

The Business Leader's Guide to

Using AI and ChatGPT



We want to make your life better

At AirManual, we help business leaders to give their teams the guidance, processes, and onboarding they need to excel.

In doing so, we expect to:

- ✓ Free up 100s of hours of leadership time
- ✓ Prevent mistakes that cost £10,000s
- ✓ Reduce the time it takes to onboard new joiners by 80%
- ✓ Reduce both employee churn and hiring costs
- ✓ Increase business value by 20%

But that's not our real goal.

We're here because we've experienced what it's like when your employees are dependent on you. When you have no time. When the same mistakes keep happening.

We're here because we've worked the long hours. We've had our holidays disrupted. We've felt the anxiety. We've seen the impact it's had on our own wellbeing, and that of our families.

We're here because solving this stuff is life changing.

And we want that for you.

Paddy and Alexis
Co-founders at AirManual
Hosts of De-stress Your Business
podcast



It's time to pay attention to AI

Everyone's talking about AI and ChatGPT.

But why?

Is it really something that will help you and your business? Or is it yet another hype-wave that will do little more than distract employees?

The short answer is:

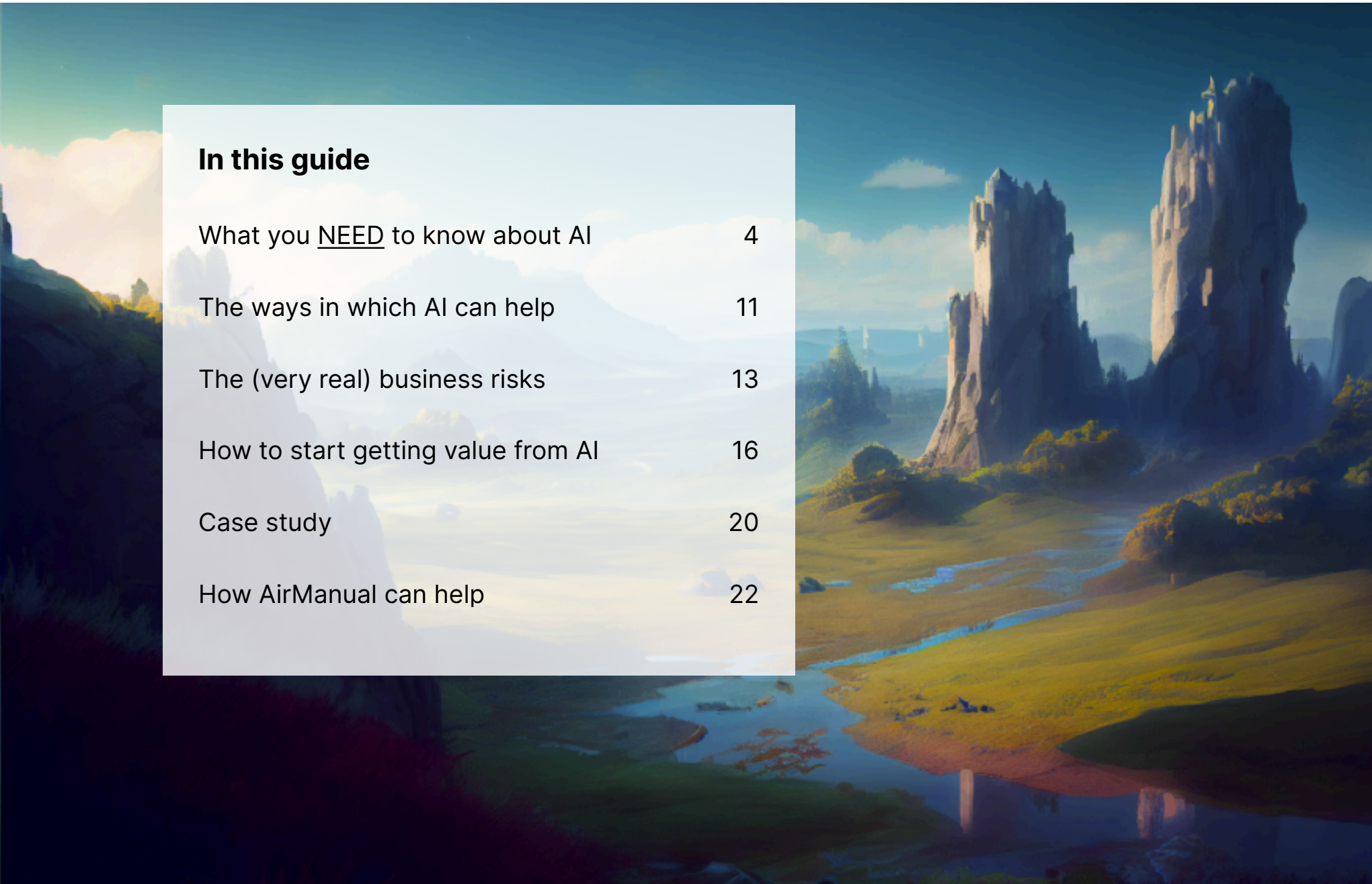
- It's not just a hype wave
- It could provide huge value to your business
- But it could also cause big problems

Either way, you need to pay attention.

An AI generated
fantasy landscape

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What you NEED to know about AI

As a business leader, you need to understand something very important:
Artificial Intelligence (AI) is now business ready.

By this we mean:

- Your teams can start moving faster using AI (today!)
- There are immediate opportunities to use AI and get a competitive advantage
- Your business may be at risk if you don't pay attention

There's one tool that's having a bigger impact than any other and that's ChatGPT.

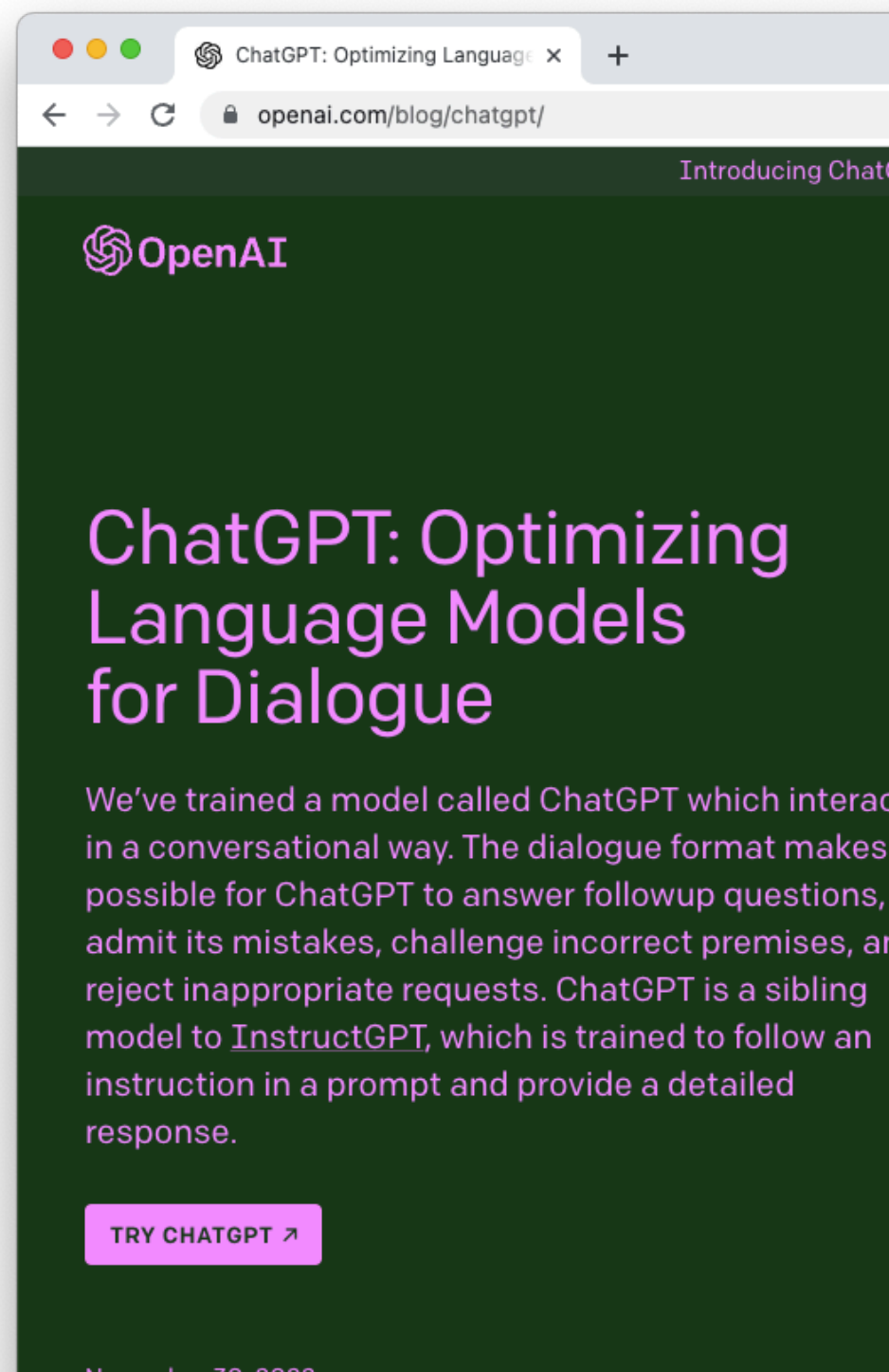
In 5 days, it gained over 1 million users.

Which is nice, but what's really exciting to us business leaders is its genuine potential to help our businesses. Unlike some other tools, ChatGPT isn't a gimmick. It's a game-changer.

As a business leader, you need to understand what ChatGPT and other AI tools are capable of.

With this understanding, you'll be able make better decisions, take advantage of the opportunities AI presents, and tackle the risks.

Don't be intimidated by the name or description — ChatGPT is actually very user friendly!



ChatGPT: The AI tool you need to try

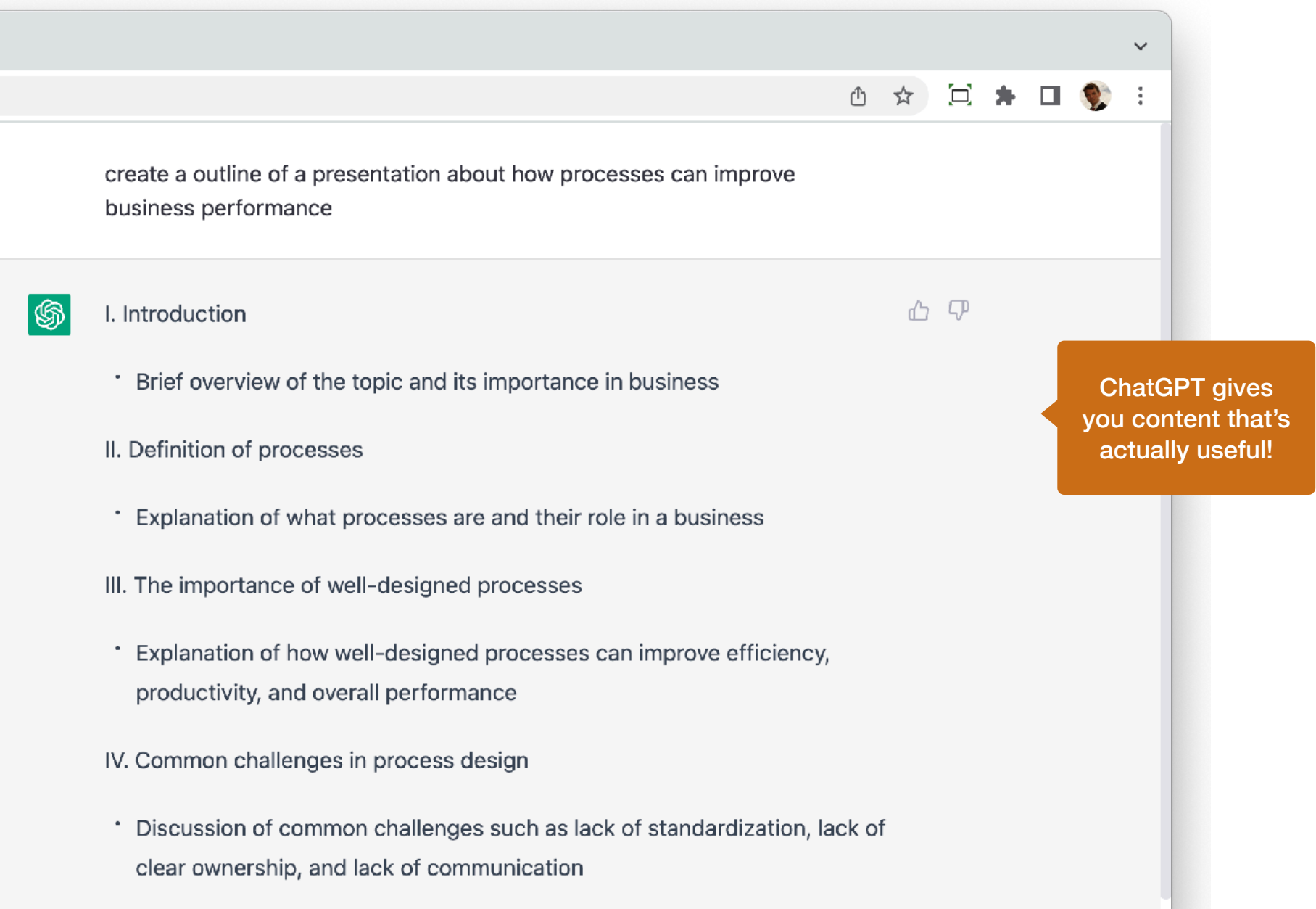
ChatGPT is a chatbot that can do really clever things.

For example:

- Ask it to “create an outline of a presentation about how processes can improve business performance”. And it will.
- Then ask it to “Turn this presentation into 5 posts for my LinkedIn feed”. And it will.
- Then ask it to “Make the posts more concise and with better hooks”. And it will.
- Then ask it to “Write it in a friendlier style, with occasional use of emojis”. And it will.

The quality of what it produces is jaw-dropping when you first use it.

It's good enough that it's actually useful... *really* useful!



The many things that ChatGPT does well

ChatGPT is brilliant for:

- ✓ **Doing research:** Use ChatGPT as a faster alternative or addition to discussing/brainstorming/Googling
- ✓ **Creating an outline:** ChatGPT is brilliant at giving you an initial structure to iterate on (and helping you to get past blank page paralysis!)
- ✓ **Iterating on content:** Use follow up questions to improve the quality, change the focus, or alter the tone-of-voice
- ✓ **Reformatting content:** Use follow up questions to change the structure, change the language, make it more concise, or make it longer
- ✓ **Repurposing existing content:** Pass in existing content and ask ChatGPT to summarize it however you like — in minutes, an ebook or video transcript can become a month's worth of social posts!
- ✓ **Helping out with Excel or code:** While ChatGPT only works in text, that doesn't stop it from helping out with Excel equations, scripts, or even writing code

You really have to break down your assumptions of what is and isn't possible.

For example, if you want to plan your social content for the next year, you can literally ask it for a content calendar with 12 months of content given your specific themes and including draft blog posts (!)

A dinosaur ready to do some research. Also generated by AI.



ChatGPT doesn't replace creativity

Given all the tasks that ChatGPT can help with, it's tempting to try and use ChatGPT as a way of generating all your content from start to finish.

This is possible, but you'll end up with some very mediocre content.

If you want to build an audience for your content, you need to share your own valuable insights.

ChatGPT is best used to augment and turbo-charge your content process (and not to avoid or replace involvement from your experts!).

You really need to try it out

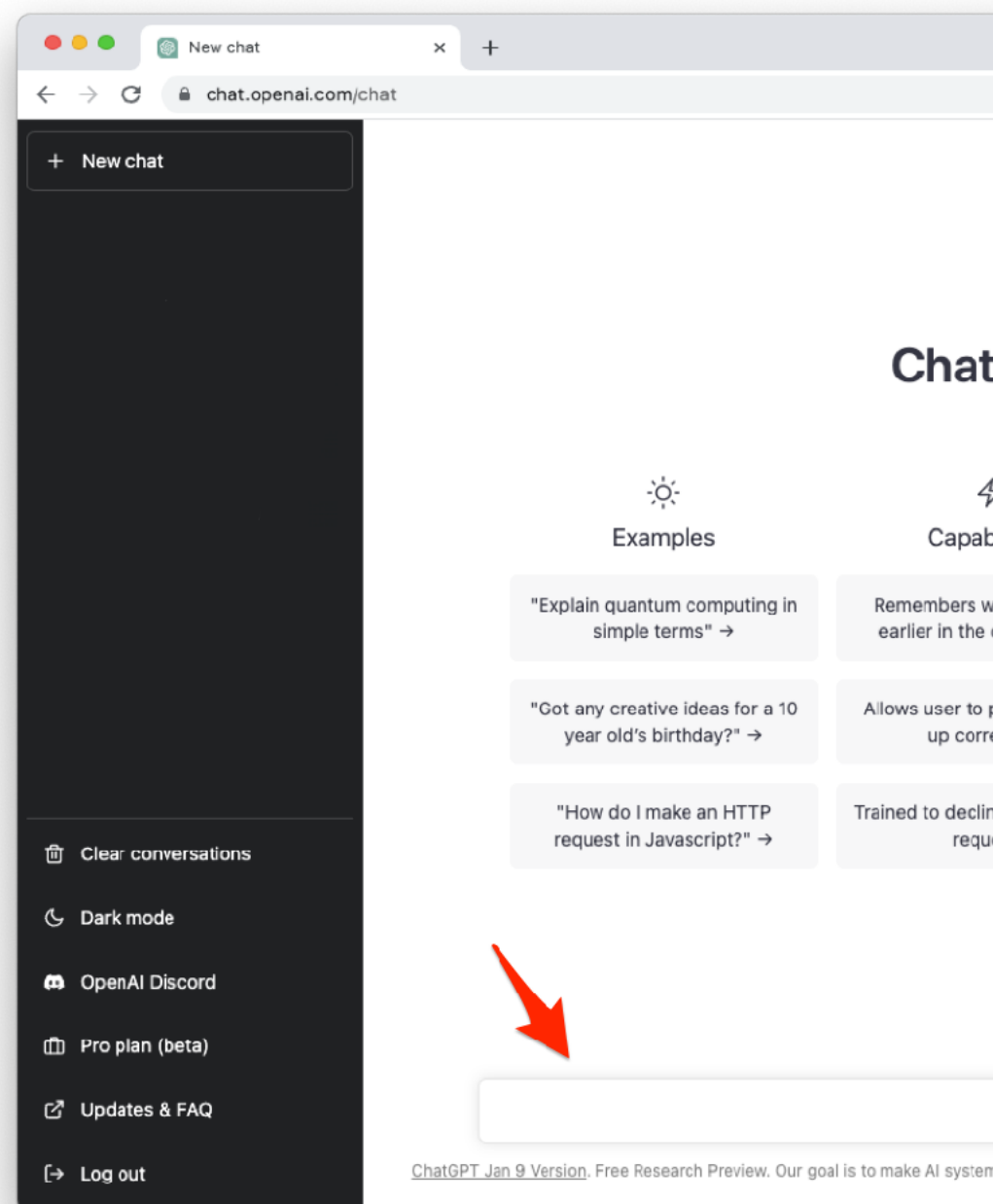
You can try ChatGPT at <https://chat.openai.com/>

At the time of writing, it's quick and easy to sign up, and it's completely free to use.

Once you've signed in, ask ChatGPT to do something using the chat box at the bottom of the screen. You can use the example on page 5 for inspiration.

Remember to ask follow up questions — this is where the power of ChatGPT really shines!

Use the chatbox to ask ChatGPT to do something amazing



The other AI tools available today

There are hundreds of other AI powered tools available today, and they're not just limited to text.

These include tools to:

- Generate images: [DALL-E](#), [Midjourney](#)
- Generate copy and presentations: [Copy.ai](#), [Jasper](#), [Texta](#), [Tome](#)
- Generate code: [GitHub Copilot](#)
- Improve copywriting: [QuillBot](#)
- Generate videos: [BHuman](#)
- Transcribe audio: [Otter.ai](#)
- Edit audio and videos: [Descript](#)
- Cleanup images: [Cleanup Pictures](#)

All of these tools are already helping businesses to move faster, but — like ChatGPT — each has its own limitations.

We asked DALL-E and Midjourney for an octopus with 5 speech bubbles to use on the front cover... it took a number of attempts before we were happy!



Generate images with DALL-E and Midjourney

Image generation is one of the most impressive uses of AI, and we've used it for all of the illustrations in this ebook.

It's incredibly impressive:

- It can create high quality images
- It's incredibly quick to use
- Adding more detail to your description and asking for images in a certain style (e.g. "cubist" or "photorealistic") makes a big impact

But there are some limitations (at the time of writing):

- DALL-E struggles with faces and often crops off part of the image
- Both struggle with if you want an image that contains text
- It's not easy to generate multiple images using the same style and color palette (so we have a nice cover for one ebook, but creating a series of branded ebooks would be challenging)
- The images aren't available in a format that makes it easy to edit them manually

While they have limitations today, it's worth noting that they're quickly improving and these issues will no doubt be tackled in the coming months and years.

Faces by DALL-E.
Not bad, but not quite right...



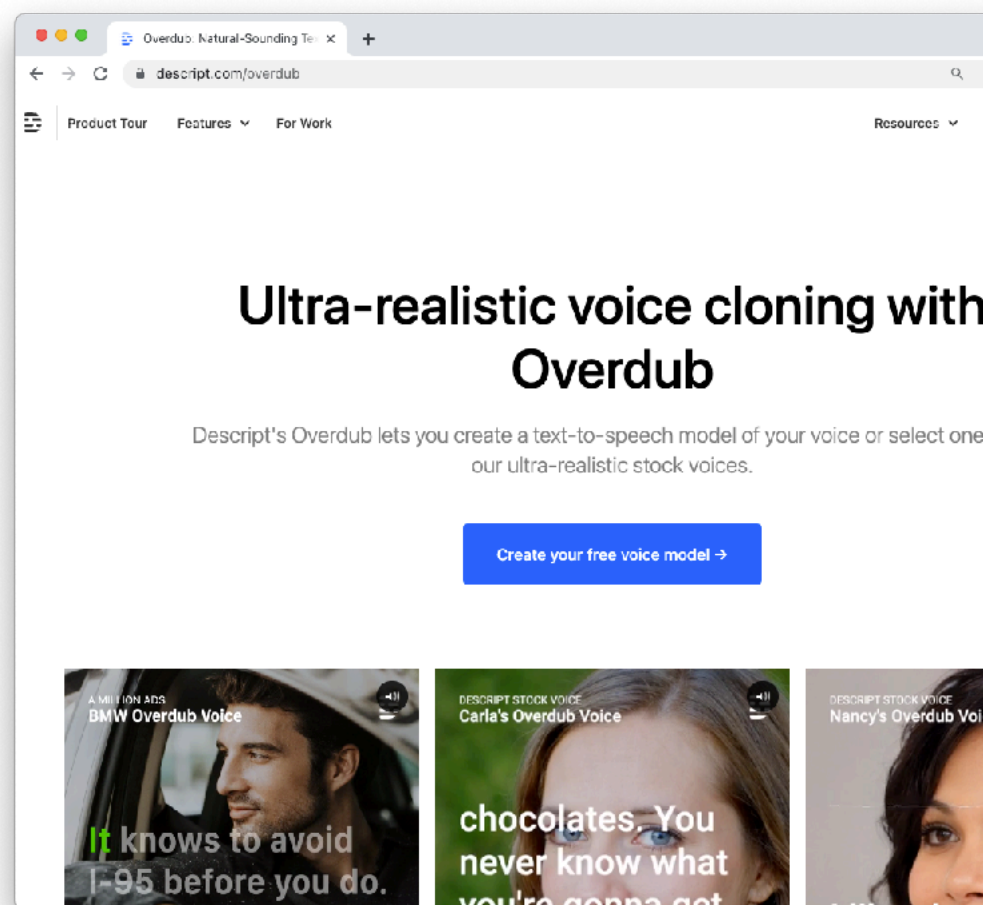
Edit audio with Descript

Another inspiring tool is Descript, which provides many useful tools for editing audio and videos.

It's most impressive feature is called "Overdub".

By talking to Descript for between 10 minutes and an hour, it learns your voice.

Once it's learnt your voice, you can use it to make edits to your audio by simply updating the audio transcription (!).



The incredible potential of what's to come

The tools we've shared above are just the start.

Over next few months and years, you can expect to see thousands of new AI-powered tools popping up.

There will be new tools that use ChatGPT as a starting point, and then apply to solve specific business problems like providing customer support, improving sales copy, and financial modeling.

There will be existing tools that are augmented to help you move faster and achieve more. And there will be tools that do things you previously did not think would be possible.

As a leader, you need to be aware that the landscape is changing quickly, and that this presents both opportunities and risks.

The ways in which AI can help

So what are the practical ways in which your business can be using AI today?

Help your teams to move faster

Teams in every area of the business can use AI tools to move faster, improve quality, and reduce costs.

For example:

- **Marketing** can use these tools to generate and repurpose blog posts, social posts, podcasts, adverts and more
- **Sales** can use these tools to generate and edit sales emails and presentations
- **Customer success** can use these tools to provide better and faster communications to customers
- **Finance** can use these tools to speed up the creation of reports in Excel, Google Sheets, and other analytics tools
- **HR** can use the these tools to generate and edit policies, processes, and internal communications
- **Software engineering** can use these tools to generate and review code

With so many opportunities, the key is to educate your teams and let them find the best use cases.

See page 16 for guidance on how to do this.



Provide more value to customers

There are opportunities to use AI to provide more value to your customers.

For example, you could use AI to:

- Enhance your own software products
- Provide more valuable services
- Improve the speed and quality of sales and support communications

As an example, one of our customers helps business leaders to write books. She could consider using AI to help her team and customers to outline and draft their books faster.

In our own business (AirManual), we're have long-term opportunities to improve our product and build in AI tools to help teams draft their processes. In the short-term, we can already use AI to improve our consulting services by showing customers how to use tools like ChatGPT alongside AirManual.

We also have opportunities to improve our sales and support communications, using AI tools to help our teams respond faster, more clearly, and in a more consistent style.

Give your business a competitive advantage

Over the coming years, using AI could prove to be a key competitive advantage for businesses that embrace it.

They'll be able to move faster and deliver more value to customers, while needing less resource to do so.

The flip side to this opportunity is the risk. If you ignore AI, then you may give your competitors the competitive advantage...

The (very real) business risks

As business leaders, we need to consider the risks that the changing AI landscape creates.

Some businesses will be affected in very obvious ways. For example, any business that offers a product or service that ChatGPT can wholly or partly replace can expect to be impacted.

But there are other risks to consider, and some of these are likely to impact a much larger number of businesses.

Could your product or service become less valuable?

Your product or services could become less valuable if:

- ChatGPT can offer a valuable alternative to using some part of your product or service
- Other existing AI tools can offer a valuable alternative to using some part of your product or service (see page 8)
- Some future product or service can use AI to offer a valuable alternative to using some part of your product or service

To assess this risk, you really need to consider all of the key parts of your service and if/how they could be supported by AI.



How could your competition use this?

We used Midjourney to help us visualize what your competition looks like

A good way of reviewing the risks (and opportunities) is to consider this: If my competitors were to become AI masters, would would be my worst nightmare?

Consider how they could improve their:

- Products
- Services
- Marketing
- Sales
- Support

If they really nailed it, what would the impact be for your business?

This is still a valuable exercise even if you don't think your current competitors are competent enough to do this. You're likely to discover new competitors over the coming years, and some of these will be making use of AI.

Are your sales and marketing channels at risk?

One area that is likely to see a lot of disruption over the coming years is online marketing channels.

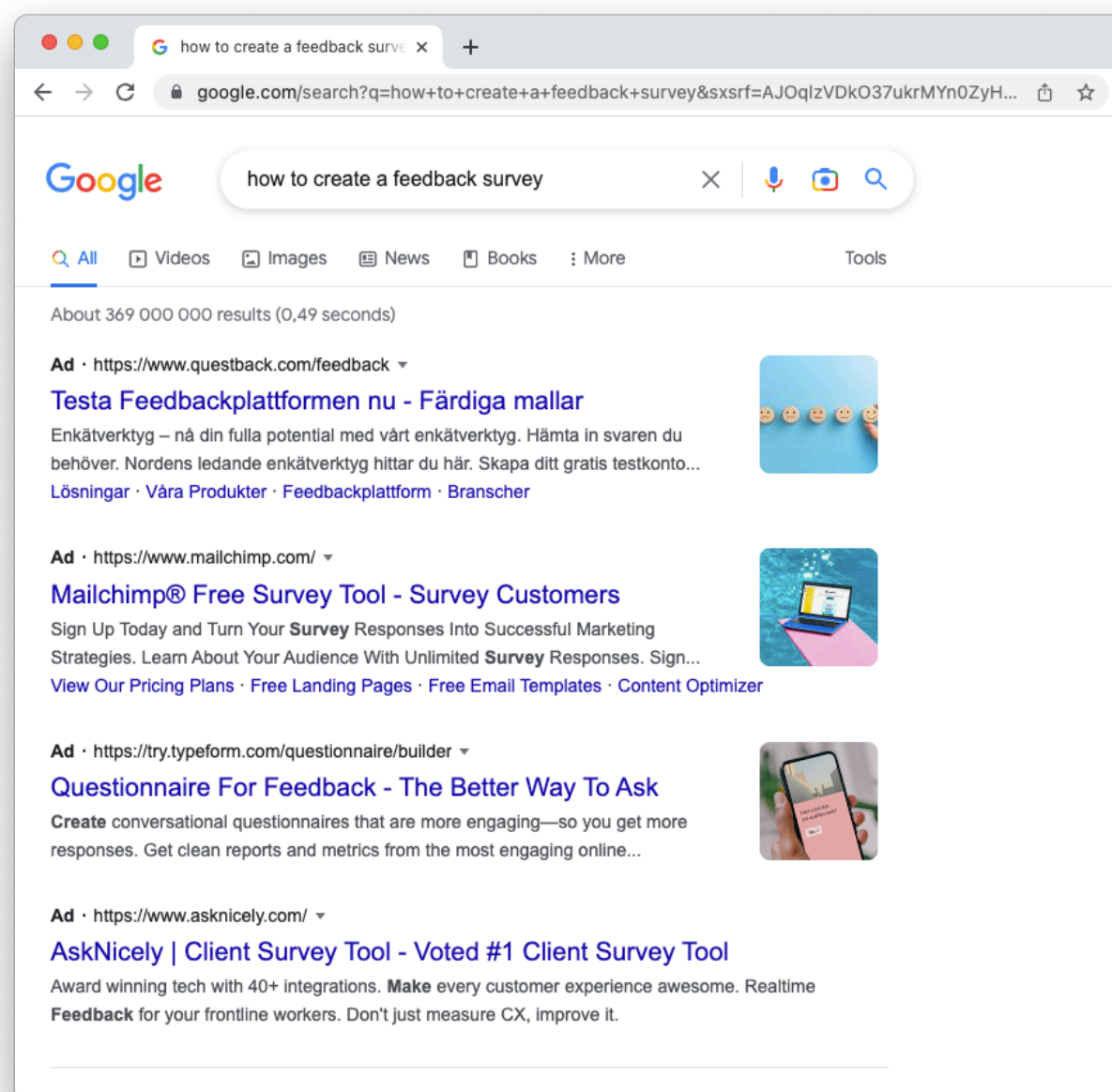
If people start using tools like ChatGPT instead of Google for some tasks, then:

- Fewer people will see the paid ads on Google
- Fewer people will discover articles on your website
- Fewer people will see links to reviews about your business

There are still lots of reasons to use Google as well as ChatGPT, including searches like “the top restaurants in Manchester”. ChatGPT is not a good tool for doing this kind of research.

But there will be some impact, and you may find Google and other companies (e.g. Facebook, LinkedIn) changing their own paid ad businesses to adapt.

If your business uses Google Ads, then you may see fewer leads as more people use tools like ChatGPT to do their research



How to start getting value from AI

At this point, you should have some idea of how AI could help or harm your business.

And hopefully you agree, this isn't something to simply ignore.

But how do you introduce this to your teams without distracting them from other priorities?

1. Educate yourself and your team

The first step is to educate yourself, and you may also want to educate your team so they can provide their own ideas and challenge yours.

We've created a 90 minute training checklist that you can share.

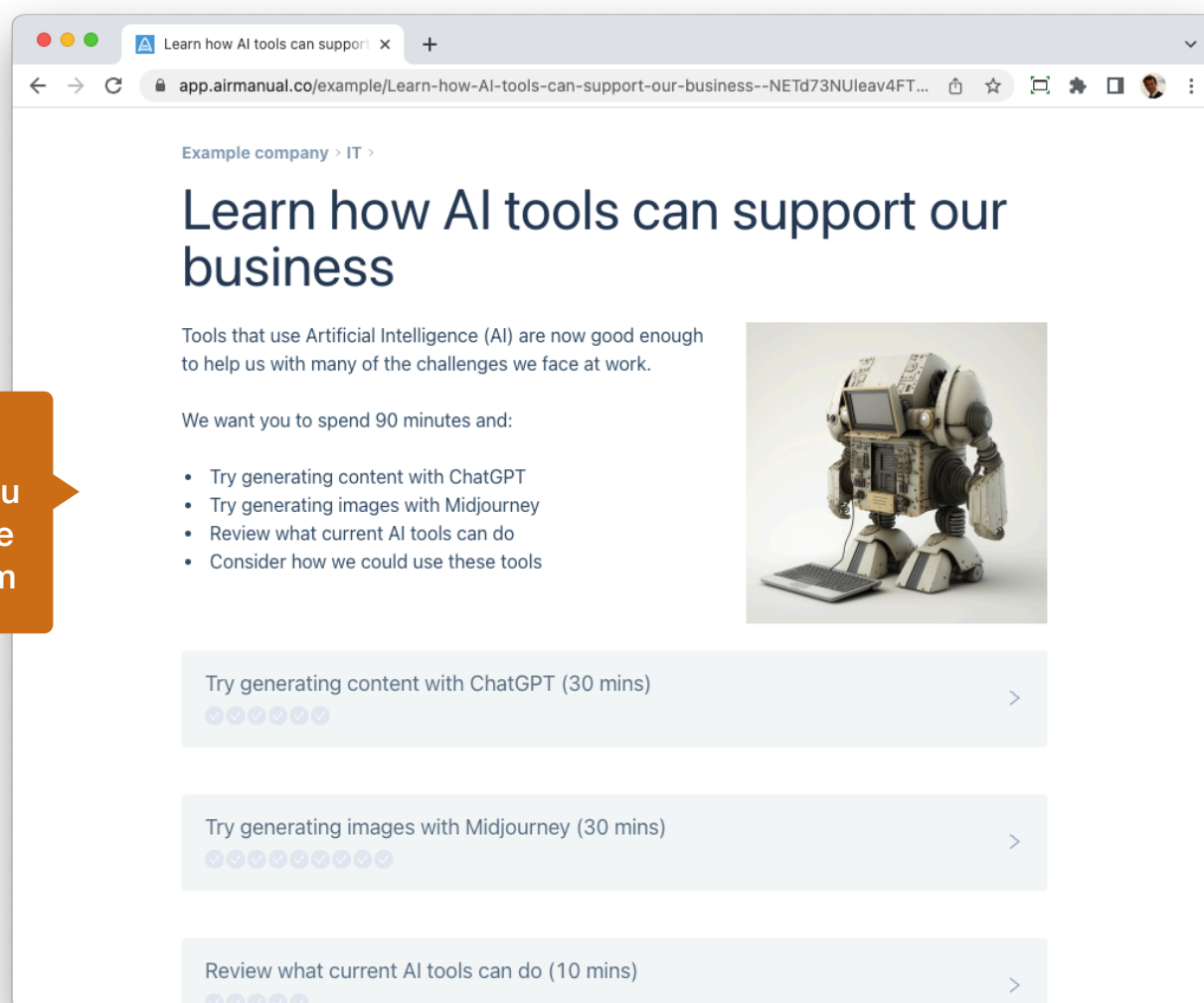
The checklist (shown on the next page) will help you and others to:

- Try generating content with ChatGPT
- Try generating images with Midjourney
- Review what current AI tools can do
- Consider how your business can use the tools

The checklist is available at <https://airmanual.link/templates/learn-ai>

If you're an AirManual user, you can copy this template into your own workspace. You'll then be able to see which of your colleagues have used the checklist, and you can also customize the content if desired.

We've created a training checklist you can use to introduce AI tools to your team



2. Focus on your biggest problems

The key to getting immediate value from AI is to focus on the business problems you are facing today.

To find your biggest problems, you can simply ask yourself:

- What are my goals?
- What's holding me back from moving towards these goals right now?

For example, your goals may be to scale your business while also enjoying life outside of work (— meaning you want to finish work on time, and take holidays without distractions!).

The problems might be that your team needs a lot of support, and you're struggling to find time to work on strategic tasks.

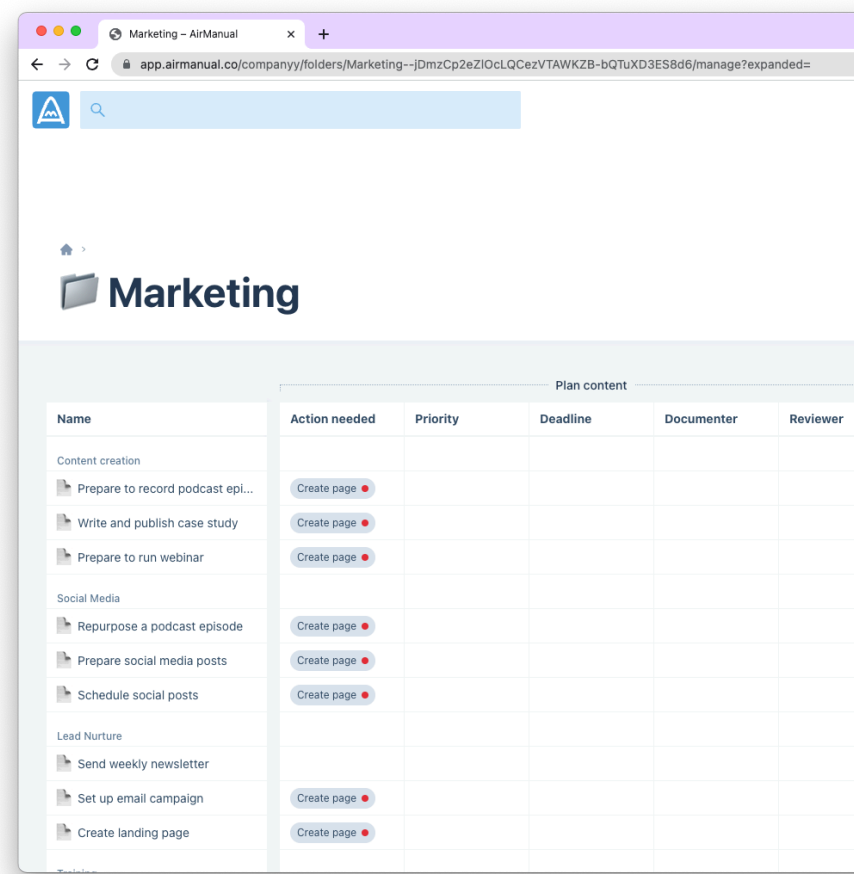
3. List out the tasks involved

Now that you’re focused on solving a real business problem, the next step is to look at the business tasks that relate to it.

If your problem is that your team needs a lot of support, then this would simply involve listing out the tasks where they need support.

In a marketing team, this might include tasks like:

- Write and publish social media posts
- Write and publish case studies
- Repurpose a podcast episode
- ... and so on!



4. Prioritize, document and test (with AI-powered tweaks!)

Creating the list in step 3 is great because it lets us look at the big picture, and then prioritize where to focus first.

Take a look at the list you’ve created and ask yourself:

- Which of these tasks could be simplified?
- Which of these tasks could be delegated?
- Which of these tasks could be automated?

Looking at the example list above, you might decide that “Repurpose a podcast episode” is a great place to start. You’re currently doing it, and it should be possible to simplify, delegate *and* automate some of the steps!

Having prioritized a specific task, you can:

1. Document the steps at a high level
2. Look for opportunities to simplify and automate some of the steps
3. Add in enough detail that someone else could follow it without making costly mistakes
4. Test it out to make sure that you can follow the steps
5. Test it out with a colleague to make sure that you can either delegate task, or at least hand it over when sick or on holiday.

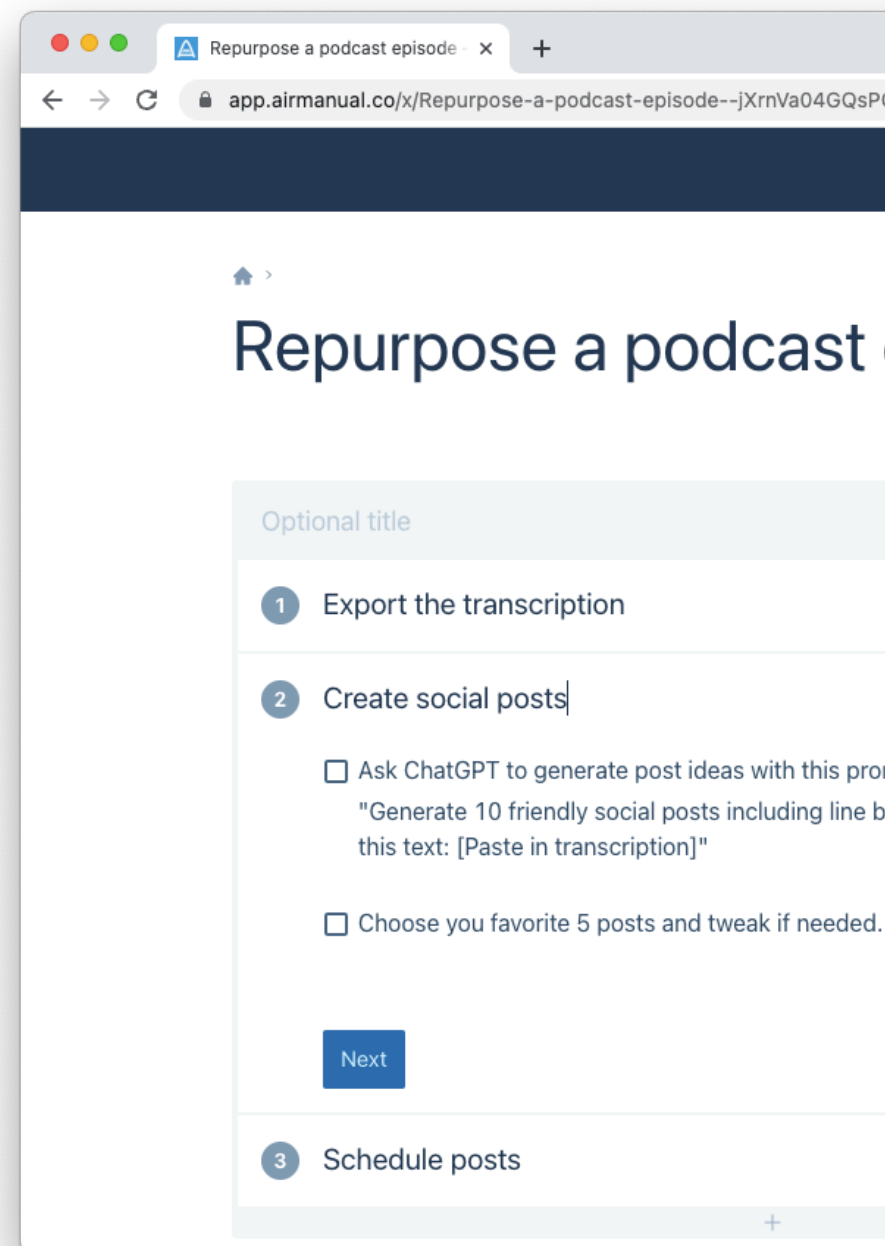
So where does AI come in this?

It's when you "look for opportunities to simplify and automate".

For a task like repurposing a podcast, you'll be able to find tools to help you create and edit video clips, create audio files, transcribe the audio, create a blog post, create social media posts, and so on!

You then need to test it out and make sure the AI tools actually work.

It can be useful to think of these AI tools as a junior employee. Sometimes the tools will deliver brilliant results without much work from you. Sometimes it will need some back and forth. And other times, you'll need to disregard the output and try a different approach!



AirManual makes it easy to list out, prioritize, document, test *and* manage your task checklists

CASE STUDY

Using AI to remove a barrier to business growth

We recently worked with Anna Moran, a business owner who gets a significant proportion of her income from sponsorship and advertising on her top-rated podcast.

But Anna was struggling to grow. She was spending too much time working IN the business rather than ON it.



We helped her to review the specific tasks that were causing this problem, and then prioritized the task of editing the podcast episodes (as it became apparent this one task was a big source of the entire problem).

Documenting the process (in just 15 minutes!)

Anna knew that she needed to delegate the task, but was concerned it would be expensive to find someone who could deliver on very specific requirements.

We started by helping Anna to simply document the process.

This was a hugely valuable first step. In just 15 minutes, we used AirManual to get the process out of Anna's head and into a checklist that others could follow.

This could have solved the issue on its own. Anna was able to add detailed guidance and screenshots so that someone else could follow the exact steps she did.

“AirManual has helped me to realize that outsourcing IS possible!”

— Anna Moran, Owner of Britstralian

It became clear that this didn't need an expensive expert to run — it could be outsourced cheaply and easily!

Speeding things up with AI

Reviewing the checklist with Anna, we spotted a couple of tasks that felt like they should be possible to automate.

A little Googling later, and we'd found Descript. As covered on page 10, Descript will automatically remove umms and errs, and lets you make other tweaks to the content without needing to re-record.

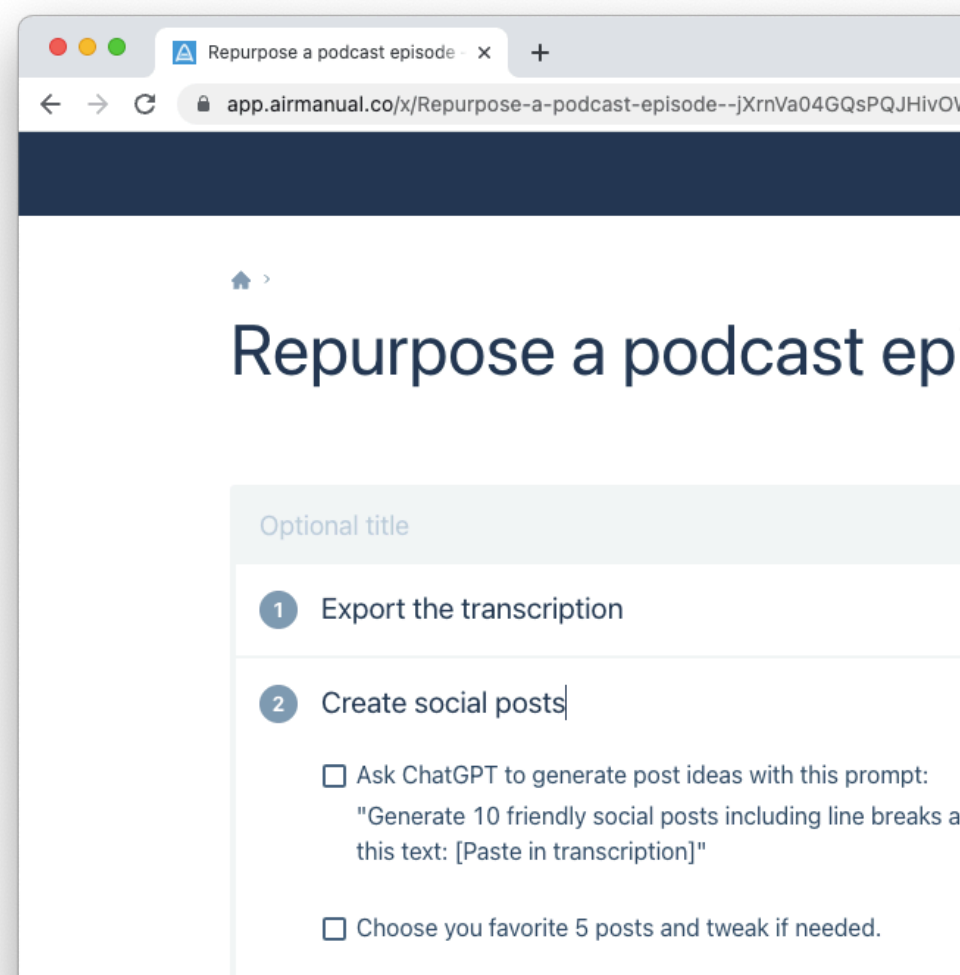
So, we added guidance on how to use Descript into her documented checklist, and the impact was immediate.

Editing a podcast is now:

- ✓ **Twice as quick** to complete
- ✓ **Half the cost** to delegate
- ✓ **No longer a blocker** to the growth of Anna's business

That's a huge result for one workshop with Anna!

It was quick and easy to document Anna's tasks in AirManual



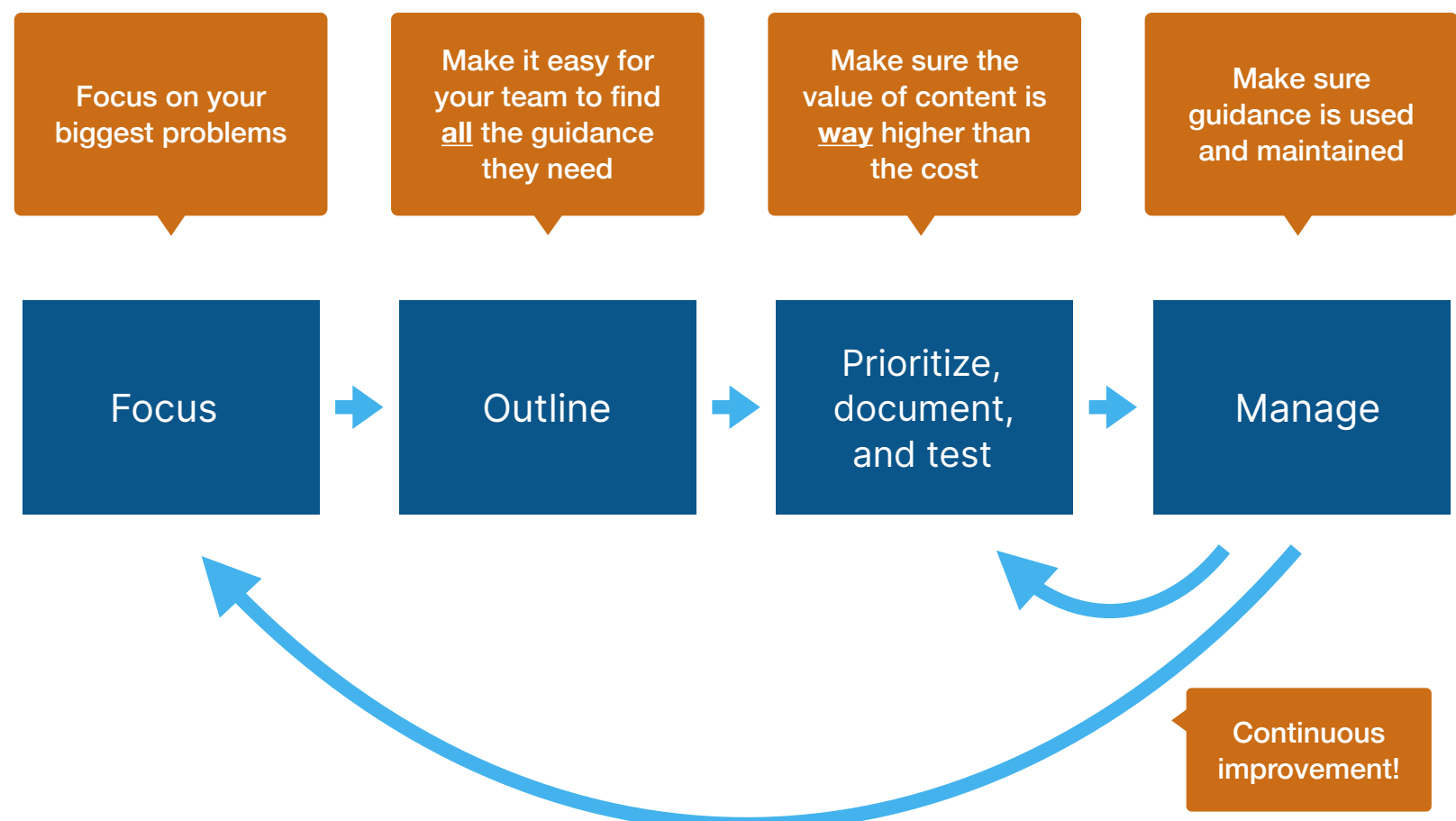
How AirManual can help

At AirManual, we help business leaders to give their teams the guidance, processes, and onboarding they need to excel. And we've developed an agile and iterative 4-stage approach to do this (as shown below).

What's great about this approach is:

- Unlike other documentation approaches, it works (*!)
- It includes an opportunity to improve existing processes when documenting them, as shown in pages 16–18 and the case study
- Teams are asked to review opportunities to improve their processes weekly
- It's really easy to improve existing processes by making quick and easy tweaks to your checklists

* See our Discover AirManual guide to find out why other approaches don't work!

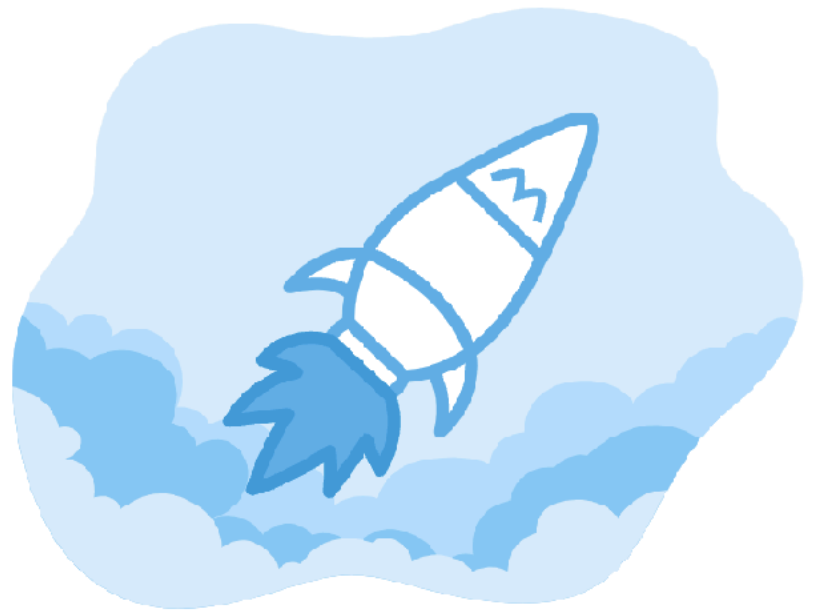


Learn more about AirManual

Download our Discover AirManual guide at airmanual.link/discover

In it, we share:

- ✦ How our online platform makes sharing processes and guidance 10x easier (compared to using other solutions)
- ✦ How our 4-stage approach works
- ✦ Options for working with us (tool only or tool + consulting support)
- ✦ Pricing
- ✦ Customer stories and FAQs



Schedule your Discovery and Demo call

Schedule your free Discovery and Demo call at airmanual.link/discovery

On the call, you'll be talking directly to one of our consultants, and we'll:

- ✦ Discuss your challenges
- ✦ Help you to get clear on the best place to focus
- ✦ Show you how AirManual can help
- ✦ Kick off a 14-day free trial (if you see AirManual as a good fit)
- ✦ Answer all of your questions

This call is FREE and you'll get huge value even if you choose not to work with us.

We look forward to talking soon!



Schedule your FREE
Discovery and Demo call



Visit our website: www.airmanual.co

Ask a question: help@airmanual.co

Schedule your free Discovery and Demo call: <https://airmanual.link/discovery>