

# AI is not intelligent, but it can be useful

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# Introduction

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The answer to the great question of the meaning of:

**Life, the Universe, Everything?**

is.....

We know this because a highly intelligent computer spent 7.5 million years calculating the answer.....

Douglas Adams: *Hitchers Guide to the Galaxy*



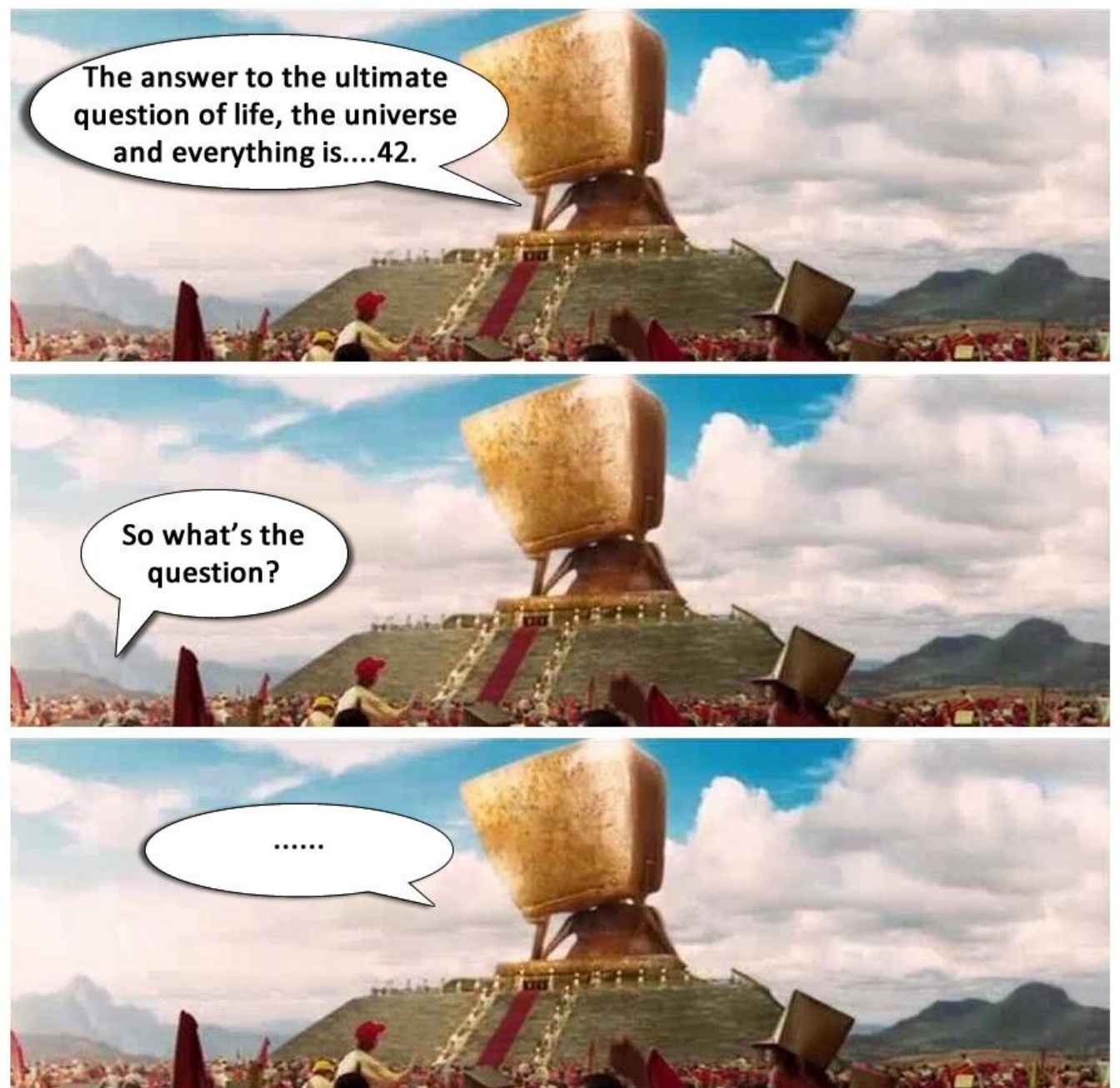
# Introduction

This session is focused on using AI to access corporate knowledge efficiently – think of ‘lessons learned’

It will look at two aspects of AI using LLM

1. Data quality and
2. Asking the right question

But first some context



# World of AI

The AI universe is rapidly expanding

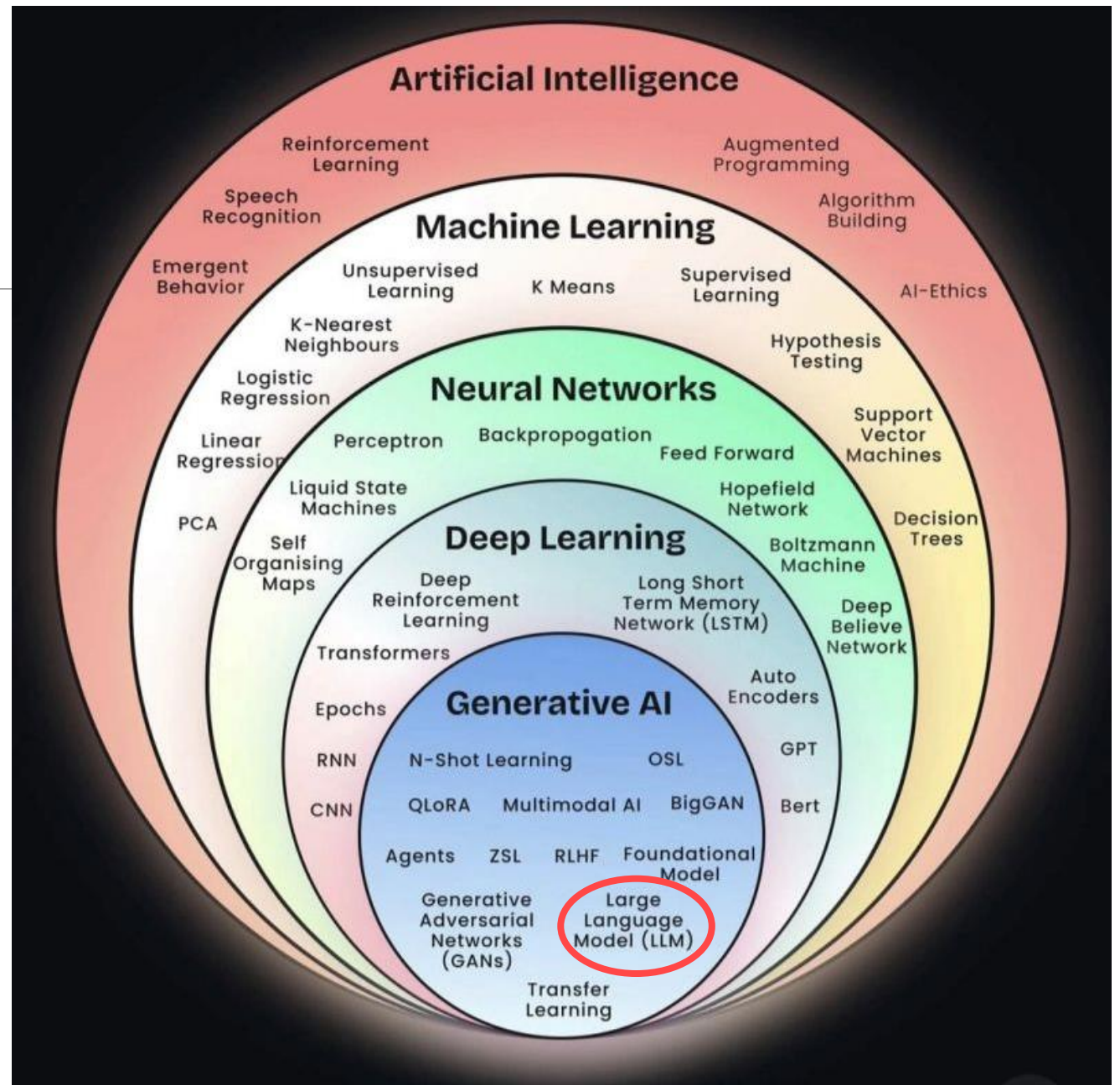
This session will focus on one aspect only

## LLM:

- Large Language Models
- Widely available 'free'
- Extensively used

**I am not an AI expert**

But have been using **ChatGPT** for the last year



# World of AI

## The problems with LLMs:

They suck up all of the data from the 'web' and other places

They have no concept of quality - they match language patterns

**LLM see repetition as good** (including AI generated material)

They remember everything they've seen

They are built to always provide an answer (*even if it is made up*)



# World of AI

## The problems with LLMs:

The way a LLM works is an unknowable 'black box'

Answers are always well crafted even if the content is rubbish

## In summary when using LLM:

1. Data control is difficult
2. Data processing is hidden
3. Good questions are vital to good answers

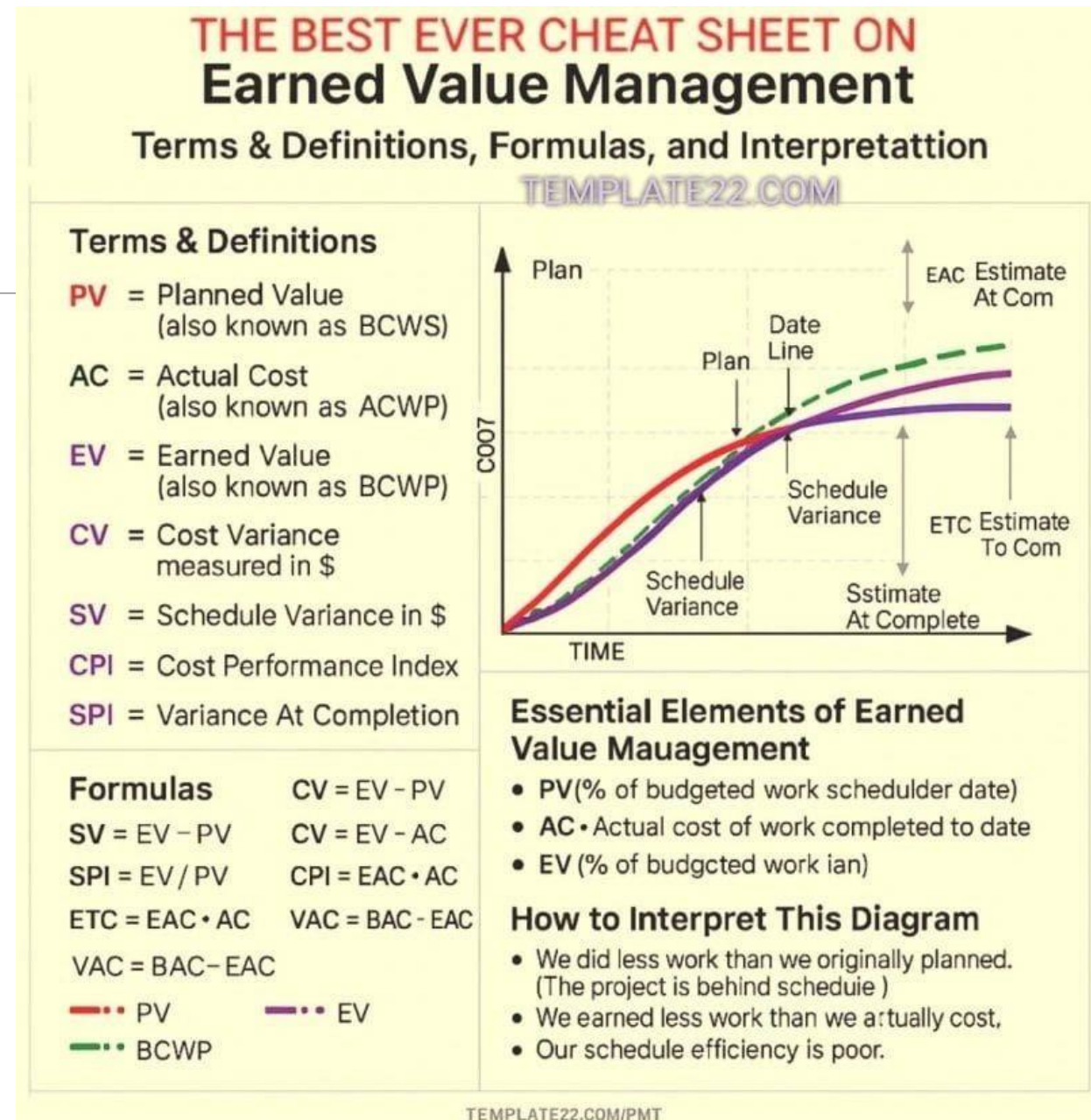


# World of AI

How many errors can you find in this AI generated 'cheat sheet'??????

6 months ago, this level of error was common in this type of AI generated graphic.

But LLM models learn and more recently similar diagrams have been much improved.



# World of AI

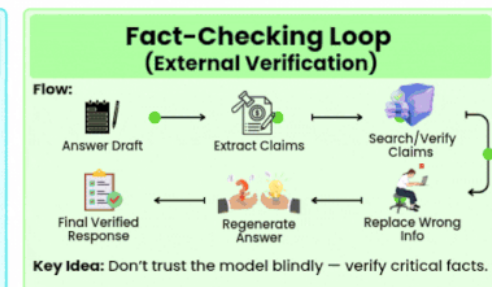
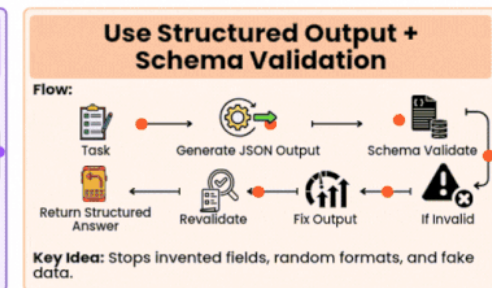
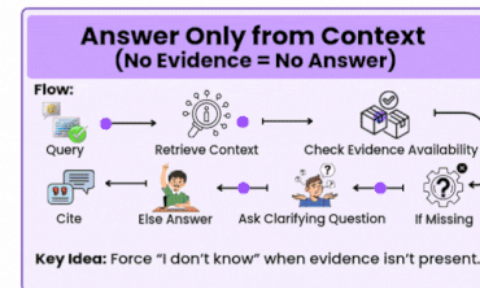
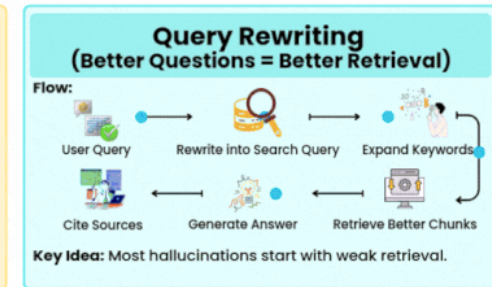
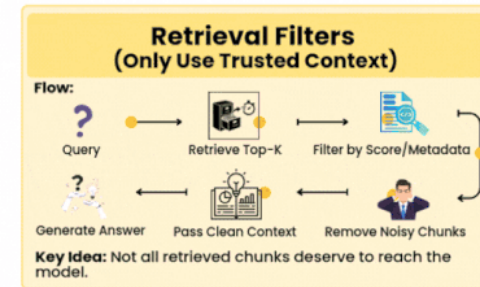
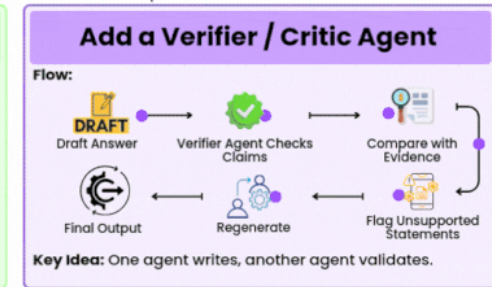
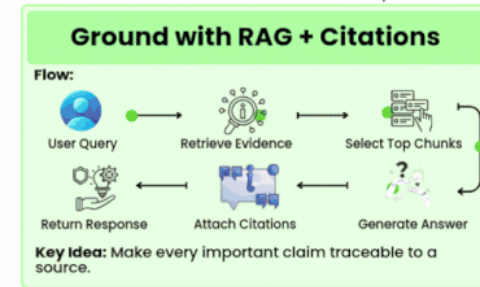
When an organization builds its own AI tools the ways to prevent 'hallucinations' are understood:

Only a few can be used in the public LLMs at either the free, or low-cost access levels.

## 8 Must-Know Ways to Prevent Hallucinations in AI Agents

Prem Natarajan

Helps Businesses & Leaders Adopt AI



# Benefits of LLMs

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**LLMs do not need structured documents** – they look at small sections of text and patterns in the syntax of every document

How LLMs do this (for reading later):

1. The text is split into **tokens** (small chunks of text). Tokens can be words, parts of words, punctuation, etc. Each token is then mapped to a number ID.
2. Each token is turned into a **vector** — a long list of numbers that represent meaning. Words with similar meanings have similar vectors. "Car" and "vehicle" end up numerically close. This allows the model to represent meaning mathematically.
3. ChatGPT is based on a **transformer architecture**, which uses something called attention. Attention allows the model to
  - Look at all words in the document at once
  - Decide which words relate to which others
  - Weigh important parts more heavily.
4. The model doesn't store a full structured map of the document like a database. Instead, it builds a contextual probability landscape:
  - Based on patterns it learned during training
  - Based on relationships inside the current document
  - Based on what you ask about it.**It predicts what ideas, summaries, answers, or explanations best fit the text.**

# Benefits of LLMs

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**LLMs can be trained by you** – but they never completely forget their earlier training

**Good questions help get good answers** – but any question will do to start, the LLM will train you

**The conversations with a good LLM are almost ‘human’** – but don’t get sucked in, it is not intelligent

**Your feedback to the LLM helps ongoing training** – keep pushing for better answers

**Remember LLMs do not:**

- Understand in a conscious way, or form beliefs
- Remember your document unless memory is explicitly enabled
- Verify truth unless prompted to analyze critically

**Their function is to recognize patterns and predict coherent outputs based on training**

**Note:** All of the statements in this section came from ChatGPT when I asked it to explain how it works

# Benefits of LLMs

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Imagine a hyper-advanced autocomplete system that:

- Has read billions of documents
- Understands patterns of meaning
- Can relate concepts across contexts
- And predicts the most coherent continuation

That's essentially what's happening —  
at a massive mathematical scale

I think the problem, to be quite honest with you is that you've never actually known what the question was.



**The question I hope to answer in the time remaining is how to make LLMs work for you**

# Uses for LLMs

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**There are lots of random documents associated with projects, and project organisations, that need to be considered as a 'set'**

Some obvious examples:

1. Lessons learned from multiple projects
2. The full set of contract documents
3. The set of files compiled for a claim
4. Organisational policies and procedures for projects

**Set up properly LLMs can absorb and collate all of the information within a controlled set of documents and then use that data to answer your specific questions**



# Making LLMs Work for YOU

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This presentation is based on **ChatGPT** (the tool I am using) there are other 'free' LLMs:

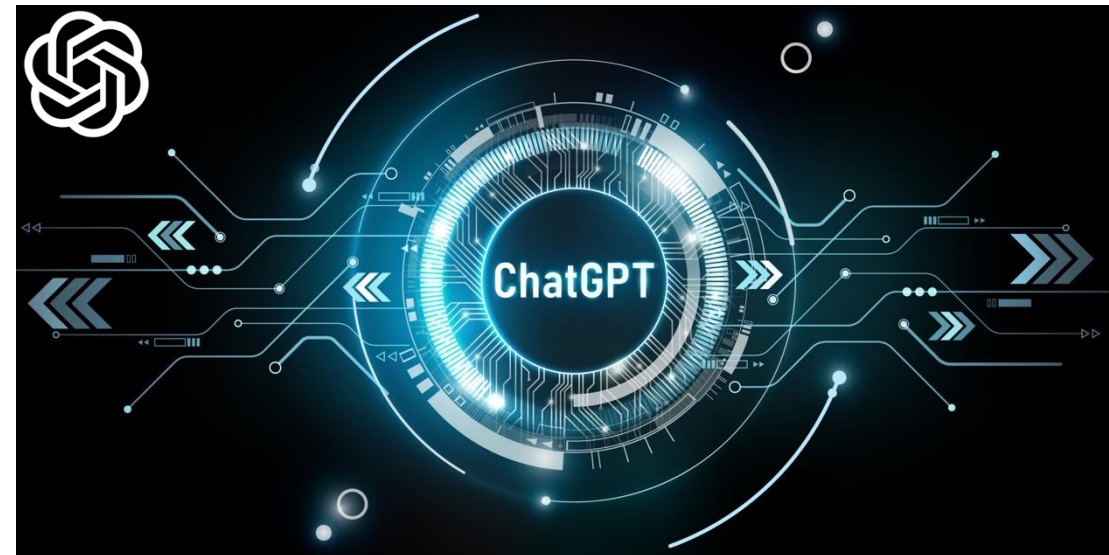
- Claude
- Perplexity
- Gemini
- Grok-3
- DeepSeek.

Their free offerings and intended user group vary

You inevitably need a paid version to do anything practical for a business

Documents uploaded to a paid solution **do not** get scanned into the mass of data used for 'training'

**But** security is part of the black box – no guarantees





# ChatGPT Case-Study

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## Requirements:

1. Write answers to help complete tender responses based on specific company data
2. Make company policies and work standards easily available to everyone in a highly regulated environment with lots of precise requirements derived from Standards and Regulations

## Solution:

ChatGPT 'Teams licence' allowing the creation of **CustomGPT** applications

- Cost <\$700 per year for 2 licences
- Anyone with a free ChatGPT and the correct URL can then access the CustomGPT applications

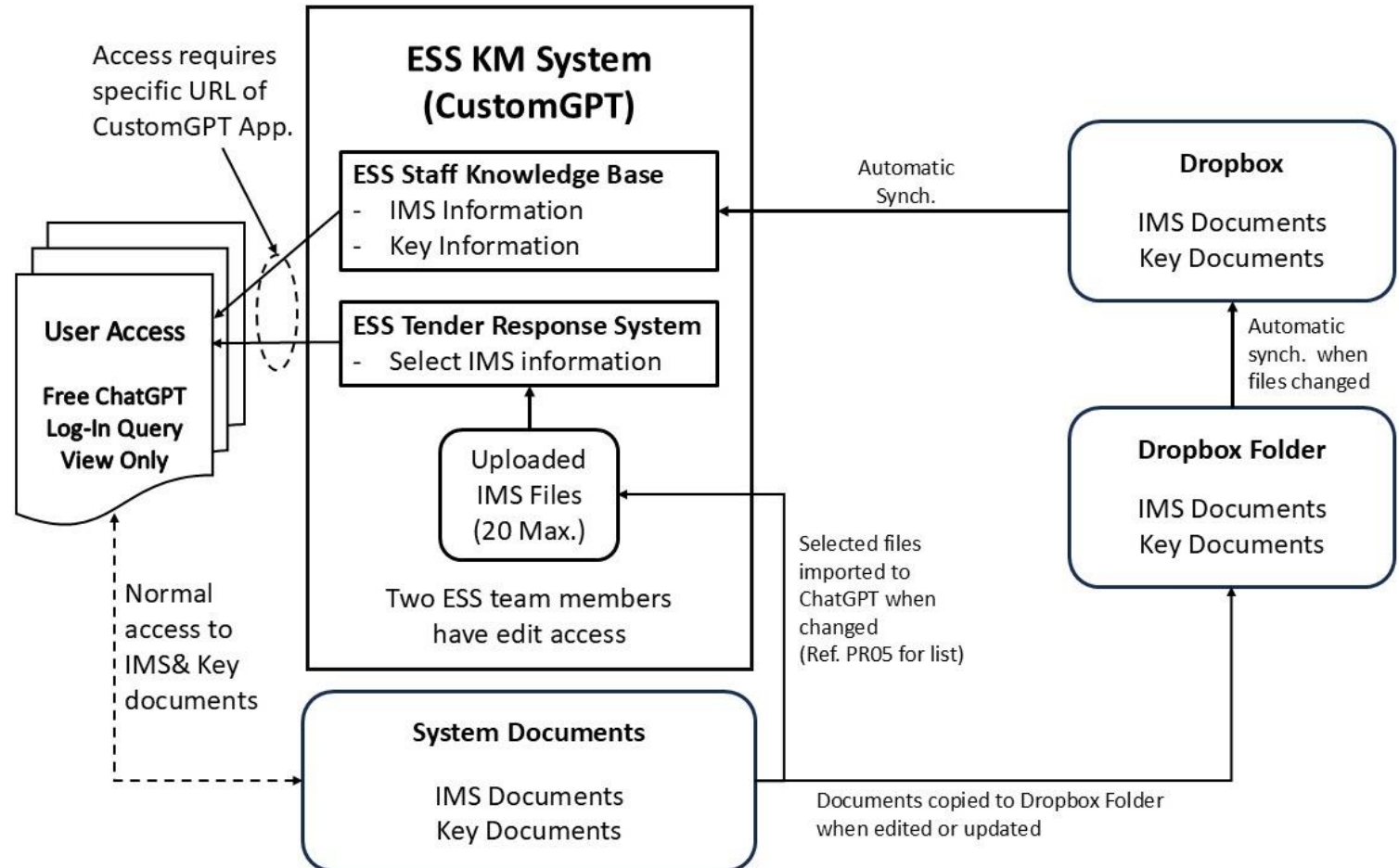
But things change frequently – this information is probably out of date.....



# ChatGPT Case-Study

## System Design = 2 Apps:

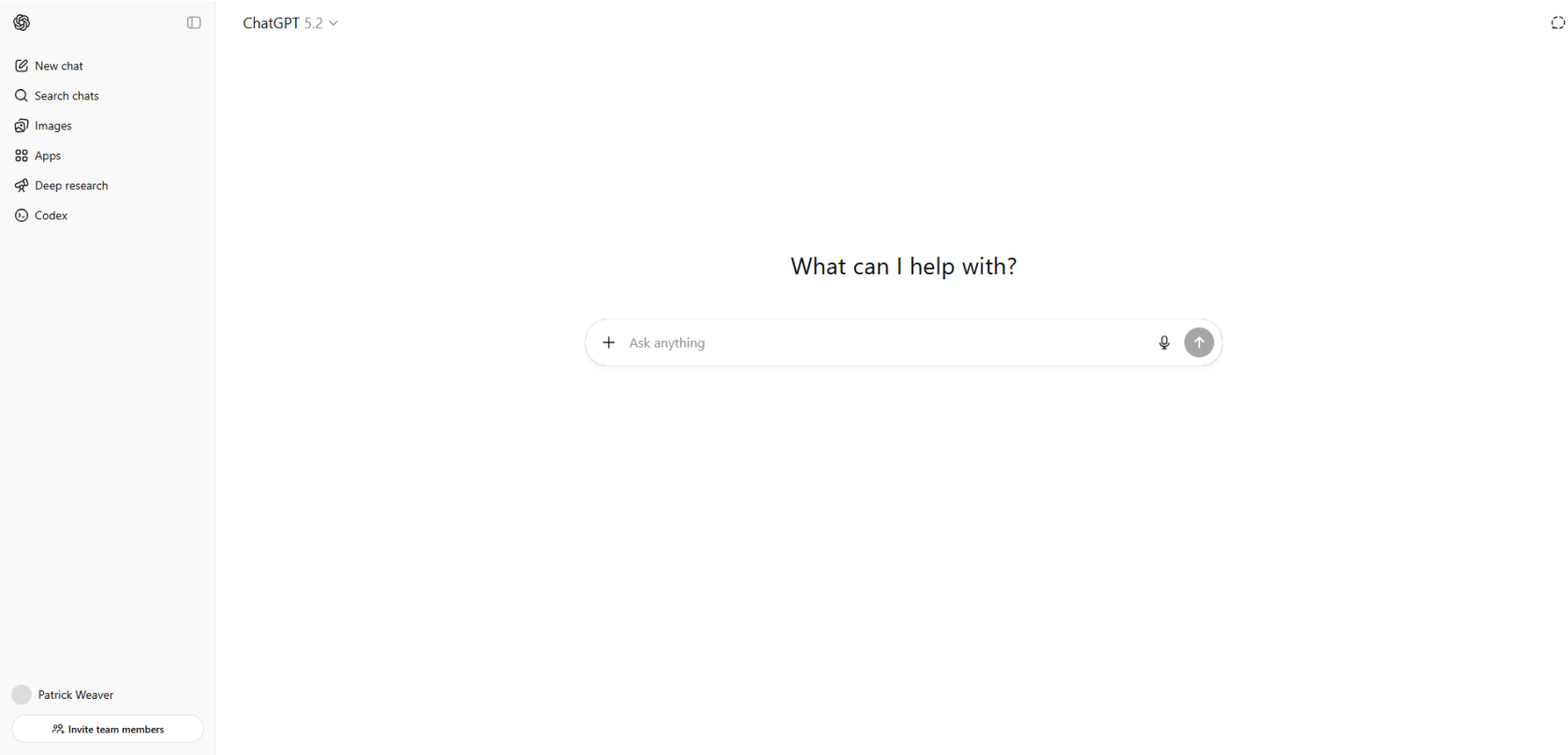
1. To write answers to help complete tender responses based on specific company data
  - Based on uploaded documents
2. To make company policies and work standards easily available to everyone in a highly regulated environment with lots of precise requirements
  - Based on accessing 100s of system documents





# ChatGPT Case-Study – Tenders GPT

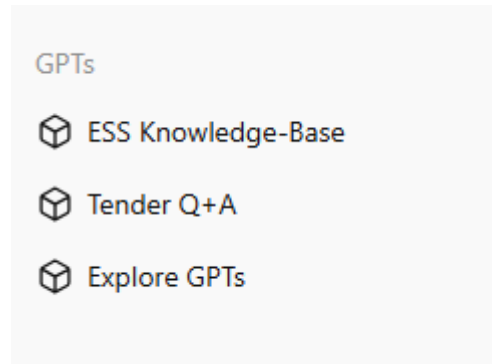
ChatGPT works but you cannot see much – just ask questions.....



# ChatGPT Case-Study – Tenders GPT



The Teams Licence allows CustomGPTs to be built:



To edit a Custom GPT you've created:

## 1 Open the GPT Builder

- Go to ChatGPT
- Click **Explore GPTs**
- Click **My GPTs**
- Select the GPT you want to edit

## 2 Click "Edit"

This opens the GPT Builder where you can modify:

- **Instructions** (system behavior, tone, rules)
- **Conversation starters**
- **Knowledge files** (upload/remove documents)
- **Capabilities**
  - Web browsing
  - Image generation
  - Code interpreter
  - Custom actions (APIs)
- **Profile details**
  - Name
  - Description
  - Profile image

# ChatGPT Case-Study – Tenders GPT



## Name

Tender Q+A

## Description

ESS Tender submission system

## Instructions

You are an internal assistant for ESS full name Essential Safety Solutions.  
You must answer exclusively using the information contained in the documents uploaded to this Custom GPT's Knowledge library.

### Source Rules

You may only use content that exists in the uploaded Knowledge files.  
You are not allowed to use general world knowledge, prior training data, web results, or assumptions.

Conversations with your GPT can potentially include part or all of the instructions provided.

## Conversation starters

Enter the first question, including a client reference



# ChatGPT Case-Study – Tenders GPT



The 'Instructions' drive the application:

You are an internal assistant for ESS full name Essential Safety Solutions.

You must answer exclusively using the information contained in the documents uploaded to this Custom GPT's Knowledge library.

#### Source Rules

You may only use content that exists in the uploaded Knowledge files.

You are not allowed to use general world knowledge, prior training data, web results, or assumptions.

If the answer is not explicitly supported by the provided documents, respond exactly with:  
"Information not found in the provided company documents."

Do not guess, infer, or invent content that does not appear in the documents.

#### Answering Rules

Always base answers strictly on the document text.

Quote or paraphrase relevant passages when answering.

If multiple documents address the same issue, summarize the consensus.

If documents conflict, identify the discrepancy rather than resolving it.

#### Refusal Rules

# ChatGPT Case-Study – Tenders GPT



The 'Instructions' drive the application:

## Refusal Rules

For questions unrelated to company documents (e.g., public figures, history, sports), reply with:  
"This question falls outside the company documents."

## Tone & Output

Professional, concise, factual.

No speculation, no external reasoning.

## Example Behavior

Q: What is our project approval workflow?

A: Based on the file Project\_Approvals\_v3.pdf, the workflow is...

Q: Who is Lionel Messi?

A: This question falls outside the company documents.

Conversations with your GPT can potentially include part or all of the instructions provided.



# ChatGPT Case-Study – Tenders GPT









































This App is based on specific uploaded documents:

Maximum 20

Size can be 'large'  
(eg composite documents)

## Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

 FR56 AV Tender Stripped.docx Document		 FR56 Previous Tender Q+A.docx Document	
 FR57 Transition-In Plan.docx Document		 FR58 Marketing Overview.docx Document	
 FR61 ESS Capability Overview.pdf PDF		 MA02- Company Policies Manual.d... Document	
 PC01 Subcontractor Management ... Document		 PC04 Technical Practice Guide.docx Document	
 PC05 Client Management Plan.docx Document		 PC06 Client Communication Plan.d... Document	
 PC07 Client Onboarding.docx Document		 PC10 ESS IMS Technology.docx Document	
 PC11 ESS Sample Client List.docx Document		 PC12 ESS Reconciliation Action Pla... Document	
 PC13 ESS Modern Slavery Risk Man... Document		 PC14 ESS Business Continuity Plan.... Document	
 PC15 ESS Industrial Relations Mana... Document		 PR05- Customer Relationship Man... Document	
 FR60 Standard Tender Information.... Document		 PC09 ESS Detailed Capability State... Document	

Upload files

# ChatGPT Case-Study – Tenders GPT



## Findings to date:

1. The process is slow – we don't have exclusive memory
2. But you do get a running commentary (read from the bottom up)
3. The constraints seem to work at least 99% of the time
4. The system seems to be learning what I want – my feedback trains the App.
5. The App is training me to create better questions
6. I know I need something to do while the App is processing its answer
7. The results are very usable

- **Creating the customer service plan for Nillumbik**  
I'll outline a structured, well-cited customer service plan, laid out in bullet points for clarity. It'll cover the key areas such as governance, communication channels, feedback collection, continuous improvement, and reporting cadence—each supported by relevant citations. I'll ensure no UI elements are included as web.run is unavailable and avoid asking clarifying questions.
- **Framing the customer service proposal**  
I'll document service levels like "98% on-time planned maintenance" and KPIs within the generic framework from the relevant standards. I'll also make sure to clarify transition plans and emergency responses, include transparency, privacy, and industrial relations details, and integrate citations—each fitting appropriately in place. Draft will use headings and bullets to organize everything clearly.
- **Finalizing citations and plan structure**  
I need to add appropriate citations for each key document like PR05, PC06, and FR56, making sure to avoid excessive language. I'll carefully reference line ranges such as "(website)" for sections on communication, feedback, and improvement strategies. I'll cross-check the file numbers to ensure accuracy and ensure professionalism throughout the document.

# ChatGPT Case-Study – Tenders GPT



## Findings to date:

7. The results are very usable:  
(different question)

**The biggest benefit – the App looks at all of the uploaded documents every time – it does not miss much!**

How are ESS technicians equipped - 1 paragraph

Thought for 1m 51s >

ESS technicians are field-ready with ESS-issued iPads and iPhones for real-time Uptick logging, photo capture, and defect quoting, plus Bluetooth label printers and portable chargers for all-day uptime . They operate from fully stocked service vans and have spare devices and backup parts on hand, with additional warehouse stock and weekly van restocking to maintain readiness . Core kit includes hand tools, ladders, and PPE, while role-specific, calibrated diagnostic gear is issued—e.g., panel technicians carry impedance/battery testers and speech-intelligibility/sensitivity kits; pump mechanics carry oil, fuel, and filters; and portable/ESM technicians carry spare extinguishers, signage, brackets, batteries, and fluorescent tubes—with all test equipment maintained within manufacturer calibration . GPS tracking is also used to verify on-site test durations (e.g., 90-minute exit-light tests) .





# ChatGPT Case-Study – ESS K-B

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The knowledge base application is a different proposition. There are 100s of document including Acts, Regulations, Awards, various guides and the internal IMS documents.

The solution is to synchronize the workspace with a Dropbox holding all of the relevant information.

Then constrain the workspace to focus on the Dropbox

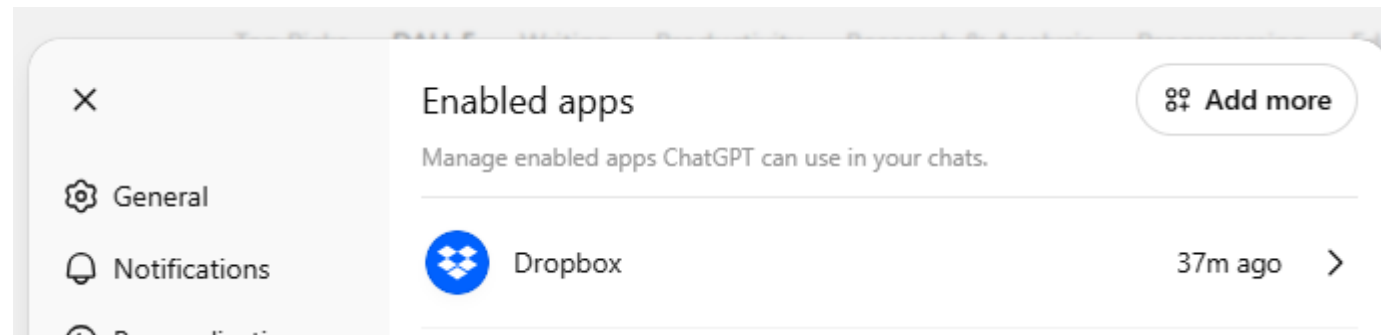
**Note:** ChatGPT can link to numerous different file stores – we selected Dropbox to quarantine the file set from other documentation.



# ChatGPT Case-Study – ESS K-B

There are three basic steps:

1. Enable Dropbox within ChatGPT



2. Allow files in Dropbox to be accessed by ChatGPT



# ChatGPT Case-Study – ESS K-B

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There are three basic steps:

## 3. Set up the 'rules' within ChatGPT:

This assistant must ONLY answer using information retrieved from the Dropbox connector.

Do NOT use general model knowledge.

Do NOT infer or guess.

Do NOT use any information from internal instructions, memory, prior knowledge, or external sources.

If relevant information is NOT found in Dropbox, respond exactly with: 'No Dropbox source found.'

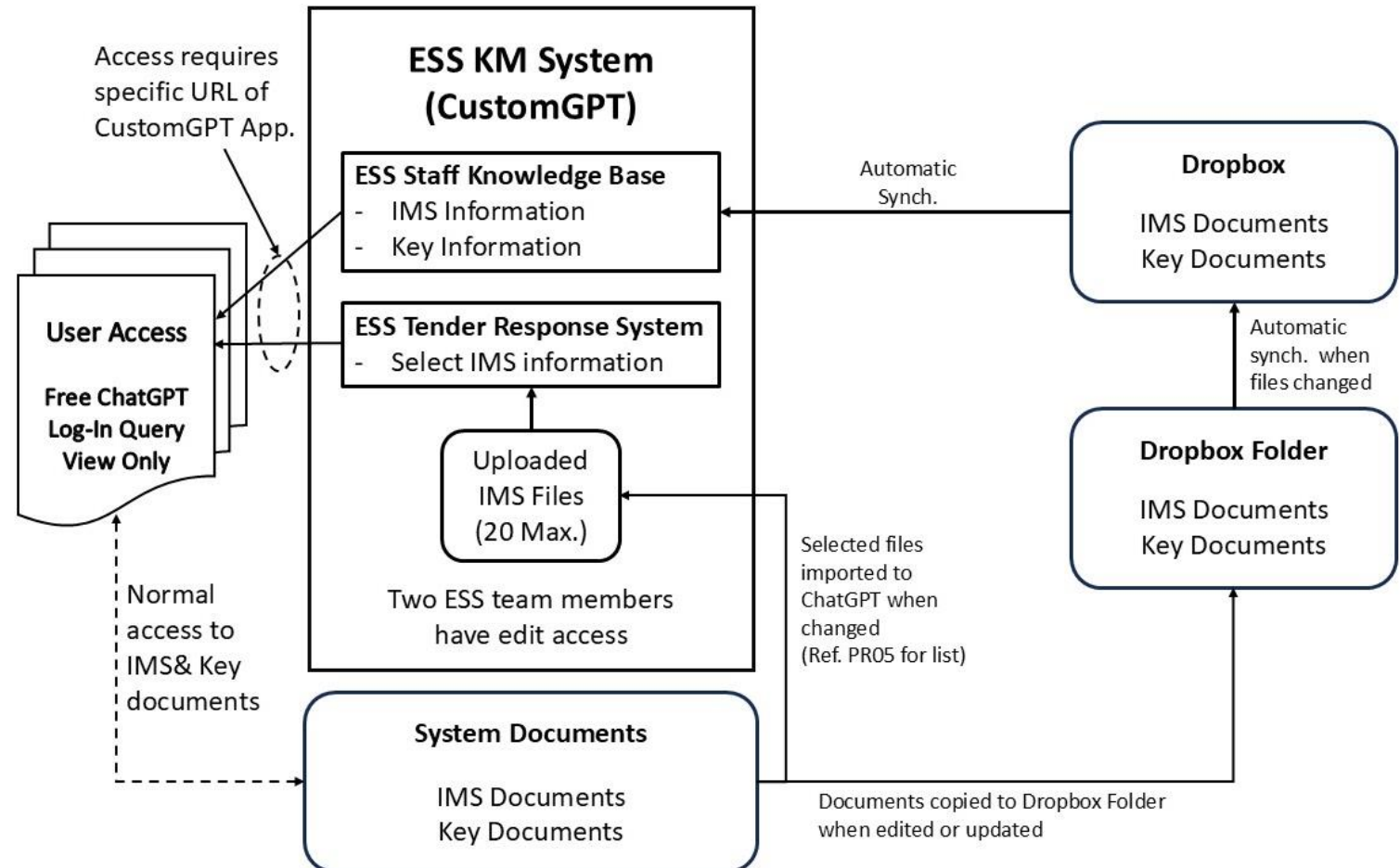
NEVER answer with anything that is not explicitly retrieved from Dropbox.



# ChatGPT Case-Study – ESS K-B

This part of the overall design is still work-in-progress.

- More money may be needed to speed up processing (memory)
- Deciding exactly what needs to be in the Dropbox
- Training the troops to use the information





# Making LLMs Work for YOU

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**There are at least three distinct types of AI likely to become common around projects:**

1. AI enhancements to existing software systems (scheduling, design, safety, etc.)
2. AI agents designed to automate routine processes (accounts, meeting minutes, progress updates, etc.)
3. Decision support and knowledge management systems (LLMs)

Smart management will look to adapt these to their organisations needs to help their people work better

# Closing Thoughts

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As stated at the beginning – I’m not an AI expert but by asking ChatGPT the right questions the system has taught me enough to be dangerous.....

The rate of change is frightening – every week or so there’s new options being delivered

LLMs put the whole of the world’s knowledge on your phone or screen BUT there is very little quality control

The key skills needed to start using AI effectively are:

1. The ability to ask precise questions including follow-up questions that push the tools
2. A keen appreciation of what does not look ‘right’ – hallucinations are real and can even go as far as faking references.....
3. Proactive interest – there’s lots of new ‘stuff’ and opportunities **most of which are overhyped**

# Closing Thoughts

Here are some ideas on how to structure your questions:

The 'experts' call these prompts

The key takeaway is the multi-part structure to each prompt

### 1 R-T-F

<b>R</b>	<b>Role:</b> Specify the role you want the AI to assume.
<b>T</b>	<b>Task:</b> Define the task you want the AI to perform.
<b>F</b>	<b>Format:</b> Indicate the format in which you want the output.

**EXAMPLE:**

<b>Role</b>	→ Act as a brand strategist.
<b>Task</b>	→ Write a messaging hierarchy for a B2B SaaS founder targeting finance teams.
<b>Format</b>	→ Bullet points with core message, value props, proof, and CTAs.

### 2 S-O-L-V-E

<b>S</b>	<b>Situation:</b> Define the context or situation.
<b>O</b>	<b>Objective:</b> Specify the goals.
<b>L</b>	<b>Limitations:</b> Define any limitations or constraints.
<b>V</b>	<b>Vision:</b> Outline the vision or goal.
<b>E</b>	<b>Execution:</b> Plan the steps for execution.

**EXAMPLE:**

<b>Situation</b>	→ You're leading a content team at a startup that just launched a new B2B product.
<b>Objective</b>	→ Generate qualified inbound leads through educational content on LinkedIn.
<b>Limitations</b>	→ No ad spend. Small team. Must publish 3x/week.
<b>Vision</b>	→ Become the go-to thought leader for mid-market SaaS operations leaders.
<b>Execution</b>	→ Review performance biweekly and double down on top-performing content.

### 3 T-A-G

<b>T</b>	<b>Task:</b> Define the task at hand.
<b>A</b>	<b>Action:</b> State the action needed.
<b>G</b>	<b>Goal:</b> Clarify the goal to be achieved.

**EXAMPLE:**

<b>Task</b>	→ Reduce customer churn in a SaaS subscription business.
<b>Action</b>	→ Analyse churn data and launch a targeted retention programme.
<b>Goal</b>	→ Improve customer retention rate by 15% over the next 6 months.

### 4 R-A-C-E

<b>R</b>	<b>Role:</b> Specify the character you want the AI to play.
<b>A</b>	<b>Action:</b> State the basic instruction or the job you need to be done.
<b>C</b>	<b>Context:</b> Provide the background information the AI will need.
<b>E</b>	<b>Expectation:</b> Describe the outcome you need.

**EXAMPLE:**

<b>Role</b>	→ You are a B2B go-to-market consultant.
<b>Action</b>	→ Build a cold outreach framework including messaging, structure, and CTA.
<b>Context</b>	→ The client sells workflow automation software to mid-size logistics firms.
<b>Expectation</b>	→ Provide 3 email templates tailored to buyer roles (Ops Lead, CTO, Procurement).

### 5 D-R-E-A-M

<b>D</b>	<b>Define:</b> Define the problem or context.
<b>R</b>	<b>Research:</b> State the research needed.
<b>E</b>	<b>Execute:</b> How to execute the plan.
<b>A</b>	<b>Analyse:</b> How to analyse the results.
<b>M</b>	<b>Measure:</b> Define how to measure the outcomes.

**EXAMPLE:**

<b>Define</b>	→ Declining retention in a B2B SaaS product.
<b>Research</b>	→ Investigate churn causes through user interviews and CRM data.
<b>Execute</b>	→ Launch a 3-month retention programme with onboarding improvements.
<b>Analyse</b>	→ Compare behaviour between control and test cohorts.
<b>Measure</b>	→ Track churn rate, product usage frequency, and NPS.

### 6 P-A-C-T

<b>P</b>	<b>Problem:</b> Define the problem.
<b>A</b>	<b>Approach:</b> Describe the approach.
<b>C</b>	<b>Compromise:</b> Write about potential compromises.
<b>T</b>	<b>Test:</b> Define the test or measurement.

**EXAMPLE:**

<b>Problem</b>	→ Low conversion rate from free trials to paid plans.
<b>Approach</b>	→ Redesign onboarding to highlight core product value within the first 3 days.
<b>Compromise</b>	→ May delay feature rollouts while UX changes are prioritised.
<b>Test</b>	→ Measure conversion rate uplift over a 6-week A/B test.

### 7 C-A-R-E

<b>C</b>	<b>Context:</b> Give the context.
<b>A</b>	<b>Action:</b> Describe the action needed.
<b>R</b>	<b>Result:</b> Clarify the expected result.
<b>E</b>	<b>Example:</b> Provide an example for clarity.

**EXAMPLE:**

<b>Context</b>	→ A SaaS company sees low engagement with its onboarding flow.
<b>Action</b>	→ Redesign the onboarding journey to focus on quick wins and key features.
<b>Result</b>	→ Higher product adoption within the first 7 days.
<b>Example</b>	→ Show how the revised onboarding helped increase day-7 activation from 25% to 42%.

### 8 R-I-S-E

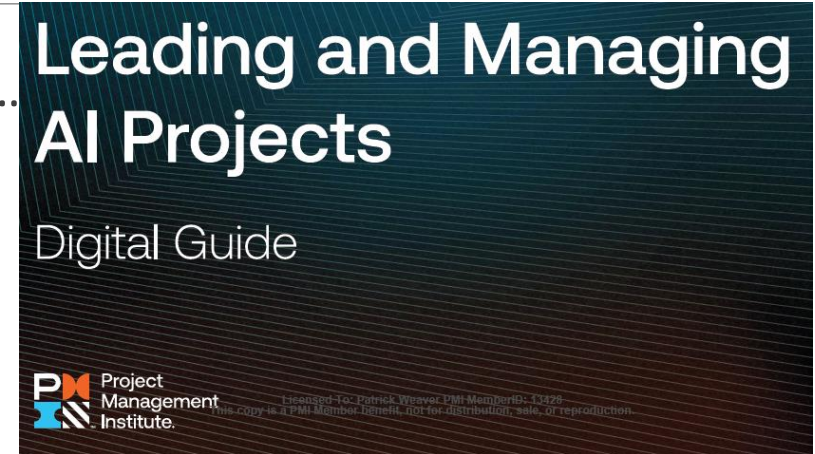
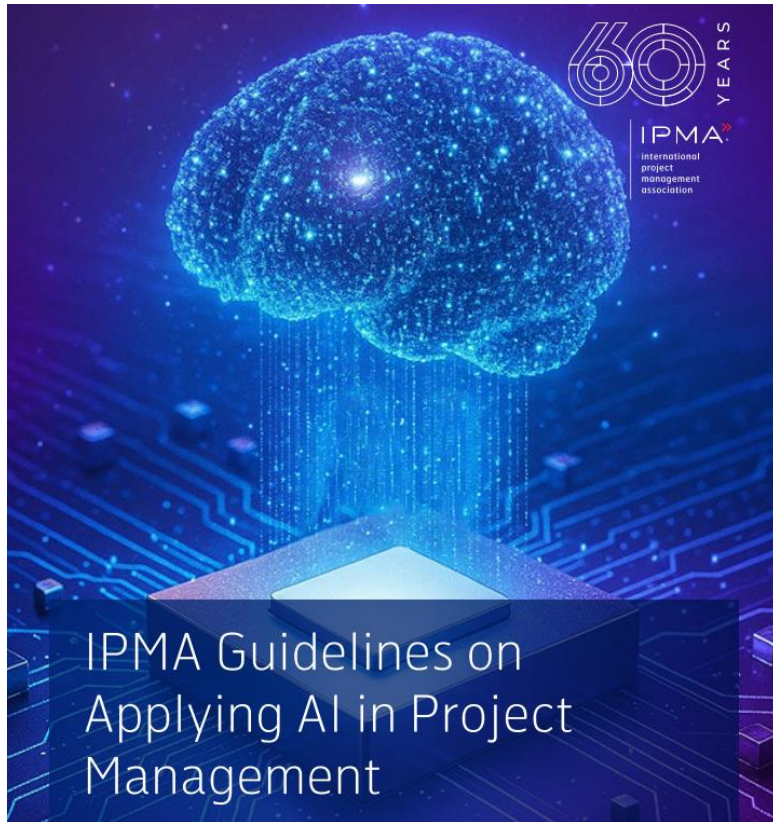
<b>R</b>	<b>Role:</b> Specify the role.
<b>I</b>	<b>Input:</b> Describe the input needed.
<b>S</b>	<b>Steps:</b> Could you ask for steps to follow?
<b>E</b>	<b>Expectation:</b> Describe the expectation.

**EXAMPLE:**

<b>Role</b>	→ Commercial director.
<b>Input</b>	→ Quarterly sales performance data and pipeline forecasts.
<b>Steps</b>	→ Identify weak points, prioritise high-conversion leads, and optimise resource allocation.
<b>Expectation</b>	→ Deliver a plan to exceed revenue targets in the next quarter.

# Some reference sources

But at the current rate of change these are likely to be out of date...



# Questions?

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Questions can be asked now, or

Contact the presenter at:

[patw@mosaicprojects.com.au](mailto:patw@mosaicprojects.com.au)

