

# Using AI to Enhance Productivity

Brought to you by Assemble You.

Do you ever feel like there's just too much to do and not enough time to get it done? Do you find yourself frustrated at the end of the work day because you didn't manage to complete your to-do list?

That's how Jordan felt, too.

Jordan worked as a product manager in a busy tech startup and was feeling overwhelmed by the sheer volume of tasks every day. From managing emails and schedules to overseeing project timelines and analysing data, his days were packed. He knew something had to change to allow for more focus on creative and strategic work. Jordan had heard great things about an AI tool that one of his friends had been using, so he decided to give it a try to help manage the routine and administrative aspects of his role more efficiently.

This tool integrated into Jordan's project management software, allowing him to set up rules to automatically assign tasks, move tasks through different project stages, and even ensure that all necessary information was provided for each task. The tool also handled routine data analysis, making it easier for him to spot trends without getting buried in spreadsheets. With these automated processes, Jordan was able to redirect his energy towards more strategic thinking and leading his team more effectively. The blend of AI-powered management and Jordan's leadership not only streamlined operations but also enriched the team's creative output and overall project success.

\*\*\*

Welcome to today's audio lesson. In a world where technology evolves at an unprecedented pace, Artificial Intelligence, or AI, has emerged as a powerful force reshaping the way we work.

In this lesson, we'll discuss the history of Artificial Intelligence and why the AI we're seeing today is different than what we've seen in the past. We'll talk about the pros and cons of AI and explore how AI can be harnessed to make your workday more efficient, highlighting specific tools and practical tips that you can start using today.

\*\*\*

While the concept of AI might sound futuristic, it's been with us for quite some time, quietly transforming industries and daily tasks. Think about the automated voice assistants on your smartphones or the personalised recommendations from streaming services like Netflix. These are all powered by AI.

AI has come a long way since its inception. Early AI systems, like the chess-playing computer Deep Blue in the '90s, amazed the world with their capabilities. Fast forward to today, and we find AI in various forms all around us. From virtual personal assistants like Siri and Alexa to the algorithms that power social media newsfeeds and online shopping recommendations, AI has become an integral part of our lives.

But let's take a step back. The AI that we just mentioned are not the AI that everyone is talking about in 99% of the posts you see on LinkedIn. They're talking about generative AI, which is now on meeting agendas in boardrooms around the world.

\*\*\*

Generative AI is a newer type of artificial intelligence. It uses machine learning to create many types of original content, including text, images, and music.

How does it create this content? That's the generative part.

The content is created using neural networks to duplicate patterns that already exist in data – which is basically just a fancy way of saying deep learning algorithms inspired by the human brain.

Generative AI isn't perfect, but it's extremely compelling and is set to cause a lot of change to the way we operate at work. And as you know, change often breeds fear.

**Copyright © 2023 Assemble You. All rights reserved.**

You may hear stats like: [“300 million full-time jobs could be replaced by applications powered by these technologies”](#), which was part of a [recent report published by Goldman Sachs](#).

However, that same report also shared that [“hundreds of new categories of jobs could be created by AI, and the overall global productivity could be boosted by around 7% annually over a 10-year period.”](#)

\*\*\*

So which is it? Is Generative AI good or bad?

At the 2022 World Economic Forum Annual General Meeting, economist and professor Richard Baldwin shared that [“it’s not AI that’s going to take your job, but someone using AI might.”](#)

By making this statement, Baldwin is recognising the incredible increase in productivity and efficiency made possible by AI and highlighting the importance of harnessing this powerful tool to get more work done in less time.

As tools like ChatGPT, Google Bard, Jasper.ai, and Zapier become more popular, their presence is being felt in the workplace – they’re being used by employees and businesses alike to streamline processes, save time, and boost productivity.

In fact, a [February 2022 survey from the Society of Human Resources Management found that 79 per cent of employers are using AI and automation to boost efficiency within their organisations](#). We all know that time is money, and if employers are using these tools and realising the positive impact they can have on the bottom line, it’s probably time for employees to start using them, too.

\*\*\*

Here are some tips for using AI to enhance efficiency:

### **Content creation:**

This is one of the areas we hear most about when it comes to AI, and that’s because of the introduction of ChatGPT in late 2022. ChatGPT is a language processing tool driven by AI technology that allows you to have human-like conversations or to chat with an interface. ChatGPT can be an enormous time-saver when it comes to completing tasks like writing emails, crafting press

releases, or building code. Just be sure to double-check everything ChatGPT delivers, as its accuracy is [still questionable at times](#).

\*\*\*

### **Automate repetitive tasks:**

One of the most significant advantages of AI is its ability to handle repetitive, mundane tasks. Tools like Zapier or Microsoft Power Automate allow you to automate tasks like data entry, email responses, and file management, freeing up valuable time for more strategic work.

### **Enhance customer communication:**

AI-powered chatbots, like those from Intercom or Zendesk, can be used to provide instant customer support or answer common queries. They can also assist internal communication by automating responses to frequently asked questions within your organisation. This not only saves time but also ensures consistency in your messaging. A recent study from the [U.S. National Bureau of Economic Research \(NBER\)](#) found that customer support agents using a generative AI tool saw a nearly 14% increase in their productivity.

\*\*\*

### **Data Analysis:**

AI-driven analytics tools like Google Analytics, TensorFlow and Keras can help you make sense of vast amounts of data quickly, helping to analyse complex data, identify trends, and make predictions based on historical data.

By automating data collection and analysis, you can uncover valuable insights to inform your decision-making process more efficiently and accurately. However, these tools may face challenges when dealing with unclear or low-quality data, and they currently cannot provide explanations for the patterns they detect.

\*\*\*

### **Language Translation:**

For businesses with a global reach or those that operate in a multi-lingual environment, AI-powered translation tools like Google Translate can facilitate communication with international clients and partners while saving money and

increasing efficiency. These tools can translate text and even spoken language in real-time, without the need for an employee to interact with a professional translator, breaking down language barriers and cutting translation costs at the same time.

Once again, independently research how reliable, accurate and suitable any tools you're using are. Critically inspect the advantages and limitations and be mindful of bias and gaps in their functionality.

\*\*\*

In summary, Artificial Intelligence is no longer confined to science fiction. It powers real-world tools that can significantly enhance your productivity at work.

Whether you're looking to automate repetitive tasks, streamline communication, analyse data, or personalise customer interactions, there's likely an AI solution for you. Embrace these AI-powered tools to work smarter, not harder. As AI continues to evolve, staying up-to-date with the latest advancements and integrating them into your workflow will ensure you're always one step ahead in the ever-changing business landscape.

We hope you find these tips and insights valuable as you embark on your journey to leverage AI for greater efficiency in your workplace.

Remember, the future is here, and it's increasingly AI-powered. Evaluate it, scrutinise its benefits and disadvantages, and utilise it where appropriate to watch your productivity soar.