



Leveraging AI Tools for Impact Benefit Agreements, Proposal Writing & Reporting

With Emily Baillie

Hi! I'm Emily Baillie

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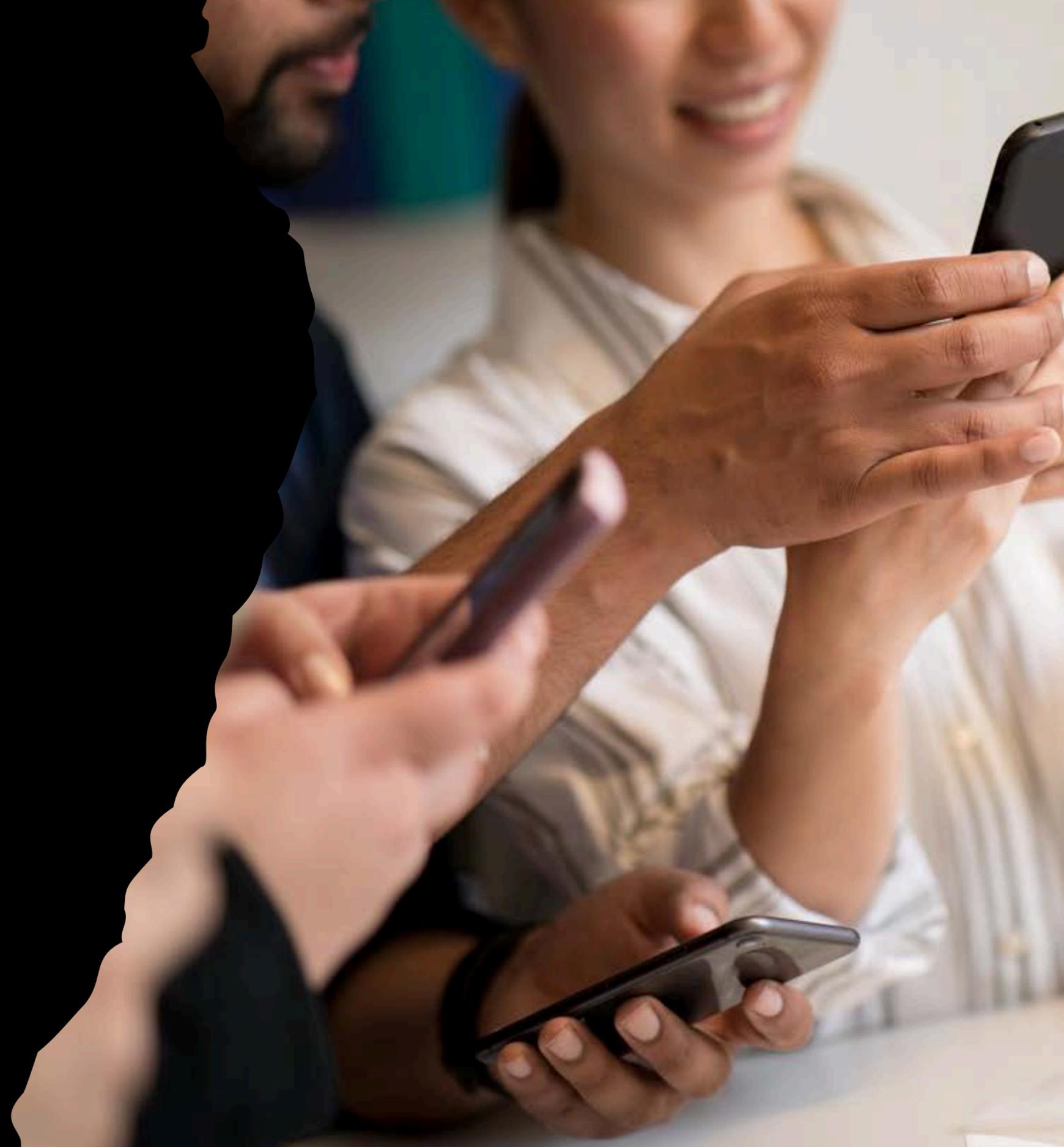
Today's Session!

- Intro To AI Tools
- How To Write AI Prompts
- IBA Drafting, Proposal Development & Reporting
- Responsible & Ethical AI Use
- Best Practices Using AI
- Your Questions



Let AI Help You

- Boost productivity
- Save time
- Increase impact

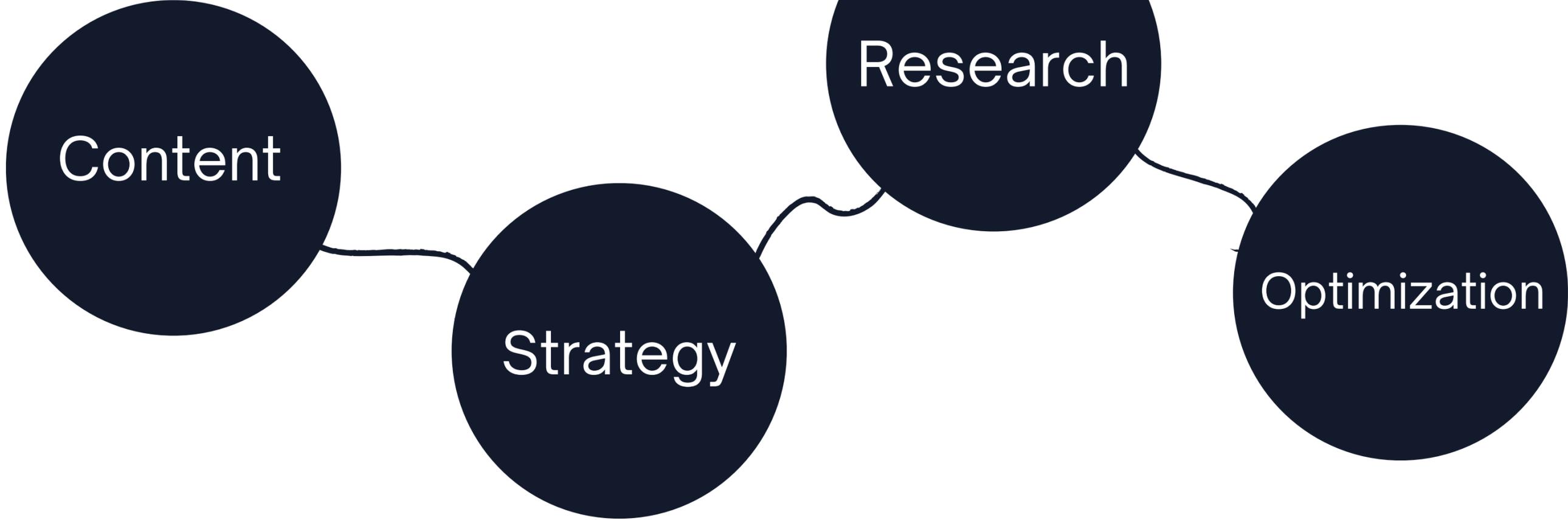


AI



**IS NOT A
SILVER BULLET**

Top AI Uses



Make AI Work For You

Write + edit content

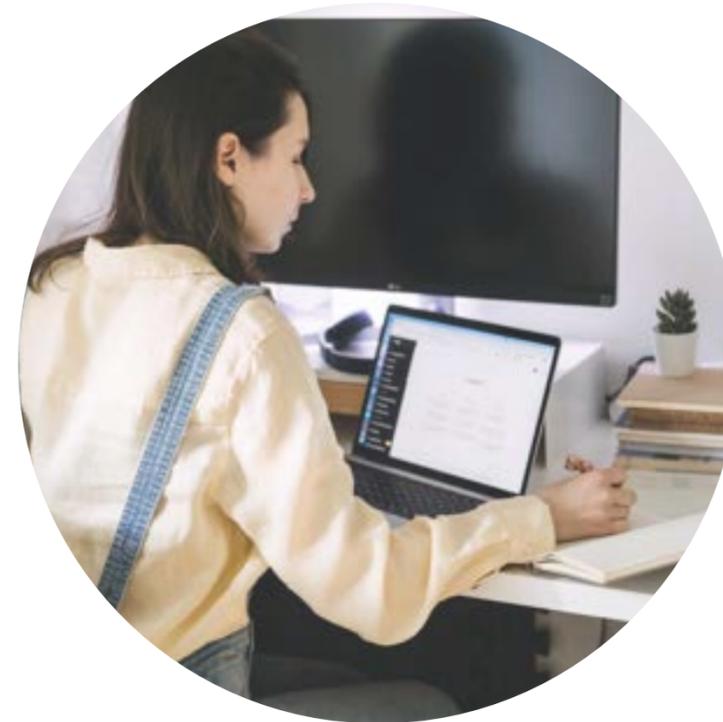
Brainstorm ideas + do research

Prepare proposals + reports

Summarize long docs

Meeting preparation packages

Analyze data



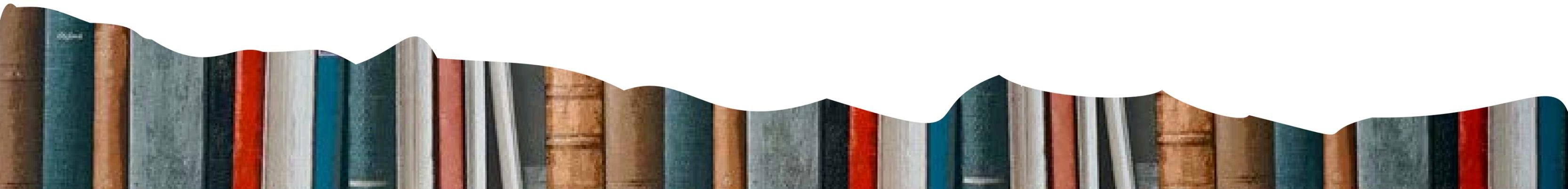


Avoid This!

Never ship the first draft

Fact-check everything

Avoid pasting sensitive information (private data, confidential information) into AI tools without security



Key AI Tools



Top AI Tools

- ChatGPT
- CoPilot
- Gemini
- Perplexity



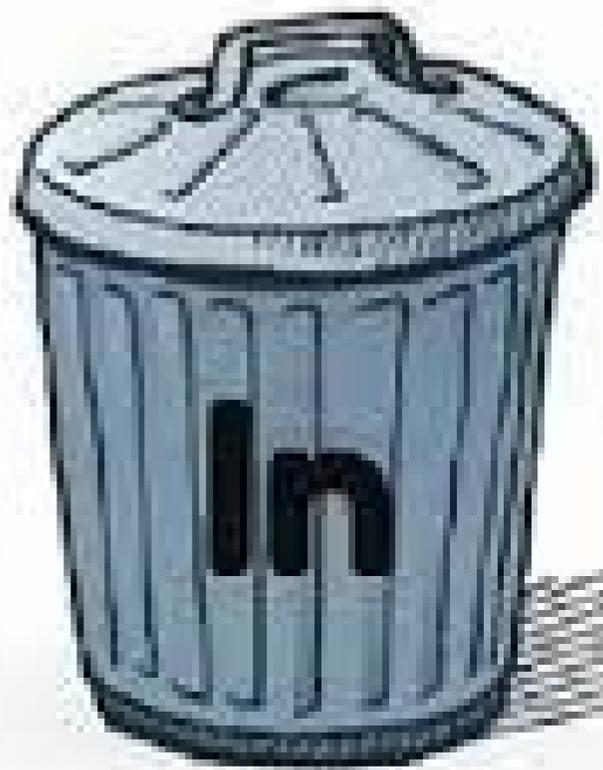
Best Practices



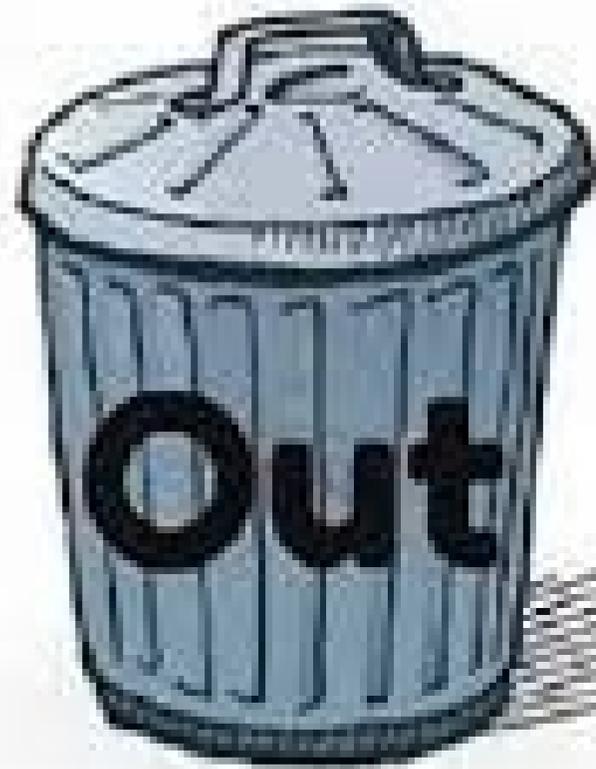
Responsible AI Use



- AI can handle repetitive, time-consuming tasks—but you remain in control of context, values, and final decisions.
- You must provide community-specific data and stories
- Ensure alignment with community strategic plans
- Add cultural protocols and approaches
- Verify all claims and commitments are realistic
- Final approval on all content



=



Brand Voice

AI tools need to be 'trained' in order to capture brand voices accurately.

Beware of repetitive phrases and em dashes

Authenticity and consistency is key!



Prompting Pyramid

Effective prompts should include:

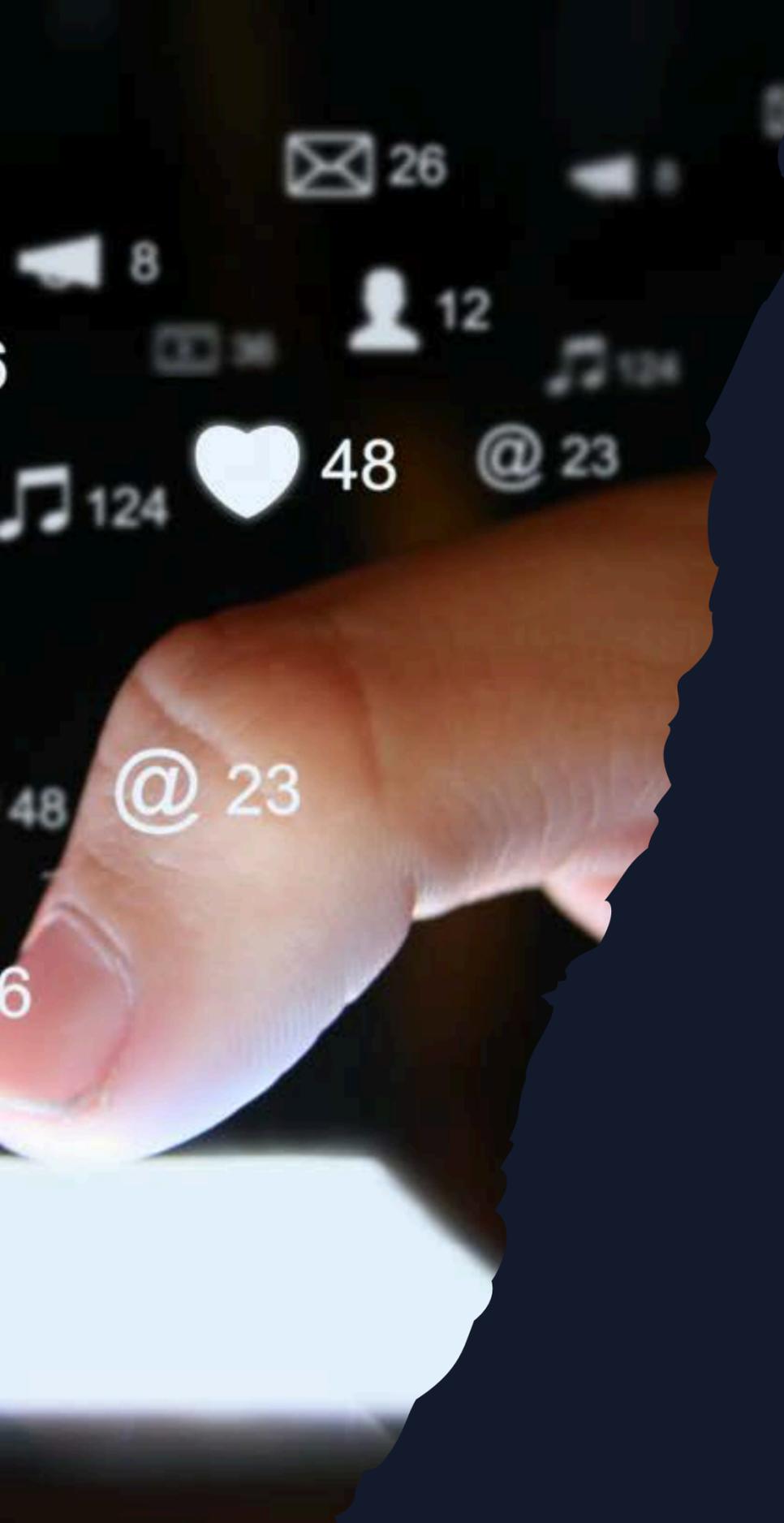
1. Role/Context (e.g., "You are an economic development officer at [X] organization...")
2. Task (e.g., "Summarize the following documents...")
3. Details (length, formatting)
4. Constraints & Output Style (e.g., "Deliver fewer than 500 words total, use bullet points")



Sample Prompts For You

- "Review this draft IBA and identify any missing elements related to: environmental monitoring, job training commitments, local business procurement, and cultural impact assessment. What important protections or benefits might be missing?"
- "Rewrite this clause in plain language that can be easily understood by community members: [paste technical legal clause]. Make it clear and accessible while maintaining the key obligations."





Training LLMs

- Describe your brand's tone (e.g., casual, formal, playful), values (e.g., trust, innovation), and target audience.
- Give samples
- Iterate & provide feedback
- Use writing-focused tools and GPTs

Iteration is Critical

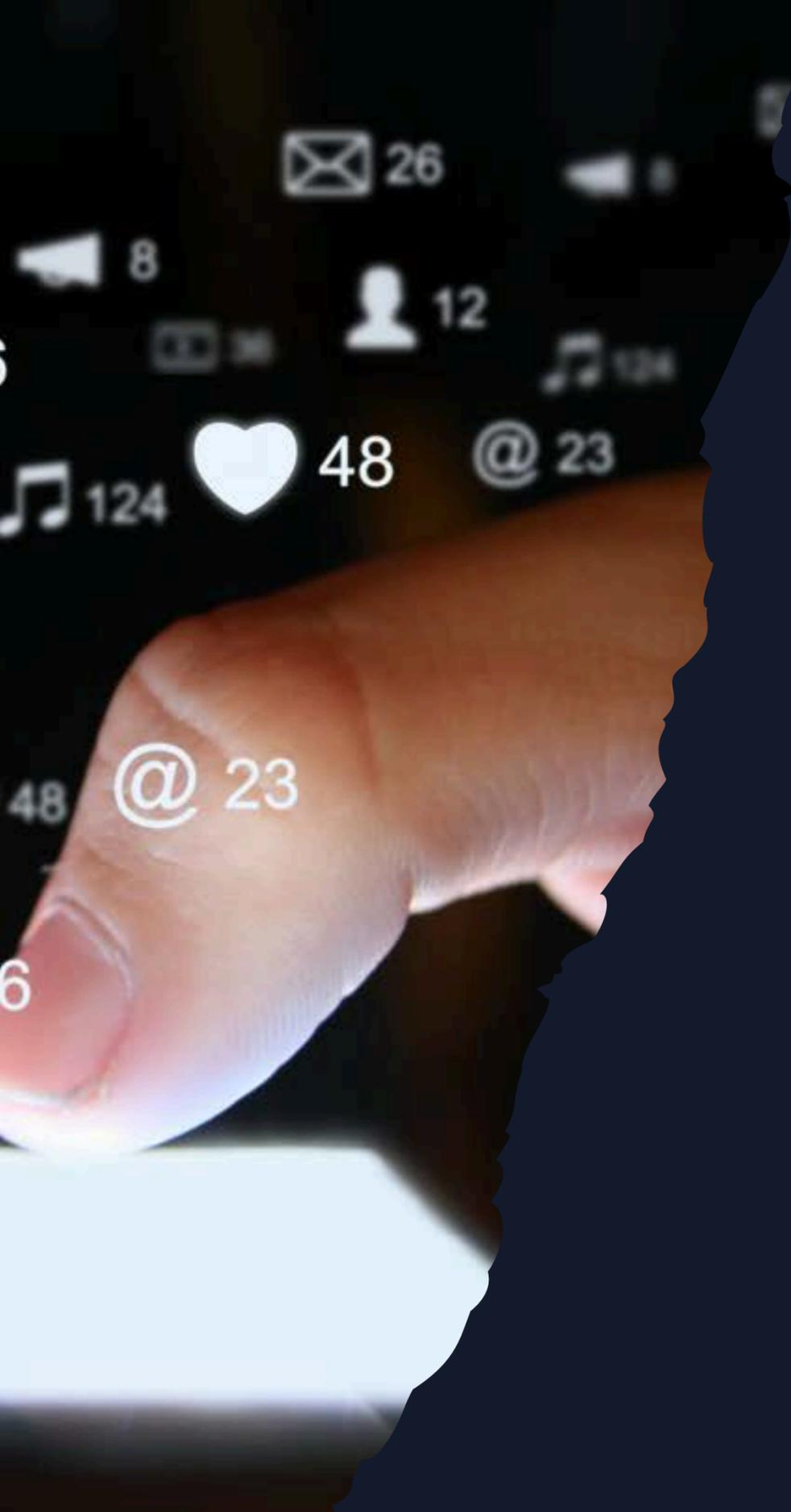
1. Initial Prompt Example:

“Write a policy memo about upcoming community consultations.”

2. Refinement Prompt Example:

“Make it more specific: include guidelines for consultation scheduling (core hours 10am–3pm), travel and child care support for community participants, and confidentiality requirements for industry representatives. Add a section outlining responsibilities for the Economic Development Officer (EDO) and project partners. Keep under 500 words.”



A hand is shown interacting with a smartphone screen. The screen displays various social media icons and notification counts, including a heart icon with '48', a person icon with '12', and an '@' symbol with '23'. The background is dark, and the text 'Protecting Your Data' is overlaid on the right side of the image.

Protecting Your Data

- Information is typically stored in AI tools by default
- Avoid inputting private data
- Get to know your security settings e.g. turn off “improve the model for everyone” in ChatGPT

Real-World Tips

- Approach AI tools like they're your "assistant" and make them work for you
- Direct them, train them and give them feedback
- Teach AI your brand guidelines
- Use multiple tools



Activity: Let the AI Guide You

- Work with your AI tool (e.g. ChatGPT) to co-create a strong prompt for writing a community project progress report.
- Instead of giving all the details upfront, start general — and then ask the AI what it needs to know to do a better job.

Type this into the AI:

- *“I want to create a 1-page progress report about a First Nation’s economic development project. Can you tell me what information you need to write it accurately?”*

AI Is Flawed

Bias in algorithms

Incorrect information

Copyright + Privacy concerns

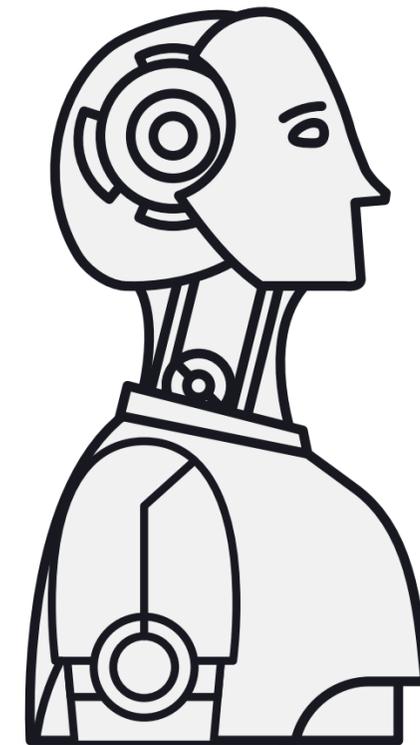
Poor quality outputs

*Human talent is still
essential*



The Future of AI

- Approach AI tools like they're your team member and make them work for you
- Direct them, train them and give them feedback



Bonus AI Tools

Graphic Design: Canva

Brand Voice: Custom GPT

AI Content Generation:
ChatGPT, Claude

Meetings & Time Management:
Granola, Fathom, Otter.ai

Video:
CapCut, InShot, Veo-3, HeyGen

Writing & Editing:
Grammarly, Claude

Project Management: Notion

Research:
Perplexity

Presentations: Gamma, Canva

Resources For You

BBC Tech Decoded Newsletter

cloud.email.bbc.com/techdecoded-newsletter-signup

TechCrunch (AI section)

techcrunch.com/category/artificial-intelligence

Amber Mac's Weekly Newsletter

AmberMac.com

Social Media Today

socialmediatoday.com

[LinkedIn Learning](https://learning.linkedin.com)

learning.linkedin.com

THANK
YOU!

Questions?



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