

# GenAI cheat sheet

## What AI tools are available?

### Several public LLMs are now available



#### Google

**Gemini** - Google's version can handle huge amounts of context, it can summarise almost 10 novels worth of content in one time

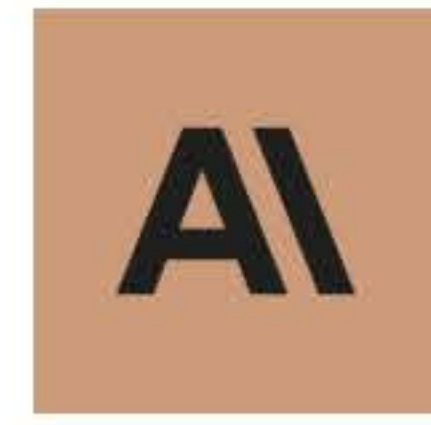


#### OpenAI & Microsoft

**ChatGPT** - need a Pro account for the superior GPT-4 Turbo, still the best performing model overall

**DALL-E** - integrates with ChatGPT to create realistic images

**Copilot** - GPT in your Microsoft Office docs



#### Anthropic

**Claude** - Better than GPT-4 at some tasks and has a slightly less robotic tone of voice

Other text-based tools are emerging regularly, such as Mistral AI and specific tuned models like Cohere Command R. Many tools also exist for creating videos, transcripts, podcasts, presentations, translation, and more!

## When in the process could you use AI?

AI won't do the whole job for you. Instead, think about the small tasks it can do within the bigger job, with the overall goal of streamlining and adding value.



## Prompting tips:

Chat with it naturally - it's not Google so you don't need to be brief or focus on keywords - the more context the better! Explain **WHO** you are and **WHY** you are asking for help. Never accept the first answer - ask follow up questions or ask it to refine the output based on your feedback.

<b>Objective</b>	What do you need to achieve? If it's for someone else, what do you want them to do or feel?
<b>Format</b>	Blog post? List? Email? Poem? Slide deck?
<b>Audience</b>	Who is the output for? What do they need? What are their interests or frame of reference
<b>Tone</b>	Formal? Provocative? Reassuring? Technical?
<b>Length</b>	Word count? Level of detail?
<b>Details</b>	Do you want to include examples, analogies or specific information?

## Why would you use AI?

Integrating AI enhances efficiency, automates tasks, provides insights, manages data, predicts trends, and ensures a competitive edge in a rapidly evolving landscape.



#### Summarise

Direct to a specific source, or articulate ideas



#### Edit

Change the format, tone or audience



#### Brainstorm

Ask for more detail and new ideas on a concept



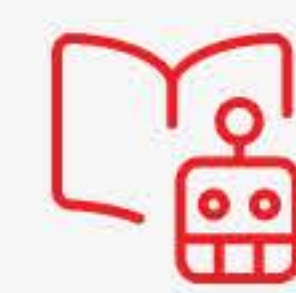
#### Pressure test

Ask it to challenge you in a discussion



#### Answers

Ask it complex questions about source content



#### Storytelling

Turn source content into a resonant narrative



#### Analyse

Identify themes and pull out insights

LLM, large language model.

## How do you get the best from AI?

- Chat with it naturally, like you would a colleague or assistant
- Give it context for personalised responses – who are you and why are you asking?
- Iterate. Ask follow-up questions to refine the responses
- Use the 80:20 principle – don't expect a finished product, and know when to stop
- Mind confidentiality!
- Check data and sources

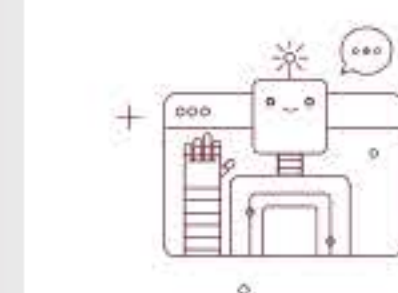
## Measuring the impact of genAI

The best use cases and pilot projects will deliver measurable improvement in:



#### Efficiency

Time and cost savings



#### Value

Making challenging tasks achievable



#### Innovation

Demonstrating future potential for AI



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