

Smart Use Practices

- **Organise your prompts** — keep a personal library of effective prompts, categorised by use case (strategy, comms, analysis).
- **Cross-validate outputs** — run critical outputs through a second model (e.g. Claude + ChatGPT) to catch hallucinations and bias.
- **Create custom GPTs** — build role-specific assistants pre-loaded with your context, tone, and formatting preferences.
- **Build a prompt library** — document and share high-performing prompts across your leadership team for consistency.
- **Reuse proven templates** — save working prompt patterns for recurring tasks like board packs, briefings, and reviews.

Plan for Strategic Use

- **Map repeatable processes** — identify high-volume, rule-based workflows; these are prime AI automation candidates.
- **Train direct reports on prompting** — invest in prompt engineering skills across your leadership team, not just yourself.
- **Secure enterprise-grade tools** — move from free/personal AI to licensed platforms with data controls and audit trails.
- **Create internal GPTs and RAG** — build organisation-specific AI tools that reference your own data, policies, and standards.
- **Measure time saved rigorously** — track hours recovered per week per role to demonstrate ROI and justify investment.

Explore and Experiment

- **Try AI across domains** — apply AI to strategy, operations, customer insight, people management, and communication.
- **Start with low-risk pilots** — begin with internal tasks (drafting, summarising, analysis) before customer-facing use.
- **Use AI as a second brain** — for brainstorming, challenging assumptions, scenario modelling, and structuring complex decisions.
- **Track where AI saves time** — quantify productivity gains to build the business case for broader adoption.

Executive Guardrails

- **Fact-check all external outputs** — never publish AI-generated content externally without human review and source verification.
- **Revalidate across sessions** — AI has no persistent memory by default; re-establish context at the start of each session.
- **AI recommends, humans decide** — use AI for analysis and options, but keep final decisions with accountable people.
- **Communicate your AI policy** — ensure your team knows what is and is not acceptable use, especially around client data.
- **Review your strategy quarterly** — the landscape evolves rapidly; reassess tools, risks, and opportunities every 90 days.