FOR BUSINESS OWNERS, MANAGERS & TEAMS

AI at work. Start with one useful task.

A practical field guide to choosing a task, trying AI safely and deciding what to do next. No coding or previous AI experience required.

YOUR 10-MINUTE FIRST WIN

Use a fictional customer enquiry. Ask an approved AI tool for a draft reply. Check every promise, price and fact. Improve it, then decide whether the result would actually help.

INSIDE

A task scorecard / a copyable brief / creative ideas / privacy checks / a seven-day plan

Use fictional or expressly approved information. AI outputs are drafts and need human review.

01 / FIND THE OPPORTUNITY

Choose one task.

Start small. The most useful first experiment is frequent, low-risk and easy for a person to check.

Look for work that repeats

Think of customer enquiries, quote comparisons, meeting notes, marketing drafts or information gathering. Choose one task you understand and can review before anything is sent.

Rate your candidates

For each task, score frequency, reviewability and potential usefulness from 1 to 3. High total does not override privacy, accuracy or approval requirements. Start with the safest useful task, not necessarily the highest score.

Task I want to improve:

What a useful result would look like:

Who reviews it, and what information is approved:

Examples: summarise a fictional enquiry; compare three fictional supplier quotes; turn approved notes into actions; draft a social caption using verified facts.

02 / DRAFT AND CHECK

Try it in your AI tool.

Use ChatGPT, Claude or another tool approved for your organisation. Features and plan access vary.

The fictional situation

A customer asks for a Saturday visit and a fixed price. The team can arrange an initial conversation; availability and price have not been confirmed.

COPY THIS BRIEF

Draft a friendly reply to a customer asking for a Saturday visit and a fixed price. Our team can arrange an initial conversation; availability and price are not confirmed. Do not invent either. List each factual claim and the supplied fact that supports it.

1. Check the facts

Did it avoid promising Saturday, a price or a confirmed booking? Did it name anything you did not supply?

2. Improve the draft

Ask for a shorter, warmer or clearer version. Check again; a revision can introduce a new error.

3. Record the result

Measure the whole task: brief, draft, checking and correction. Compare it with your usual method. One trial teaches you something; it is not proof of a saving.

03 / COPY, IMAGES & VIDEO

One brief. Three drafts.

Use AI to explore ideas for ads, presentations, images and video storyboards. Availability depends on the tool and plan.

Fictional café brief

The café serves coffee and breakfast on weekdays. Prices and opening hours are not confirmed. Audience: local workers looking for a simple breakfast.

Ad copy

“Make your weekday morning a little brighter. Drop in for coffee and breakfast at our fictional café. Contact the team for current opening hours.”

Image brief

Square composition: coffee and breakfast on a timber table, natural morning light, with room for a headline. Treat this as a concept and check it against the actual café before use.

15-second video storyboard

Opening: coffee being poured. Middle: breakfast arrives. Closing: the café name and an invitation to contact the team. Use permitted footage and review any generated visuals.

Before anything is published

Check claims, prices, dates, the overall impression, rights to source material, likenesses and platform terms. Do not invent reviews or endorsements. These are draft examples, not actual generated media.

ACCC: false or misleading claims
Open source

04 / MAKE IT SAFE TO TEST

Know what you share.

A local computer is not the same thing as a local model. A hosted model receives whatever information your application sends to it.

Use fictional examples first

The Australian privacy regulator recommends not entering personal information, particularly sensitive information, into publicly available generative AI tools. A paid plan alone does not establish approval.

Removing a name may not be enough

A combination of details can still identify someone. Check your business policy, the actual account, provider terms, storage and where data is processed before using real information. Ask your privacy adviser where needed.

Research: useful context, not a promise

In one study of customer-support agents, issues resolved per hour increased 14% on average with an AI assistant. In a separate professional-writing experiment, average completion time fell 40%. These were different tasks and settings; neither predicts your result.

NBER: Generative AI at Work
Open source

Noy & Zhang: experimental writing study
Open source

OAIC: using commercial AI products
Open source

05 / PUT IT TO WORK

Your seven-day plan.

The best next step is a small, owned experiment with a clear review point.

Day 1: choose

Pick one repeatable, low-risk task. Identify the person responsible, approved inputs and a checklist for a good result.

Days 2–5: try

Record a baseline and test up to three comparable examples. Include preparation, drafting and review time. Keep the work in draft and record mistakes or missing information.

Day 7: decide

Review the evidence with the owner. Keep, revise or stop. Decide whether the next step is more practice, a team workshop or a separately scoped system build.

My first task:

My reviewer and next review date:

One question I want help answering:

Want to work through this with your team?

Explore the AI at Work workshop or talk to James and the team about training and implementation.

Workshop information

Open source