Employee Surveys for Engagement & Retention
5. **Writing Performance Improvement Plans (PIPs)**

GOAL: Create a performance improvement plan that is supportive but clear on necessary improvements for an [INSERT ROLE]. Use the following job description to inform your response [INSERT JOB DESCRIPTION].

IMAGINE: You are an HR performance manager addressing underperformance for an [INSERT ROLE] in the [INSERT INDUSTRY] at [INSERT COMPANY], needing to balance clear expectations with supportive language that encourages improvement.

Write a PIP that outlines specific goals, timelines, and resources available to help the employee meet performance expectations while offering support throughout the process.

CONTEXT: [INSERT ROLE RELEVANT GOALS, TIMELINES, RESOURCES, and EXPECTATIONS].

The Future of Generative AI in Wisconsin



01

Widespread Adoption

Increased use across all businesses, leveraging AI for enhanced engagement and fundraiing efficiency.

02

Advancements in Creativity

Enhance capabilities creating sophisticated, realistic business documentation and teachings.

03

Ethical and Regulatory Developments

Emerging regulations to address privacy, data security, and trust concerns.

04

Local Economic Impact

Drive technological innovation, leading to growth in both public and private sectors.

05

Personalized Experiences

Facilitate personalized customer experiences, tailoring communications and campaigns to people

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