

AI Essentials For the Workplace

The background of the slide features a large, faint circular maze pattern. In the center of the maze, the letters "CMG" are displayed in a bold, sans-serif font, matching the teal color of the background.

CMG

Seán Fahey

Director

AI Training Solutions

Welcome



CMG Training
The Irish Institute of Professional Education

Seán Fahey is the Director and Lead Trainer of AI Training Solutions. He has delivered AI training in the workplace for the last three years, first through Fahey Media and, since 2025, through AI Training Solutions.

A marketing and communications professional by trade, Seán has successfully trained over 1,000 staff from more than 100 organisations in AI adoption.



The AI Economy in Ireland Today

Trinity College Dublin & Microsoft Ireland, AI Economy in Ireland 2026



CMG Training
The Irish Institute of Professional Education

1. AI Is Now Mainstream

92% of organisations have AI in use or a clear plan to deploy it, and 43% of private sector firms have AI tools in active use.

2. Productivity Gains Are Showing

77% of organisations report some productivity improvement, and 58.5% of people save an hour or more each week.



The AI Economy in Ireland Today

Trinity College Dublin & Microsoft Ireland, AI Economy in Ireland 2026



CMG Training
The Irish Institute of Professional Education

3. AI Policy Is Lagging Behind

Only **43.6%** of organisations have a formal AI policy. Another 26.8% are still writing one.

4. Shadow AI Is Common

82% report staff using free, public AI tools, and many keep using them even where they are banned.

5. Smaller Firms Are Training Less

14.8% of SMEs have invested in no formal AI training, compared with 5.9% of large firms.



The AI Economy in Ireland Today

Trinity College Dublin & Microsoft Ireland, 2025 and 2026 reports



CMG Training
The Irish Institute of Professional Education

6. AI Can Drive Business Growth

AI adoption could add **€250bn** to the Irish economy by 2035. Businesses that train staff properly will gain a competitive advantage.

7. There Is an AI Literacy Gap

77.9% of men feel AI literate, compared with 62.4% of women. Upskilling existing staff is a priority.





Objectives of this Workshop

- **Module 1:** Introduction to AI in the Workplace
- **Module 2:** AI & The Law – What You Need to Know
- **Module 3:** Understanding LLMs
- **Module 4:** Writing Effective Prompts



Objectives of this Workshop

- **Module 5:** Custom GPTs, Gems & Agents
- **Module 6:** The Leading AI Tools for Work
- **Module 7:** Case Study, Best Practice & Next Steps

Outcomes



CMG Training
The Irish Institute of Professional Education

- **Knowledge:** Understand what AI is, how LLMs work and where they fall short.
- **Legal Awareness:** Know your obligations under the EU AI Act and Ireland's Regulation of Artificial Intelligence Act 2026.
- **Policy:** Leave with an AI usage policy template to adapt for your organisation.

Outcomes



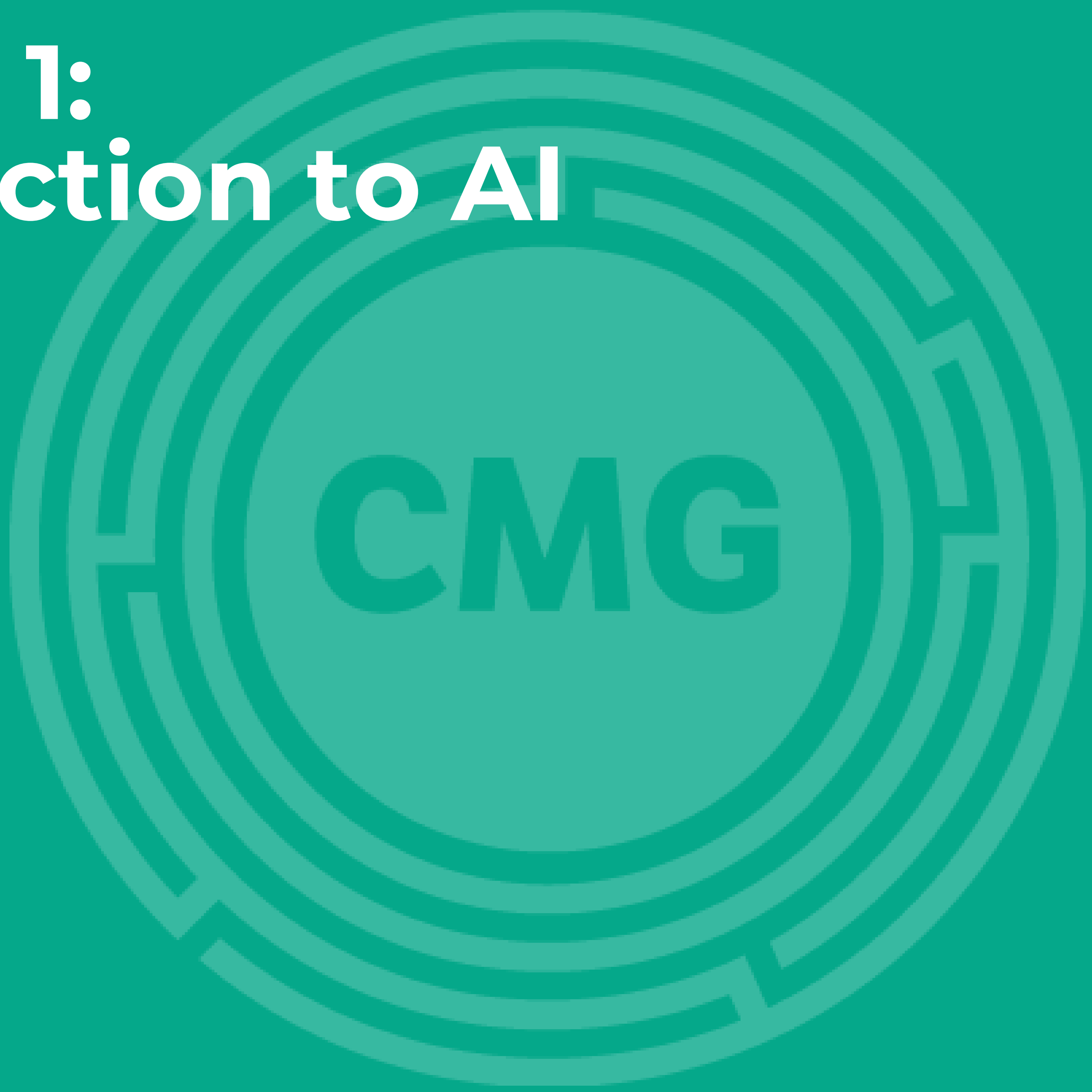
CMG Training
The Irish Institute of Professional Education

- **Skill Development:** Write effective prompts, refine AI outputs and set up Custom GPTs and Gems.
- **Practical Application:** Hands-on activities using the AI tools you already have.
- **Ethical Awareness:** Understand the ethical issues and best practice for using AI at work.



Where are you with AI?

Module 1: Introduction to AI

The logo features the letters 'CMG' in a bold, sans-serif font, centered within a circular area. This central area is surrounded by a series of concentric circles, each containing a segment of a complex maze pattern. The entire design is rendered in a light teal color against a darker teal background.

CMG

What is AI?

- **Artificial Intelligence (AI):** computer systems that do tasks that normally need human intelligence
- **Machine Learning:** systems that learn patterns from data instead of following fixed rules
- **Natural Language Processing (NLP):** AI that understands and produces human language
- **Generative AI:** AI that creates new text, images, audio and video, e.g. ChatGPT, Copilot, Gemini, Claude
- **AI Agents:** AI that plans and carries out multi-step tasks for you

AI You Already Use

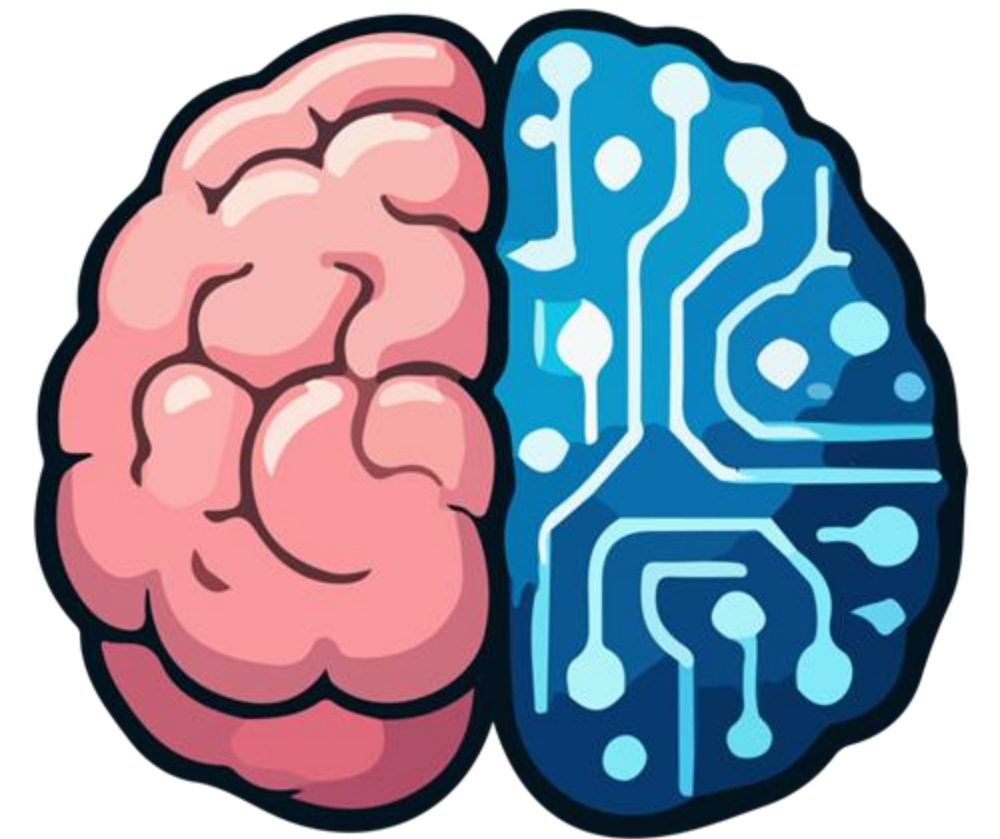


CMG Training
The Irish Institute of Professional Education

- **Predicting:** spam filters, fraud alerts, sales forecasts
- **Recognising:** face unlock, voice assistants, meeting transcription
- **Recommending:** Netflix, Spotify, online shopping suggestions
- **Creating:** chatbots, image generators, AI writing tools
- **Acting:** agents that research, book and file on your behalf

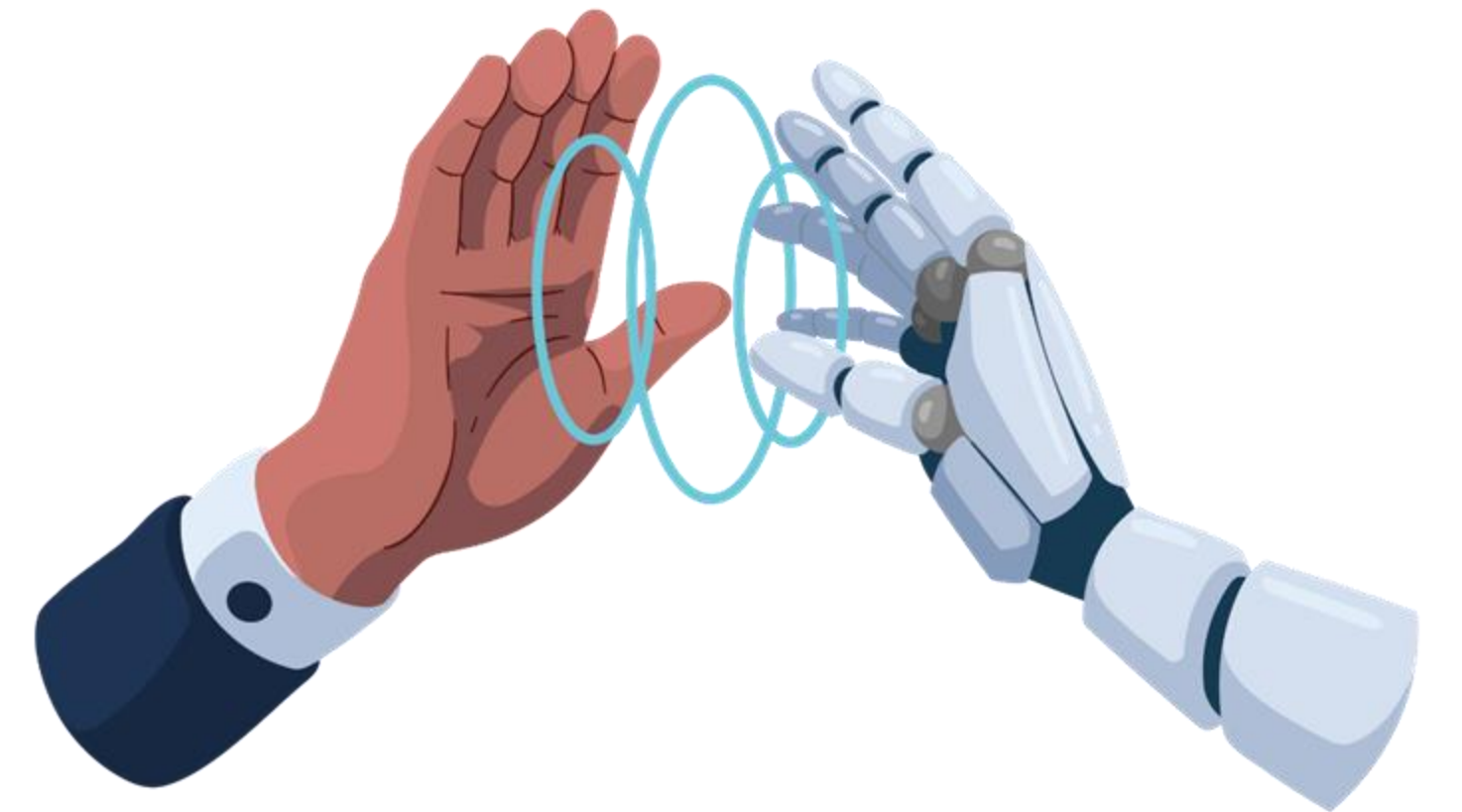
Benefits of AI

- Increased Efficiency
- Cost Reduction
- Enhanced Customer Experience
- Increased Productivity



Benefits of AI

- Improved Marketing
- Supply Chain Optimisation
- Scalability
- Innovation and Competitive Edge



Challenges of AI

- **Accuracy:** AI can be confidently wrong
- **Data protection:** confidential or personal data pasted into public tools
- **Shadow AI:** staff using tools the business doesn't know about
- **Skills gaps:** the tools are only as good as the people using them
- **Over-reliance:** losing skills and judgement by handing everything to AI
- **Cost and tool sprawl:** too many overlapping subscriptions
- **Bias:** outputs can reflect bias in the training data

Ethical Considerations



CMG Training
The Irish Institute of Professional Education

- Fairness and bias
- Explainability
- Transparency
- Privacy
- Safety



Ethical Considerations

- Human oversight
- Trustworthiness
- Responsibility
- Consider the Long-term impact of AI



Module 2: AI and The Law – What You Need to Know

The background of the slide features a large, faint, circular maze pattern. In the center of the maze, the letters "CMG" are displayed in a bold, sans-serif font, matching the teal color of the background.

CMG



What is the EU Artificial Intelligence Act?

- **EU law** (Regulation (EU) 2024/1689) regulating how AI is developed and used. In force since 1 August 2024.
- First major legal framework for AI globally
- Applies to **anyone placing or using AI systems in the EU**, including businesses
- **Amended in July 2026** by the "Digital Omnibus": some deadlines moved and new bans added
- Goal: **safe, trustworthy, human-centred AI**



Why Should You Care?



CMG Training
The Irish Institute of Professional Education

- If you use AI (or plan to), **this affects you.**
- **Penalties** for non-compliance, similar to GDPR. Ireland's Regulation of Artificial Intelligence Act 2026 sets out how the rules are enforced here.
- Helps you:
 - Stay **legal and ethical**
 - Protect your brand
 - Build customer trust



The Risk-Based Approach

- AI systems are classified by risk level:
 - Unacceptable Risk (**Banned**)
 - High Risk (**Heavily Regulated**)
 - Limited Risk (**Transparency Required**)
 - Minimal Risk (**No specific legal obligations**)



Unacceptable Risk



CMG Training
The Irish Institute of Professional Education

These uses are prohibited outright because they violate EU values and rights

Examples:

- AI that manipulates behaviour using **subliminal techniques** (e.g. audio or images people can't perceive)
- AI that scrapes images from the web to build **unauthorised facial recognition databases**
- **Social scoring systems** that rank people's behaviour across contexts
- **Emotion recognition** in the workplace or in education
- **New from 2 December 2026:** AI that creates **non-consensual intimate images** ("nudifier" apps) or child sexual abuse material

High Risk



CMG Training
The Irish Institute of Professional Education

Allowed, but must meet strict standards. Most of these obligations now apply from 2 December 2027.

- **Examples:**

- AI in **recruitment** or CV screening
- AI that assesses **creditworthiness** (e.g for loans or mortgages)
- AI used in **medical diagnostics** or to support clinical decisions
- AI in **transport systems** (e.g self-driving components)
- School admission or grading systems using AI

Limited Risk

Transparency rules, in force since 2 August 2026: people must know when they are dealing with AI

Examples:

- **Chatbots** on websites must tell people they're talking to AI
- **Deepfakes** (AI-generated or altered images, audio or video of real people or places) must be labelled
- **AI-generated text** published to inform the public on matters of public interest must be disclosed, unless a person has reviewed it and takes editorial responsibility
- AI providers must **mark AI-generated content** so it can be detected

Ordinary marketing copy checked by a person does not need an AI label.

Minimal Risk



CMG Training
The Irish Institute of Professional Education

Most day-to-day business tools fall into this category. No specific obligations, apart from AI literacy (see next slide)

- **Examples:**

- **Spam filters** in your email
- AI used in **recommendation systems** (e.g Netflix-style suggestions)
- Productivity tools with smart features (e.g grammar suggestions, Excel forecasting)
- AI for **internal business insights** (e.g sales trends analysis)

AI Literacy: A Legal Duty

- **In force since 2 February 2025** (Article 4)
- Applies to **every business that uses AI at work**, including yours
- You must **take measures to support AI literacy** among staff and anyone using AI on your behalf
- Take account of their knowledge, experience, how the AI is used and who it affects
- **Amended July 2026:** a duty to make the effort, rather than guarantee a set level of knowledge
- **National supervision began on 3 August 2026**

In practice: train your staff, keep a record of the training and have an AI policy.



What Business Owners Should Do

- Know what AI tools your staff use, including free ones
- Train staff and keep a record (AI literacy)
- Put an internal AI usage policy in place
- Check vendors' terms and how they handle your data
- Be transparent with customers and staff
- Stay updated – the law is still changing
- Avoid banned practices at all costs

Key Dates So Far

1 August 2024

- The AI Act enters into force

2 February 2025

- Banned AI practices become illegal (e.g. social scoring, emotion recognition at work, manipulative systems)
- AI literacy duty applies to all providers and deployers

2 August 2025

- Rules for general-purpose AI models apply; penalties and national authorities in place



Key Dates: 2026 to 2028



CMG Training
The Irish Institute of Professional Education

2 August 2026

- Transparency rules apply (chatbots, deepfakes, labelling AI content) and national supervision begins

2 December 2026

- New bans on “nudifier” apps and AI-generated child sexual abuse material
- Deadline to mark content from generative AI already on the market

2 December 2027

- High-risk obligations apply, e.g. AI in recruitment, credit and education

2 August 2028

- High-risk AI built into regulated products, e.g. medical devices and machinery

Fines for Non-Compliance



CMG Training
The Irish Institute of Professional Education

- The regulation sets **tiered penalties** depending on the nature of the violation:

Up to €35 million or 7% of global turnover

For using **prohibited AI practices** (Article 5 violations)



Fines for Non-Compliance



CMG Training
The Irish Institute of Professional Education

Up to €15 million or 3% of global turnover

- For breaching obligations of high-risk AI providers, deployers, importers and distributors, notified bodies, or the transparency rules

Up to €7.5 million or 1% of global turnover

- For giving incorrect or misleading information to the authorities



Fines — Irish Context

Irish Context – Key Differences

- **Public sector bodies:** fines capped at **€1,000,000** under the Regulation of Artificial Intelligence Act 2026 (vs. a €35m ceiling for private entities)
- **SMEs (and, since 2026, small mid-caps):** fines are capped at whichever is **lower**, the percentage or the fixed amount

Note: if your AI use is in the public sector, your exposure is significantly different



Ireland's Enforcement Architecture

Who enforces the AI Act in Ireland?

- **Regulation of Artificial Intelligence Act 2026** – signed into law on 21 July 2026
- **Oifig IS na hÉireann / AI Office of Ireland** – set up in August 2026 under CEO Paul Byrne – coordinates enforcement
- Existing regulators enforce in their own sectors, including: **Central Bank | DPC | Coimisiún na Meán | HPRA | ComReg | CCPC | HSA**
- **Key principle:** the regulator that knocks on your door depends on your sector
- **Business implication:** know your sector regulator – don't assume one-size-fits-all oversight



Ireland's Graduated Enforcement Pathway

- **Good news:** Enforcement is escalating, not automatic
- **Investigation by authorised officer**
- **Contravention notice issued (with right to remedy)**
- **Prohibition notice (if not remedied)**
- **Administrative sanctions via independent adjudicator**
- **High Court confirmation (if not appealed within 28 days)**
- **Right of appeal**



Ireland's Graduated Enforcement Pathway

At multiple stages, businesses can:

propose commitments | negotiate settlements | take corrective action

Comparable to GDPR enforcement: structured, not punitive from the outset



Are You a Provider or a Deployer?

First question every business must ask: **What is my role under the AI Act?**

- **Provider:** Develops or places an AI system on the market
- **Deployer:** Uses an AI system in a professional context - **THIS IS MOST OF YOU**
- **Importer / Distributor:** Brings AI products into the EU market



Are You a Provider or a Deployer?

All deployers, now:

- AI literacy for staff (Article 4) and transparency when people deal with AI (Article 50)

Deployers of high-risk AI (Article 26), from 2 December 2027:

- Ensure human oversight, monitor performance and log incidents
- Inform employees when AI is used in workforce management

Most businesses assume “the rules only apply to the companies building AI”

WRONG. If you deploy AI, you have legal obligations too.

Shadow AI: The Hidden Risk

Staff using AI tools the business hasn't approved or doesn't know about

- **82%** of Irish organisations report staff using free, public AI tools

The risks

- Confidential or personal data pasted into public tools (a GDPR issue)
- No record of what the AI produced or decided

How to spot and manage it

- Ask staff – an anonymous survey works well
- Check with IT: browser use, app installs, expense claims
- Don't just ban it: give people approved tools, clear rules and training

AI Policy Essentials (1)

- **Purpose and scope:** who and what the policy covers
- **Approved tools:** which AI tools staff can use, on business (not personal) accounts
- **Data rules:** what must never go into an AI tool, e.g. personal, confidential or client data
- **Human review:** a person checks AI output before it is used or sent
- **Accountability:** who owns the policy and who staff can ask

AI Policy Essentials (2)

- **Transparency:** when to tell customers and colleagues that AI was used
- **Training and AI literacy:** what training staff get and how it's recorded
- **New uses:** how to request a new tool or use, and the risk check it goes through
- **Incidents:** how to report mistakes, data leaks or misuse
- **Review:** when the policy is reviewed – at least once a year

Your takeaway: an AI usage policy template you can adapt for your organisation.

Summary

- The AI Act supports **innovation**, but with **safeguards**
- You don't need to stop using AI – just use it responsibly

Focus on:

- Transparency, ethics and risk awareness
- AI literacy: train your staff
- A clear AI usage policy



Coffee Break



Module 3: Understanding LLMs

The background of the slide features a large, faint, circular maze pattern. In the center of the maze, the letters "CMG" are displayed in a bold, sans-serif font.

CMG

What is an LLM?

- LLM stands for Large Language Model
- Primarily used for text generation

Most of the AI programmes you are using are LLMs:

- ChatGPT (OpenAI)
- Microsoft Copilot
- Google Gemini
- Claude (Anthropic)

How do LLMs Work?

- LLMs predict the most likely next word in a sequence
- They learn patterns from billions of pages of text
- Newer “reasoning” models work through a problem step by step before answering
- Think of it as a very advanced autocomplete
- It’s still prediction, not understanding – check anything that matters

LLMs - Strengths

- Fast at drafting, summarising, and restructuring text
- Available 24/7, work across dozens of languages
- Great for brainstorming and first drafts
- Can adapt tone and style to different audiences

LLMs - Weaknesses

- Can "hallucinate" — confident but completely wrong
- Knowledge has a cutoff date (unless web search is enabled)
- Can sound certain even when the reasoning is wrong
- Can reflect biases from training data
- Most now have memory – check what yours remembers about you

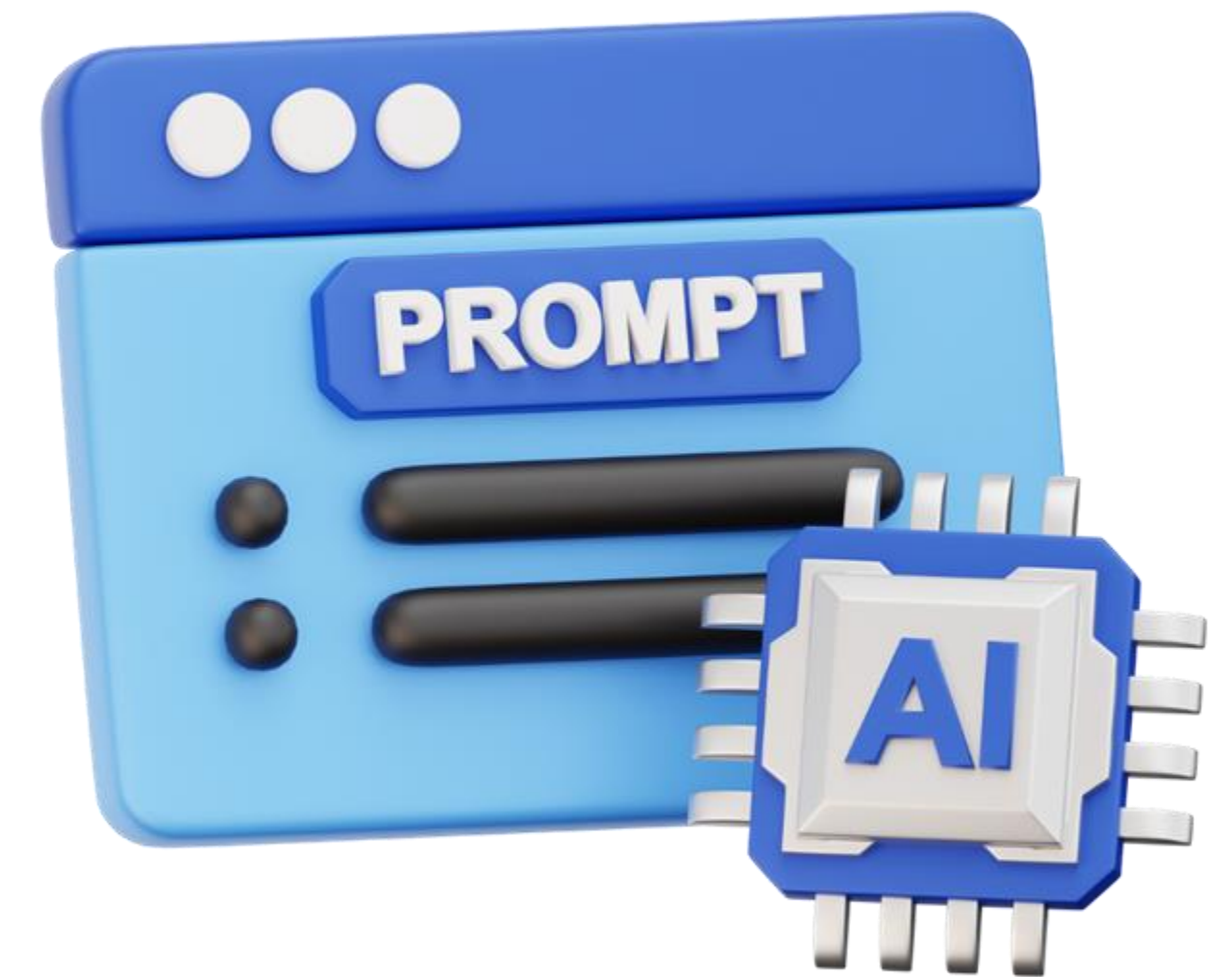
Module 4: Writing Effective Prompts

The background of the slide features a large, faint, circular maze pattern. In the center of the maze, the letters "CMG" are displayed in a bold, sans-serif font, matching the teal color of the background.

CMG

Basics of Prompt Writing

- Structure and Clarity
- Examples of Good and Bad Prompts
- Refining the AI's Output



Basics of Prompt Writing

Structure and Clarity



CMG Training
The Irish Institute of Professional Education

Clearly Define...

- What you want it to do
- The tone it should take
- The approximate length of the response you would like
- The industry it is writing for
- Who it should act as

Basics of Prompt Writing

A Bad Prompt



CMG Training
The Irish Institute of Professional Education

Write a guide on how to use an office printer.

- Vague
- No clarity on audience, tone, or length
- Doesn't specify what the printer is used for or what tasks to cover

Basics of Prompt Writing

A Good Prompt



CMG Training
The Irish Institute of Professional Education

“Assume the role of an Office Administrator. Write a clear, step-by-step instruction guide (around 150–200 words) on how to use the office Epson 250D printer to print, scan, and photocopy. The guide should be easy to understand for new employees who may not be tech-savvy. Use a friendly and supportive tone. This is for a general office setting in a corporate environment.”

- Clear, concise
- Result much more likely to be exactly what you want

The Optimal Prompt Structure

According to OpenAI

The Anatomy of an o1 Prompt

I want a list of the best medium-length hikes within two hours of San Francisco.

Goal

Each hike should provide a cool and unique adventure, and be lesser known.

For each hike, return the name of the hike as I'd find it on AllTrails, then provide the starting address of the hike, the ending address of the hike, distance, drive time, hike duration, and what makes it a cool and unique adventure.

Return Format

Return the top 3.

Be careful to make sure that the name of trail is correct, that it actually exists, and that the time is correct.

Warnings

--

For context: my girlfriend and i hike a ton! we've done pretty much all of the local SF hikes, whether that's presidio or golden gate park. we definitely want to get out of town -- we did mount tam pretty recently, the whole thing from the beginning of the stairs to stinson - - it was really long and we are definitely in the mood for something different this weekend! ocean views would still be nice. we love delicious food. one thing i loved about the mt tam hike is that it ends with a celebration (Arriving in town to breakfast!) The old missile silos and stuff near Discovery point is cool but I've just done that hike probably 20x at this point. We won't be seeing each other for a few weeks (she has to stay in LA for work) so the uniqueness here really counts.

Context Dump

Basics of Prompt Writing

A Bad Prompt



CMG Training
The Irish Institute of Professional Education

“Write an email to my team reminding them to clock in at 9am.”

- No clear direction or scope
- The result will be a lottery

Basics of Prompt Writing

A Good Prompt

Write a professional and clear reminder email addressed to my team, emphasizing that all employees must clock in by 9:00 AM every morning. Anyone clocking in after 9:00 AM will be marked late for the day.

The tone should be respectful but firm, reinforcing punctuality as a professional expectation.

Return Format:

- Subject line
- Greeting
- Main body (1–2 short paragraphs)
- Closing line and sign-off

Ensure it's concise and easy to read, suitable for sending through a company email platform.

Ensure the message is polite yet authoritative (avoid sounding accusatory)

Avoid ambiguity—be explicit about the 9:00 AM requirement

Maintain a professional tone throughout

Check for grammatical correctness and email formatting

This reminder is being sent to ensure consistency in start times across the team and to reinforce accountability. Tardiness has become a recurring issue, and management wants to set a clear and respectful boundary. It's important that the message encourages compliance without creating friction or sounding punitive.

Refining the AI's Output



- Don't accept the first draft – treat it as a starting point
- Give specific feedback: “shorter”, “more formal”, “use Irish English spelling”
- Ask it to ask you questions before it starts
- Show it an example of what good looks like
- Ask it to list any assumptions it made
- Check facts, figures and sources yourself

Practical Demonstrations



CMG Training
The Irish Institute of Professional Education

- **Live examples of ChatGPT, Copilot and Gemini in action**



Activities

You will need these documents for the following exercise:

https://drive.google.com/drive/folders/1WOUDdTzysN5b3v8StQS_bqjJNRJkbomu?usp=sharing



Activity 1: The Email Diplomat (Tone & Soft Skills)

The Objective:

- Use AI to "lower the temperature" of a high-stress situation.
- Turn a "keyboard warrior" customer into a satisfied client without losing your cool.

The Mission:

- You have received a **very frustrated email** (see the sample).
- **Your Goal:** Use AI to help you draft a response that:
 1. **Validates** their frustration (Empathy).
 2. **Corrects** any misinformation they have politely.
 3. **Provides** a clear next step or solution.
- **The Challenge:** Ask the AI: *"I am stressed by this email. Read it and give me 3 bullet points on what this person is actually upset about, and then write a professional, calming response that protects our company's reputation."*

What to Compare:

- **Tone Check:** Which AI sounded genuinely sorry and which sounded like a "corporate robot"?
- **Efficiency:** Did the AI help you understand a long, rambling complaint quickly?

Activity 2: The Document Sieve (Data Extraction)

The Setup:

- You have been given a long, complicated document (the **EU AI Act**).
- It is dense, legalistic, and difficult to read quickly.

Your Mission:

- Open your assigned AI and use it to "interrogate" the document.
- **The Goal:** Do not read the text yourself. Instead, use the AI to get the information you need to report back to your manager.
- **Think about:** How would you ask a colleague to summarize this? How would you ask for specific dates? How would you ask for a "plain English" version?

The Comparison:

- How did you phrase your request?
- Did your AI give you a wall of text or a helpful list?
- Did it make the legal jargon easier to understand?

Activity 3: The Spreadsheet Coach (The "Messy" Challenge)

The Scenario:

- You've inherited a spreadsheet from a colleague who "did things their own way."
- The dates are a mess, the currency symbols vary, and there are missing values.
- Your manager needs a **Percentage of Total Debt Overdue** and a **Cleaned Dashboard** by the end of the hour.

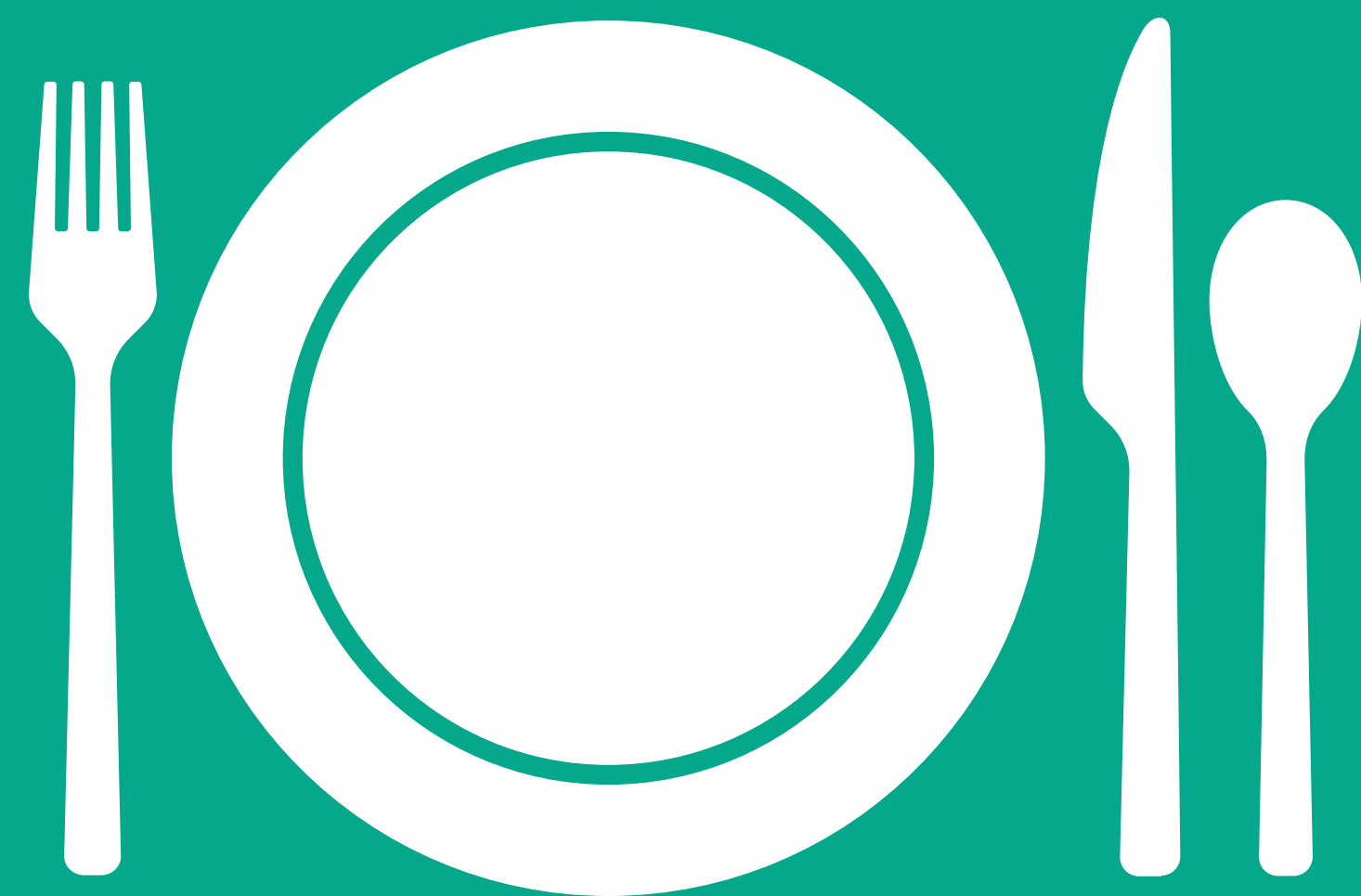
The Mission:

- **The Goal:** Do not let the AI do the work *for* you. Use it to generate the **formulas** so you can fix the source file.
- **The Challenges to Solve:**
 1. **Date Standardisation:** How do you get Excel to recognize dates that are written in 3 different ways?
 2. **The "Overdue" Logic:** Write a formula that checks the "Due Date" against today's date, but only if the "Status" is not "Paid."
 3. **The Cleanup:** How do you find and remove hidden spaces that are stopping your formulas from working?

What to Compare:

- Did the AI explain how to use the **DATEVALUE** or **IF** functions?
- Did anyone get the AI to write a "Conditional Formatting" rule to highlight the rows in Red?

Lunch



Module 5:

Custom GPTs, Gems & Agents

The background of the slide features a large, faint, circular maze pattern. In the center of the maze, the letters "CMG" are displayed in a bold, sans-serif font, matching the teal color of the background.

CMG

Custom GPTs, Gems & Agents



CMG Training
The Irish Institute of Professional Education

A saved AI assistant with your own instructions, files and tone of voice

- **ChatGPT:** Custom GPTs
- **Google Gemini:** Gems
- **Microsoft Copilot:** Agents
- **Claude:** Projects and Skills





What to Use Them For

- Define your brand voice once and reuse it
- Save time on repeat tasks
- Write documentation, e.g. grant applications
- Localise content for different markets
- Answer staff questions from your own policies

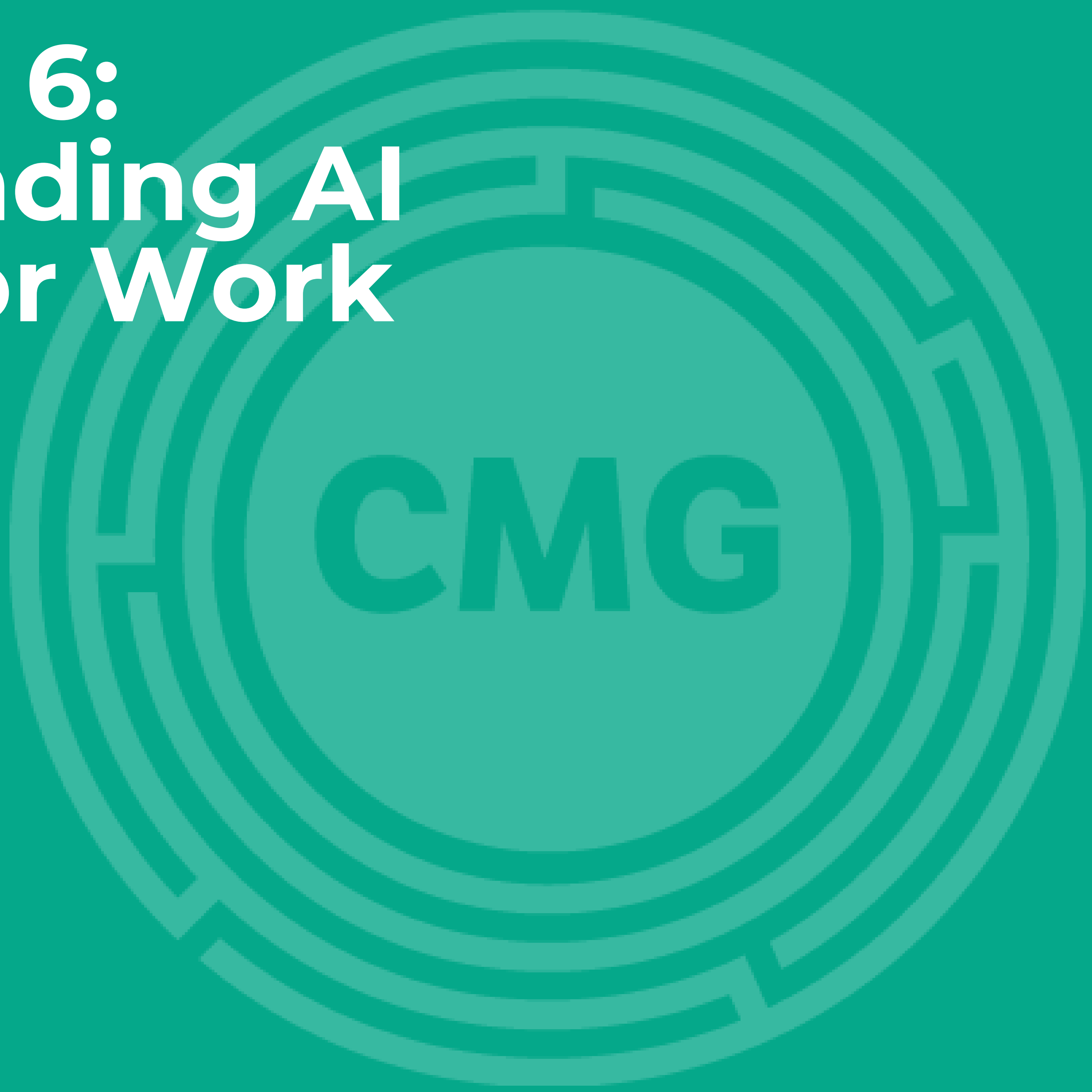
Agents go a step further: they carry out multi-step tasks for you. Check what they can access before you switch them on.

Use Cases for Your Business

- **Live Demo**



Module 6: The Leading AI Tools for Work

The background of the slide features a large, faint, circular maze pattern. In the center of the maze, the letters "CMG" are displayed in a bold, sans-serif font, matching the teal color of the background.

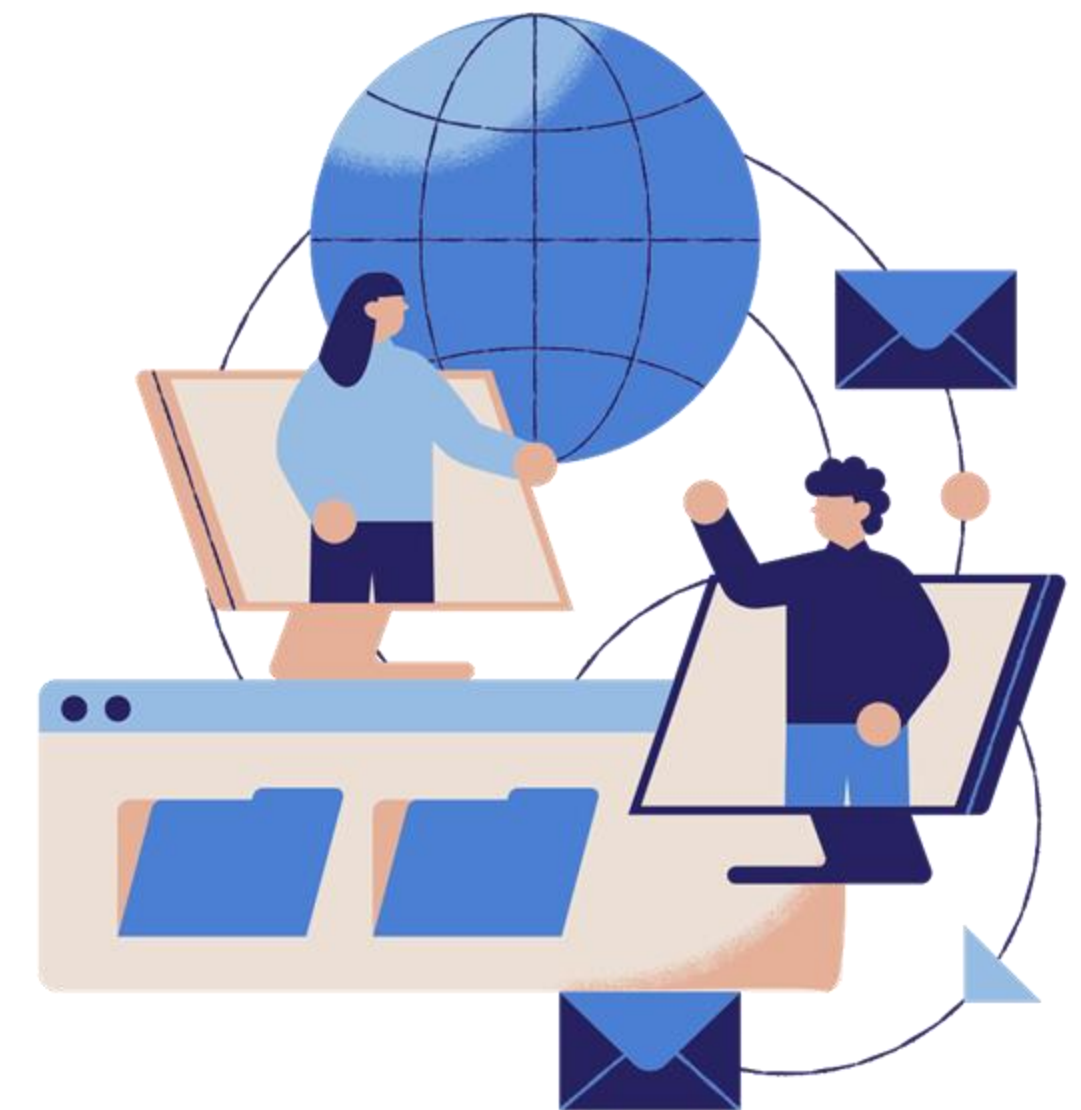
CMG



Streamlining Communications

Built Into the Tools You Already Use

- Microsoft 365 – Copilot
- Google Workspace – Gemini
- Claude – desktop app, Chrome and Microsoft 365



Microsoft Copilot



CMG Training
The Irish Institute of Professional Education

Features:

- Works inside Word, Excel, PowerPoint, Outlook and Teams
- Copilot Business add-on: €18.20 per user/month + VAT (€15.60 offer until 31 December 2026)
- Work accounts get enterprise data protection – your data isn't used to train the models



Copilot

Google Gemini

Features:

- Ability to connect across other Google apps
 - Gmail, Docs, Sheets etc.
- Gems: build your own custom assistants
- Included in Google Workspace plans, e.g. Business Standard at €13.60 per user/month



Claude

Features:

- Desktop app plans and carries out multi-step tasks on your files
 - no coding needed (previously called “Cowork”)
- Works in Chrome and inside Microsoft 365 apps
- Pro plan: €18 per month + VAT (€15 a month on annual billing)
- Team plan: business data isn’t used for training. Personal plans: check your privacy settings



Grok

Features:

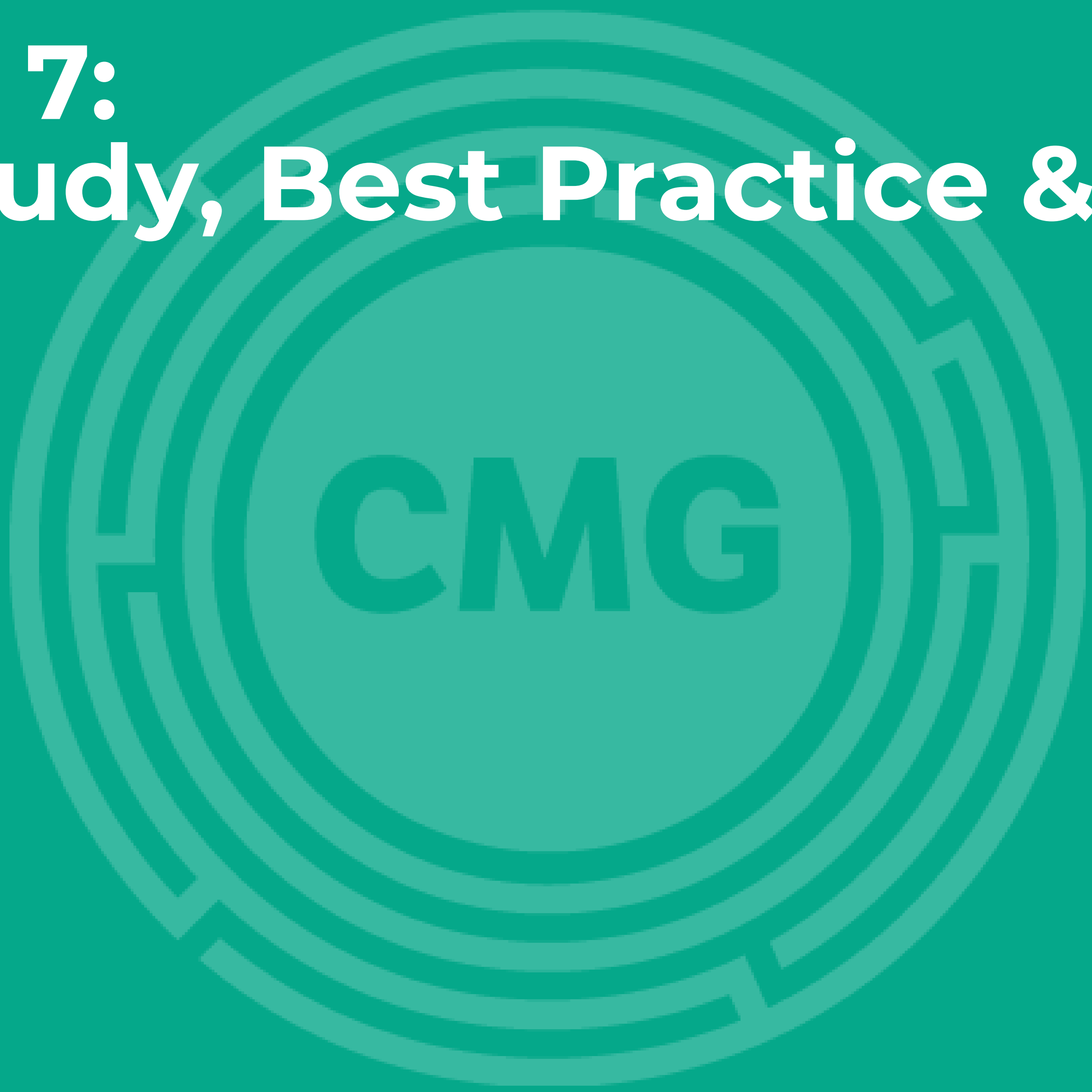
- AI assistant from xAI (Elon Musk's AI company), built into X (formerly Twitter)
- Real-time access to X posts and trending topics
- Free tier available, with more features on X Premium

A cautionary tale:

- In January 2026, Grok was used to create sexualised images of real people without their consent
- The European Commission opened an investigation and the Data Protection Commission opened an inquiry
- **Lesson:** check a tool's safeguards and data practices before staff use it

Grok

Module 7: Case Study, Best Practice & Next Steps

The background of the slide features a large, faint, light blue circular graphic. It consists of several concentric circles, with the outermost being a thick line. In the center of these circles, the letters "CMG" are written in a bold, sans-serif font, matching the color of the circles.

CMG



Case Study: AI in Team Performance

- ***"AI is not just a tool for efficiency – it's a collaborator that can drive exceptional performance."***

Source: "The Cybernetic Teammate", Harvard, Wharton, ESSEC & P&G (2025)

Published on SSRN | Highlighted by Fortune's Eye on AI



Case Study: AI in Team Performance

Study Design

Workshop Setup at Procter & Gamble

776 employees from R&D and Commercial teams

Task: Brainstorm new consumer product ideas

Participants randomly assigned to:

- Work alone (no AI)
- Work alone + AI (GPT-4)
- Work in pairs (no AI)
- Work in pairs + AI

Case Study:

AI in Team Performance

Key Findings – AI Boosts Individual Output

Individuals + AI > Traditional Teams (No AI)

AI-assisted individuals outperformed teams without AI

Time savings:

- Individuals + AI: 16% faster
- Teams + AI: 12% faster

Improved emotional experience:

- More positive, less stress

Cross-disciplinary ideas:

- AI encouraged blending of commercial + technical innovation



Case Study: AI in Team Performance

Team + AI = Breakthrough Innovation

Teams + AI Outperformed All Other Groups

Highest percentage of “exceptional” ideas

Judged by human experts

Represented top 10% of most promising innovations

Reported **highest enjoyment** of the task



Case Study: AI in Team Performance

AI as a Collaborator, Not a Replacement

Insights from Wharton's Ethan Mollick

"AI is being used for critical thinking — not just routine tasks."

AI is more than a productivity tool:

- It helps professionals think across boundaries
- Encourages creative problem-solving

Warning: Reducing team size may backfire

- Risk of missing AI's biggest potential: enabling extraordinary human performance



Case Study: AI in Team Performance

Implications for Organisations

Rethink Work, Don't Just Automate It

Don't focus solely on labour savings

Embrace AI to empower people, not replace them

Braver leadership required:

Invest in teams enhanced by AI

Reimagine roles and management, not just processes

An AI-Ready Workforce

- **Lead from the top:** leaders use AI themselves and set the direction
- **Train everyone,** not just the early adopters
- **Appoint AI champions** in each team to share what works
- **Start small:** pick two or three low-risk tasks and measure the time saved

Questions to bring to leadership:

- Which tasks should AI help with, and which should stay human?
- What data can and can't go into AI tools?
- Who owns AI in our organisation?

AI Pricing: Personal Plans

Tool	Free	Paid	Top tier
ChatGPT	Free plan	Plus: about €23/month	Pro: from US\$100/month
Google Gemini	Free plan	AI Plus: €4.99/month AI Pro: €21.99/month	AI Ultra: from €99.99/month
Claude	Free plan	Pro: €18/month + VAT (€15/month billed annually)	Max: from €90/month + VAT
Microsoft Copilot	Free Copilot app	Included with Microsoft 365 Personal and Family	–

Prices checked 1 October 2026 and they change often, so check before you buy. ChatGPT Pro is shown in US dollars because OpenAI doesn't publish euro prices for it.

AI Pricing: Business Plans

Tool	Main business option	Other options
ChatGPT Business	Standard seat: US\$20/month (annual) or US\$25/month (monthly)	Premium seat: US\$100/month
Google Workspace (Gemini included)	Business Standard: €13.60/month	Starter: €6.80/month Plus: €21.10/month
Microsoft 365 Copilot Business	Add-on: €18.20/month (€15.60 offer until 31 Dec 2026)	Business Standard with Copilot: €20.36/month
Claude Team	Standard seat: €18/month (annual) or €21.04/month (monthly)	Premium seat: €90/month (annual)

Per user per month, excluding VAT unless stated. Checked 1 October 2026. Business plans don't use your data to train AI models by default.

Next Steps

1. Pick one approved tool and get the business version
2. Find out where staff already use AI (your shadow AI check)
3. Adapt the policy template and share it with staff
4. Train your team and keep a record (AI literacy)
5. Start with low-risk tasks: emails, summaries, first drafts
6. Review what's working after three months

Useful resources: AI Office of Ireland | EU AI Act Service Desk | Trinity & Microsoft "AI Economy in Ireland 2026"

**Thank you, any
Questions?**

