



The HBP Group

Practical AI

How To Use AI To Complete Complex Tasks Fast

Discover how AI tools can transform the way you work, helping you save time and tackle complex tasks with ease.



Agenda.

HOW TO USE AI TO COMPLETE COMPLEX TASKS FAST

Aim of the session.

Chat GPT vs GPTs.

How to build a Custom GPT.

Example – Website Page Writer.

Q&A.



Aim of the session.

The gift of **time**.

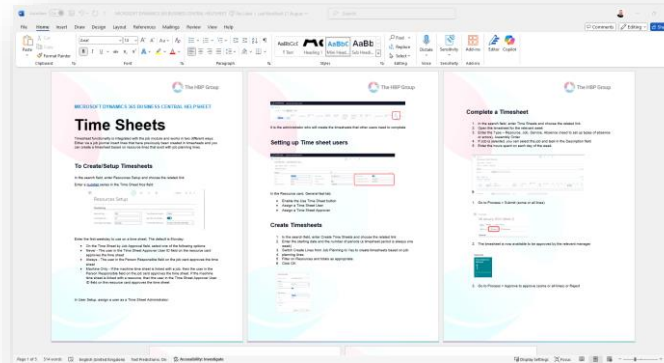
- How you can save **significant amounts of time** on complex tasks
- The tools you (probably) **already have** that can help you achieve incredible results.
- How Chat GPT can be mastered to take your AI skills to the **next level**.





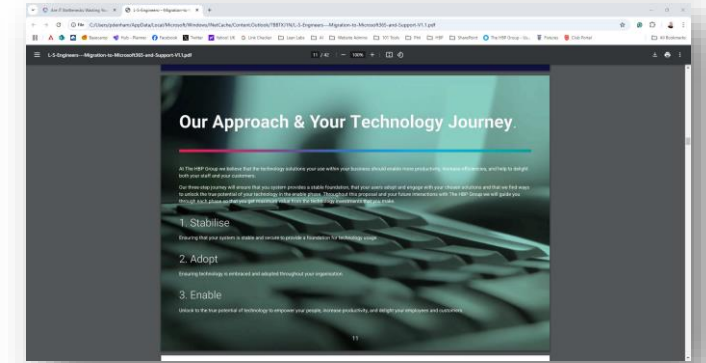
Webpage Copy Creation.

Saving up to 2 hours per page.



Helpsheet Copy Creation.

Saving up to 1 hour per helpsheet.



Proposal Copy Creation.

Saving up to 2 hours per proposal.

The **tool**.

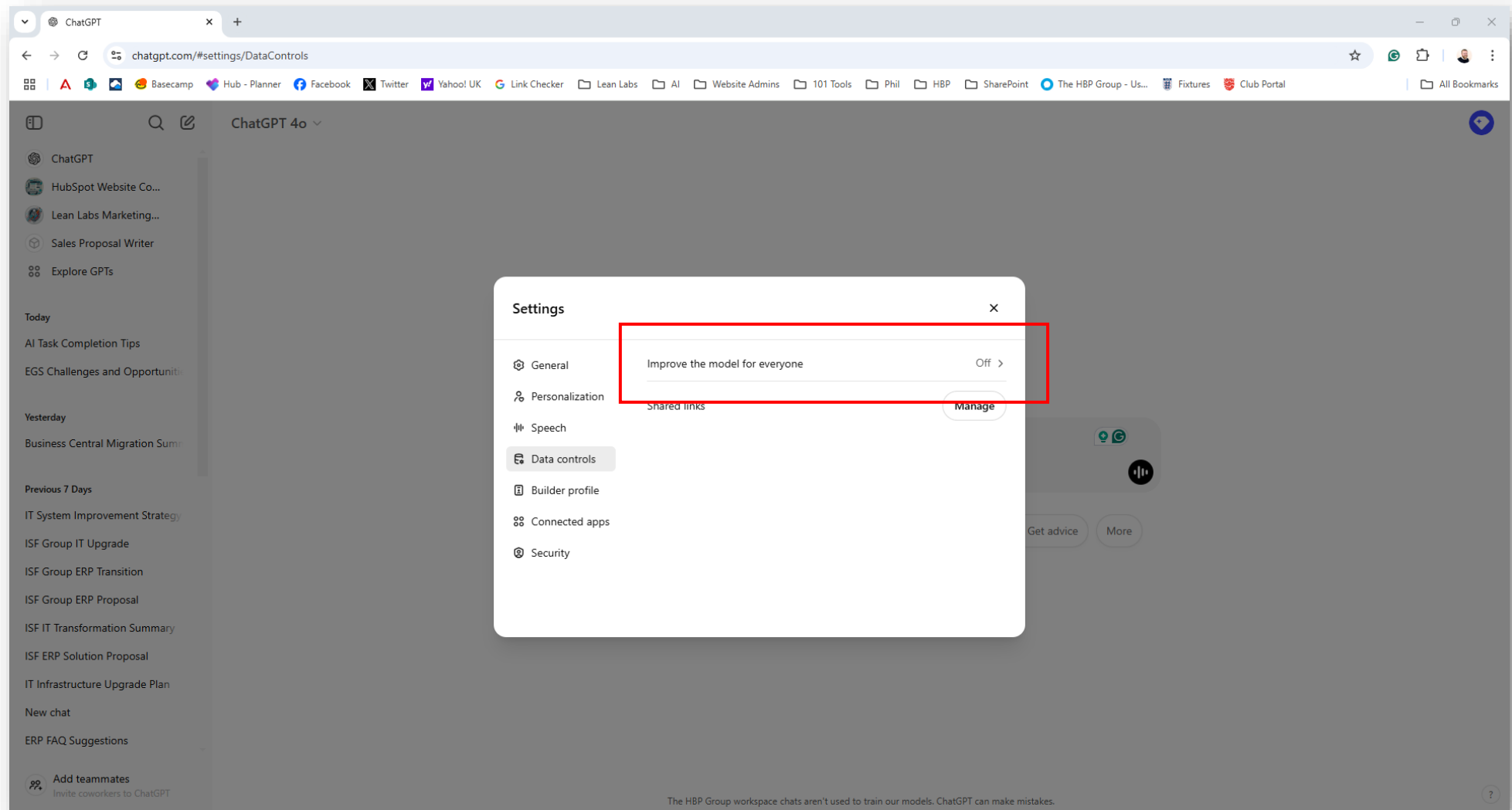
- A Chat GPT **Plus** account or higher (a free account does not allow you to create GPTs, but you can use existing ones)



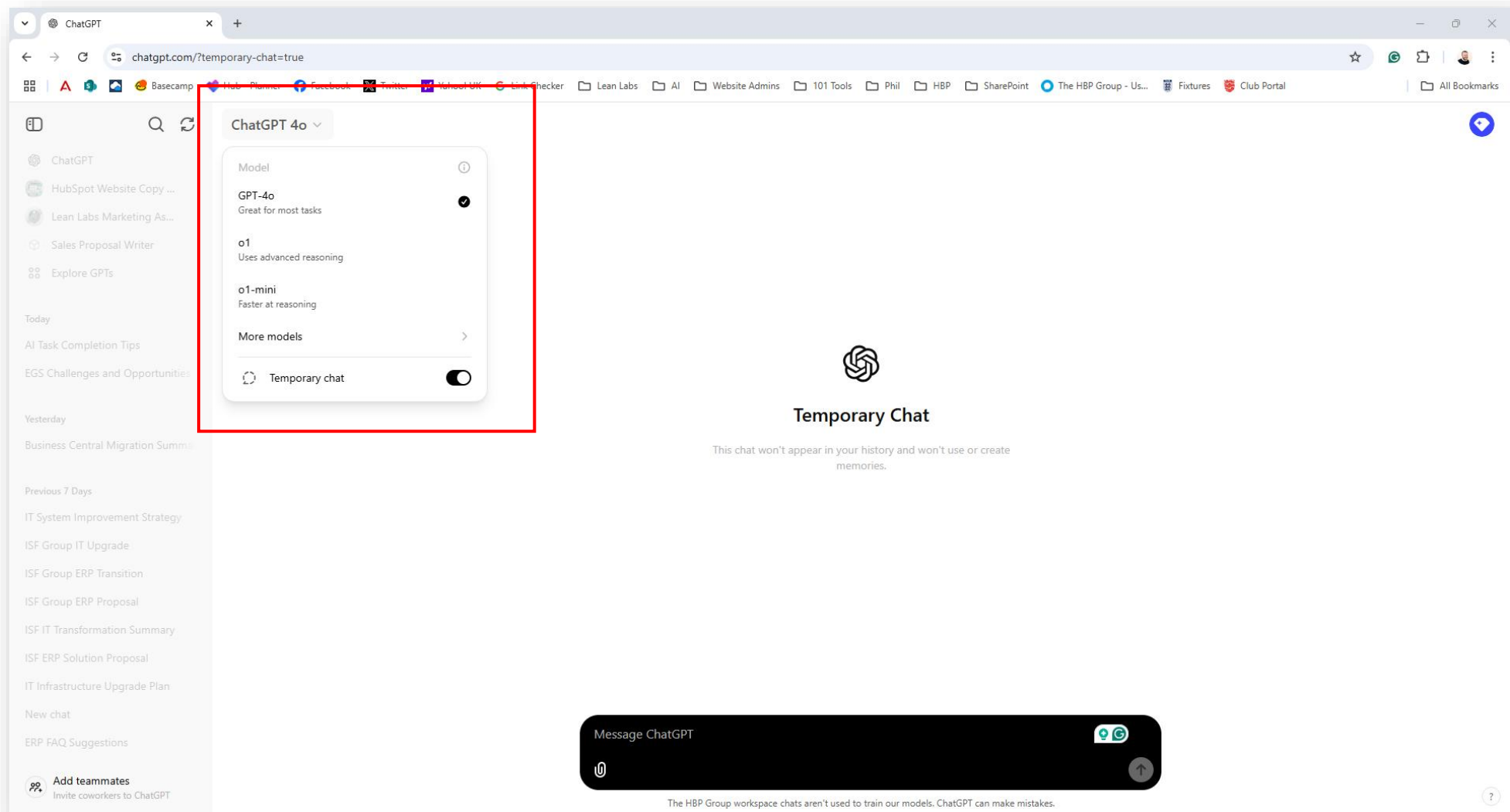
Security Considerations.

- Under Setting>Data Controls ensure that “Improve the model for everyone” is turned Off
- “Temporary Chat” does **NOT** work for GPTs (what I’m showing you today – yet)
- ChatGPT does not keep your data, however, it is not protected by your network security





The screenshot shows a web browser window with the URL `chatgpt.com/#settings/DataControls`. The browser's address bar and tabs are visible at the top. The main content area displays the ChatGPT settings interface. A white settings modal is open, showing a list of categories on the left: General, Personalization, Speech, Data controls (highlighted), Builder profile, Connected apps, and Security. The 'Data controls' section is expanded, showing a toggle for 'Improve the model for everyone' which is currently set to 'Off'. A red rectangular box highlights this toggle. Below the toggle, there is a 'Manage' button. The background of the settings modal is dimmed, showing the ChatGPT interface with a search bar and a list of chat topics on the left. At the bottom of the modal, there is a disclaimer: 'The HBP Group workspace chats aren't used to train our models. ChatGPT can make mistakes.'



The screenshot shows a web browser window with the URL `chatgpt.com/?temporary-chat=true`. The browser's address bar and tabs are visible at the top. On the left side, there is a sidebar menu with various chat sessions listed, including 'ChatGPT', 'HubSpot Website Copy ...', 'Lean Labs Marketing As...', 'Sales Proposal Writer', and 'Explore GPTs'. A red rectangular box highlights a model selection menu that is open, showing the following options:

- Model** (dropdown arrow)
- GPT-4o** (Great for most tasks) - selected with a checkmark
- o1** (Uses advanced reasoning)
- o1-mini** (Faster at reasoning)
- More models** (dropdown arrow)
- Temporary chat** (toggle switch, currently turned on)

The main content area of the browser displays the OpenAI logo and the text 'Temporary Chat'. Below this, it states: 'This chat won't appear in your history and won't use or create memories.' At the bottom of the page, there is a dark input field with the placeholder text 'Message ChatGPT' and a 'Send' button. A small disclaimer at the very bottom reads: 'The HBP Group workspace chats aren't used to train our models. ChatGPT can make mistakes.'

ChatGPT vs GTPs.

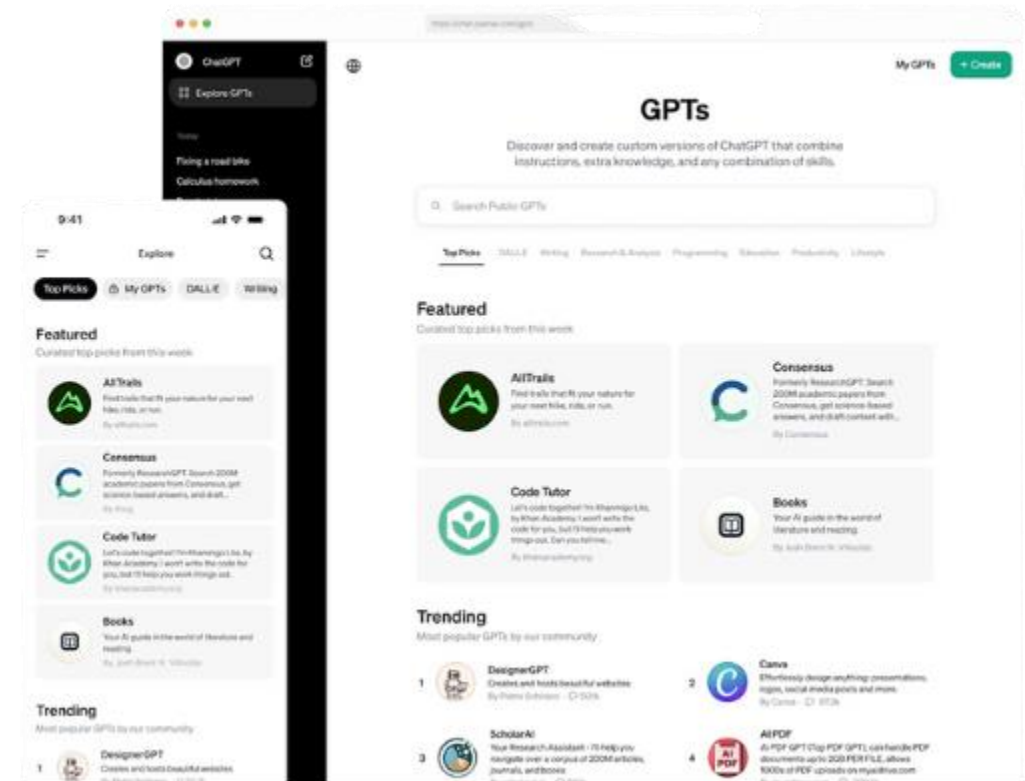
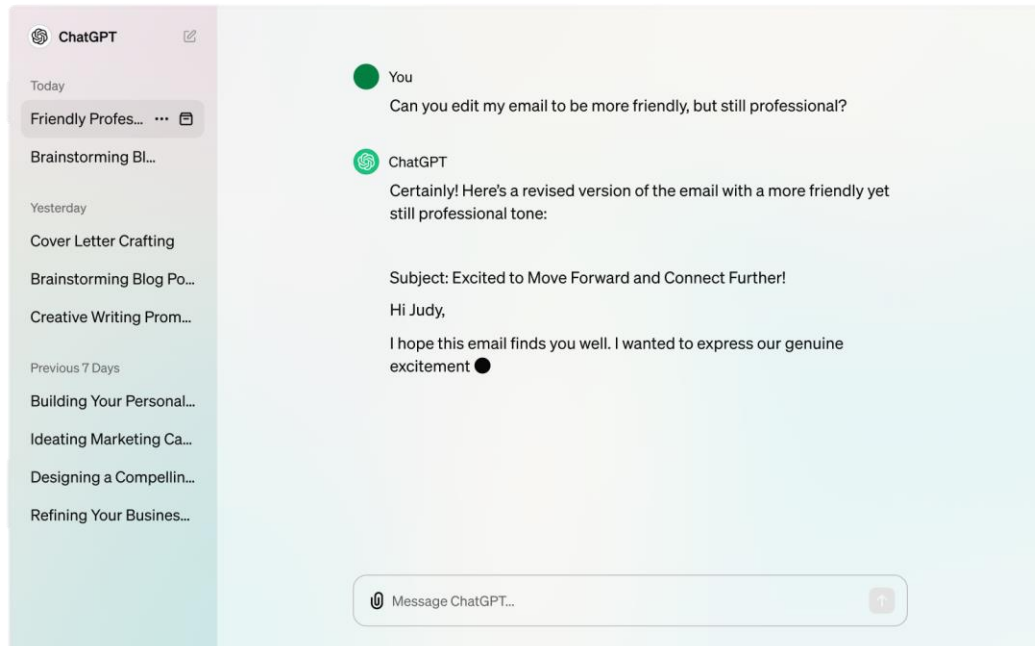




ChatGPT

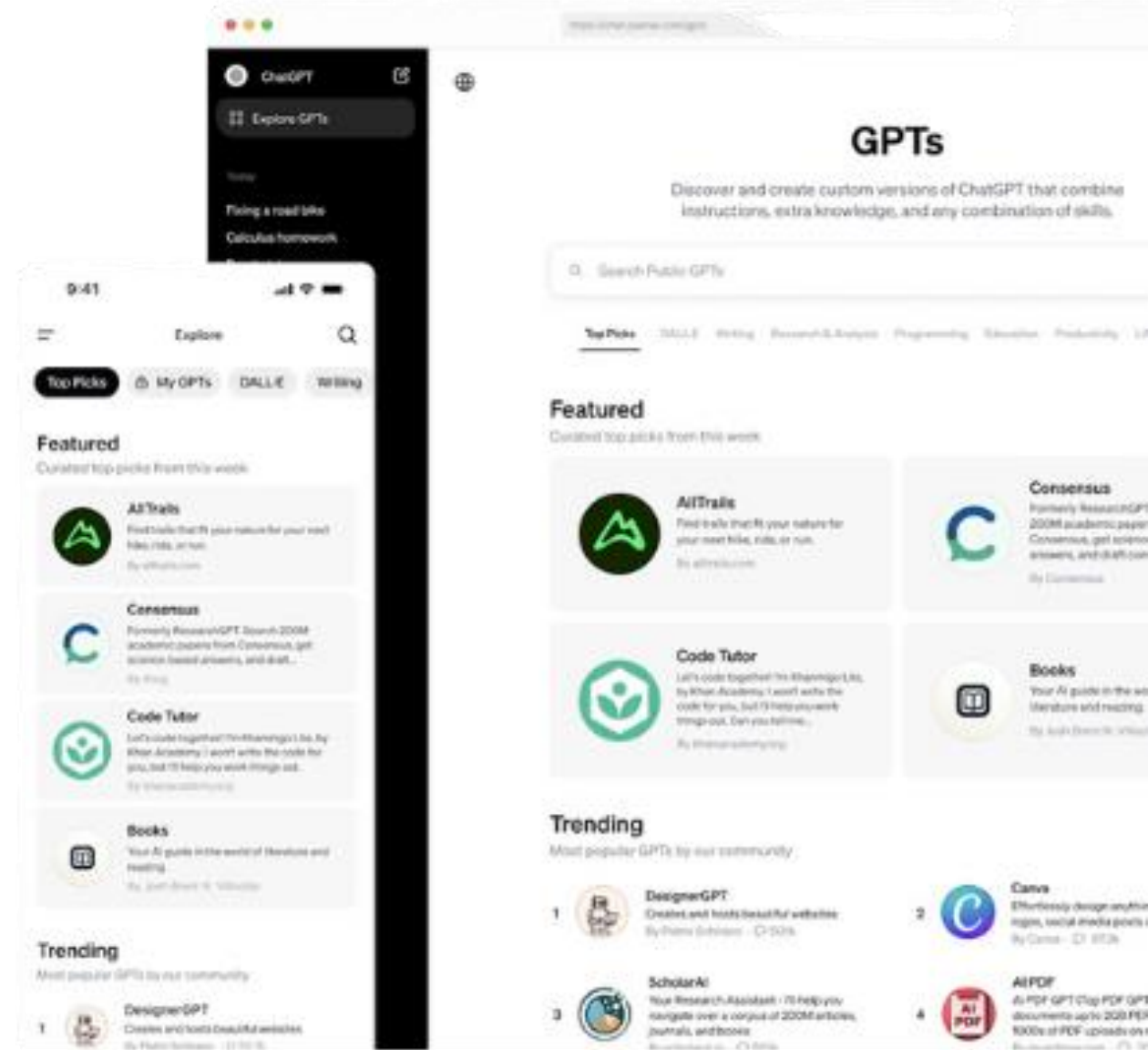
Vs

Custom GPTs



Custom GPTs.

- A specialist compared to a generalist
- Can be instructed to respond in specific ways
- Can be given a specific knowledgebase
- Output can be controlled with specific guidelines
- User experience can be tailored (a bit)



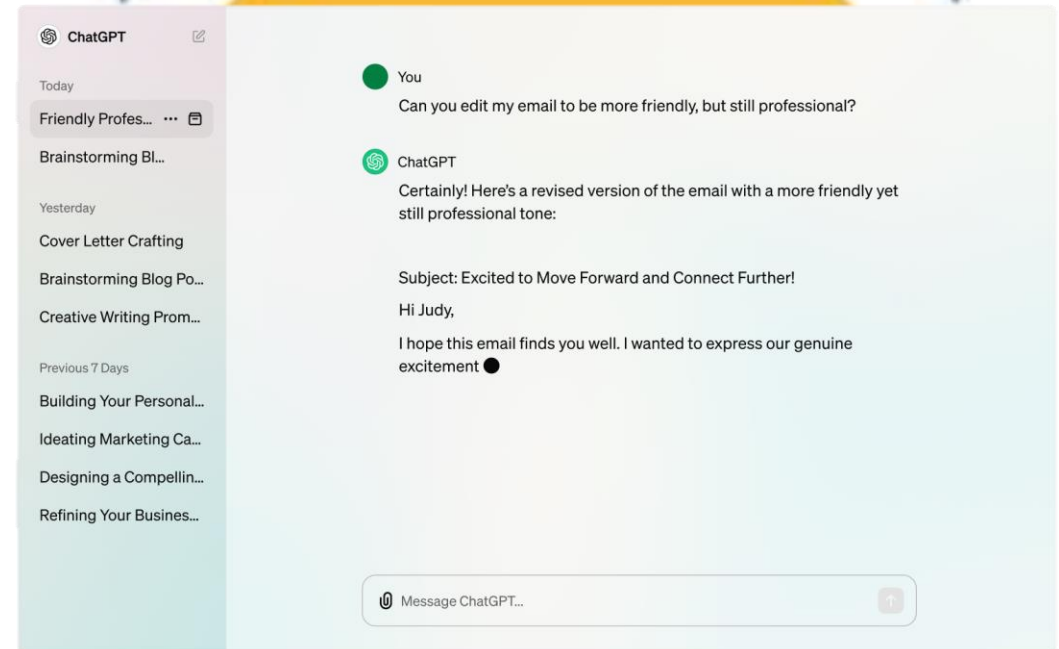
Untrained **Staff.**

- Don't understand expected outputs
- Get things wrong
- Create frustrations
- Don't create great work



Untrained AI Tools.

- Don't understand expected outputs
- Get things wrong
- Create frustrations
- Don't create great work



Example.



Other Ideas.



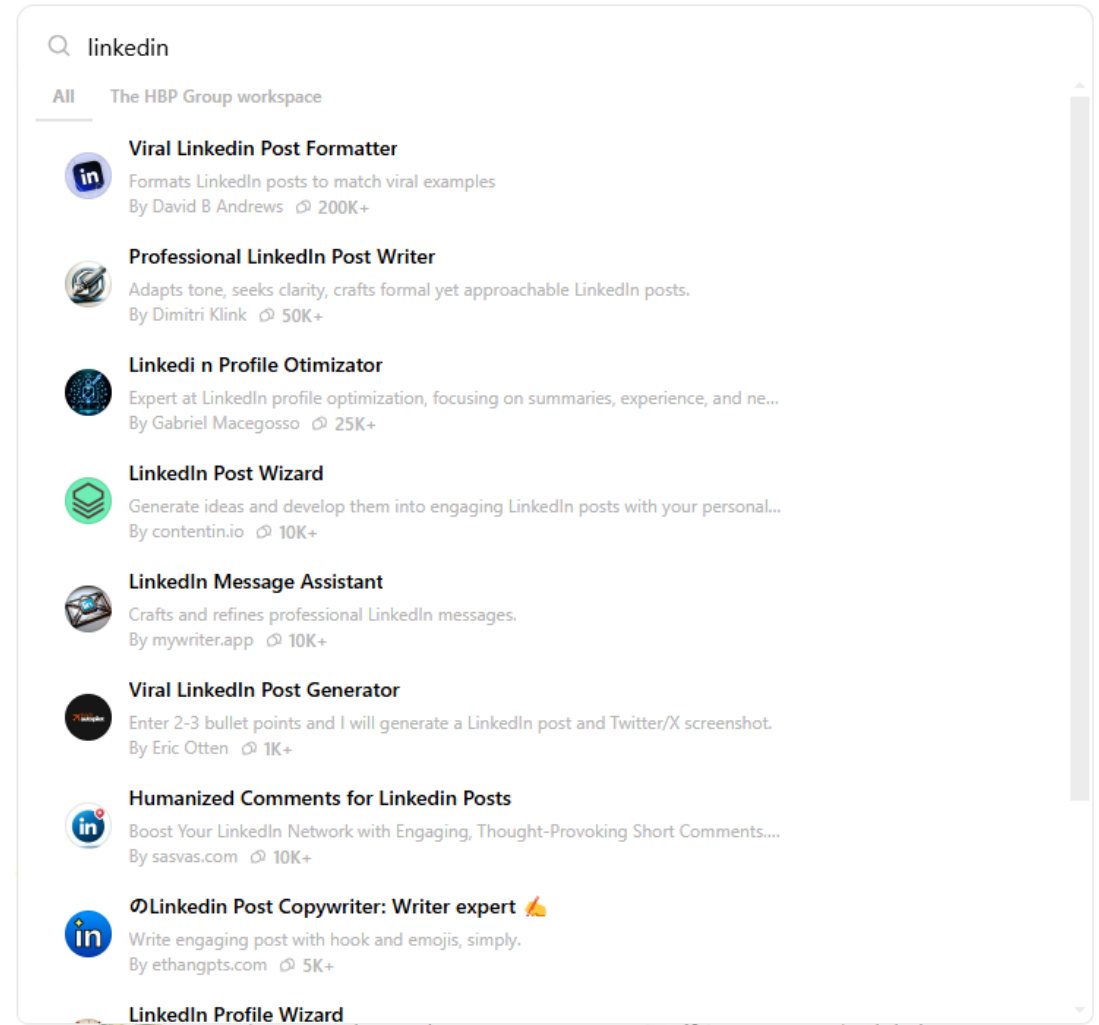
What else?

- Personal Social Media Posts
- Job Descriptions
- Roles & Responsibilities
- Tender Documents
- HR Policies
- Monthly Reports
- Personal Email Responses
- Customer Services Emails
- Blogs
- Marketing Emails
- Internal Company Announcements

... Whatever you do a lot of!

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.



Search results for "linkedin" in "The HBP Group workspace".

- Viral LinkedIn Post Formatter**
Formats LinkedIn posts to match viral examples
By David B Andrews 200K+
- Professional LinkedIn Post Writer**
Adapts tone, seeks clarity, crafts formal yet approachable LinkedIn posts.
By Dimitri Klink 50K+
- LinkedIn Profile Optimizer**
Expert at LinkedIn profile optimization, focusing on summaries, experience, and ne...
By Gabriel Macegoso 25K+
- LinkedIn Post Wizard**
Generate ideas and develop them into engaging LinkedIn posts with your personal...
By contentin.io 10K+
- LinkedIn Message Assistant**
Crafts and refines professional LinkedIn messages.
By mywriter.app 10K+
- Viral LinkedIn Post Generator**
Enter 2-3 bullet points and I will generate a LinkedIn post and Twitter/X screenshot.
By Eric Otten 1K+
- Humanized Comments for LinkedIn Posts**
Boost Your LinkedIn Network with Engaging, Thought-Provoking Short Comments...
By sasvas.com 10K+
- LinkedIn Post Copywriter: Writer expert**
Write engaging post with hook and emojis, simply.
By ethangpts.com 5K+
- LinkedIn Profile Wizard**

The gift of **time**.

- How you can save **significant amounts of time** on complex tasks
- The tools you (probably) **already have** that can help you achieve incredible results.
- How Chat GPT can be mastered to take your AI skills to the **next level**.





The HBP Group

Cyber Security Training For Employees

Thursday, 23rd January 2025 @ 9am-10am

thebpgroup.co.uk/webinars

Reserve Your Place



The HBP Group

How I Saved A Day A Month with Microsoft Copilot

Monday, 24th February 2025 @ 2pm-3pm

thehbpgroup.co.uk/webinars

Reserve Your Place

How we can help.

Free 360° IT Assessments

- Leadership alignment
- Staff survey
- Technical audit

thehbpgroup.co.uk/360



Q&A.

