

Your AI starter kit

Work smarter, not harder

What's inside:

- AI overview
- Important skills in the age of AI
- The essential AI toolkit
- Quick start exercise
- AI Prompt Library- 25 plug and play prompts (See separate document)

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What is AI?

AI is technology that can recognise patterns, learn from data, and perform tasks that usually require human intelligence—like understanding language, generating text, analysing information, or making predictions.

In practice, most people mean:

- **Generative AI:** tools that create content (text, images, summaries, code, presentations)
- **Assistive AI:** tools that help you decide faster (analysis, recommendations, automation)

What AI is good at

- Drafting, summarising, brainstorming, explaining, translating
- Turning messy notes into structure (plans, tables, emails)
- Searching through lots of info quickly (when connected to approved sources)

What AI is not

- A truth machine (it can be wrong/confident)
- A replacement for your judgement, context, or accountability
- Something you should feed sensitive info to without checks

AI Won't Replace You, But a Human Using AI Might

AI isn't coming for *your job title* — it's coming for **parts of your workflow**. The advantage goes to the person who learns to use it to do better work, faster.

What's actually happening

- **Tasks get automated, not whole roles (at first).** The “bundle” of tasks in your role will change.
- People who adopt AI early often become the “go-to” for:
- faster drafts and better clarity
- quicker analysis and decisions
- stronger stakeholder comms
- smoother delivery / execution

The “human using AI” advantage

- **Start with outcomes, not tools** (“What am I trying to achieve?”)
- **Use AI for the first 70%** (drafting, structuring, options), then apply human judgement for the final 30%
- **Iterate quickly** (3 drafts, 3 angles, 3 tones)
- **Check and refine** (accuracy, tone, compliance, risk)
- **Build a reusable prompt toolkit** so quality is consistent

How you stay ahead (skills that become more valuable)

Your moat is human, not mechanical:

- **Problem framing:** asking the right question and defining success
- **Context + domain expertise:** knowing what matters and what doesn't
- **Critical thinking:** spotting gaps, errors, weak logic
- **Taste + clarity:** making output usable, not just “written”
- **Trust + ethics:** handling sensitive info properly and making accountable decisions
- **Influence:** aligning people, navigating ambiguity, driving adoption

A simple formula people remember

Impact = (Your expertise + AI) × Good judgement

If you add AI without judgement, you just produce *more...* including more mistakes.

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The Essential AI Toolbox

Beyond Search: Choosing the Right Tool for the Job, below are a few recommendations to try:

- **ChatGPT (The Brainstormer):** Ideal for creative ideation, role-playing difficult conversations, and summarizing messy notes.
- **Claude.ai (The Intellectual):** Exceptional at maintaining a human-like tone, handling massive documents, and complex reasoning without the "robotic" feel.
- **Perplexity.ai (The Researcher):** Think of this as "Google on Steroids." It provides direct answers with real-time citations to ensure accuracy.
- **Canva Magic Studio (The Designer):** For the non-designer who needs professional decks and visuals in seconds.

The AI Model Comparison Guide (2026 Edition)

Feature	ChatGPT (The All-Rounder)	Claude (The Intellectual)	Perplexity (The Researcher)
Best for	Brainstorming, creative drafting, and general daily tasks.	Long-document analysis, coding, and nuanced writing.	Real-time facts, market research, and cited sources.
Personality	Enthusiastic, fast, and highly versatile.	Calm, precise, and less “robotic” in tone.	Focused, objective, and data-driven.
Superpower	Canvas: Best interface for editing documents side-by-side with AI.	Context: Can read a 500-page PDF and find one specific detail.	Live Web: Browses the internet better than any other tool.
When to use	“I need 10 ideas for a social media campaign.”	“Analyse this 40-page contract for hidden risks.”	“What are the latest 2026 trends in the UK retail market?”

Quick start- Your first AI win in 10 mins

(using Chat GPT)

Choose 1 “first win” (pick what you actually do this week)

A) Draft a polished message in your tone

- Ask AI to: rewrite for (friendly / confident / exec-ready)

B) Convert notes into a 1-page plan

- Ask AI to: Paste in your hand written notes, structure into goals, scope, timeline, risks, next steps

C) Meeting prep in minutes

- Ask AI to: create agenda + key questions + decision points

D) Brainstorm options fast

- Ask AI to: generate 3 options with pros/cons and a recommendation

The 60-second prompt formula

Role + Goal + Context + Constraints + Output format

Template:

“Act as my [role]. My goal is [outcome]. Context: [background + audience]. Constraints: [tone/length/time/format]. Output: [bullets/table/email]. Ask me 2 questions if anything essential is missing.”

Add your quality bar (makes results instantly better)

- “Be specific and practical, not generic.”
- “Use UK English.”
- “Keep it under 150 words.”

Your safety rule (non-negotiable)

Don’t paste sensitive data

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How to stay safe

1) Protect confidentiality (always): Don't paste sensitive info (people, patients, contracts, financials, unpublished plans)

2) Treat outputs as a draft, not a fact

- AI can be confidently wrong
- If it matters, **verify**: names, dates, numbers, citations, policy statements
- Ask for: "List assumptions + what to check"

3) Be transparent when it matters

- For high-stakes work (comms, external-facing, legal/regulatory, HR):
- disclose internally that AI assisted (where your org expects it)
- keep a human owner accountable for the final version

4) Avoid bias + tone risk

- Check for: overconfidence, stereotypes, exclusionary wording
- Ask AI to "rewrite for inclusive, professional tone" and review yourself

5) Respect IP and content boundaries

- Don't upload copyrighted/proprietary documents unless permitted
- Don't ask AI to recreate restricted content
- Use AI to **summarise your own notes**, not reproduce paid sources

6) Keep an audit trail for important work

- Save the prompt + final output (or a short note of how it was produced)