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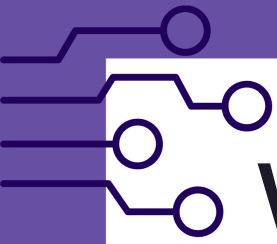
Boosting work efficiency with AI

Outi Loikkanen, Laurea



AMMATTIKORKEAKOULU
University of Applied Sciences

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Welcome!

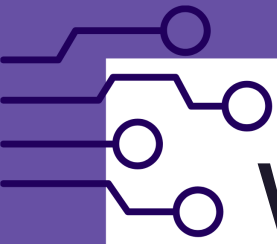
Webinar goal: To understand how artificial intelligence can be used to make work more efficient and free up time

- What artificial intelligence is and how it is changing working life
- Practical tools: ChatGPT, Copilot, and Gemini – how to use them effectively
- The basics of prompt writing
- Examples of how AI can support every day work
- What are AI agents and how they can automate recurring tasks



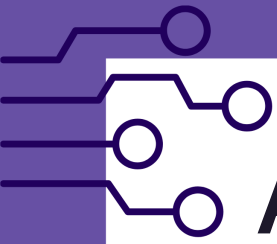
Instructor: Outi Loikkanen, Lecturer in Computer Science, Laurea University of Applied Sciences

- AI tools
- Digital Marketing
- Service design



What is artificial intelligence

- Artificial Intelligence (AI) is a technology that mimics human thinking and learning
- Based on algorithms and large amounts of data to teach the AI to act in the desired way
- The first so-called. Narrow-minded AIs followed certain sets of rules (algorithms) and acted according to them, for example, email filters
- In 2022, the first widely used so-called language modelling system was introduced. ChatGPT, a generative AI tool that revolutionized the use of AI
- Artificial intelligence can be controlled using natural language by issuing prompts



AI is able to...

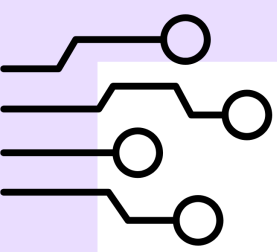


- Answer questions and generate text in natural language based on instructions provided
- Act as a content producer, e.g. Blog posts, illustrations, meeting notes
- Brainstorm and suggest, make plans

AI can not...



- Produce completely error-free content, answer complex questions, or produce in-depth insights (answers can be enhanced with multiple prompts)
- Meet strict data protection or copyright requirements



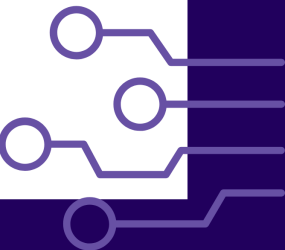
Artificial intelligence is changing working life

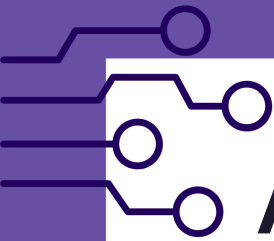
Benefits: easier, faster, cheaper

- Streamlines work processes
 - Data visualization and analysis
 - Manage your calendar
 - Information search / recommendations
- Saves time
 - Text production
 - Spell correction
 - Translations
 - Producing images
- Frees up time for creative and strategic work
- Saves money – with AI you can do many things yourself vs. buy from outside

Challenges

- Mistakes made by artificial intelligence and the time it takes to correct them
- Updating one's own skills – artificial intelligence is constantly evolving
- Data protection – where does the data fed to the AI end up?
- Ethical issues
 - Copyright
 - Biased background data, biased answers



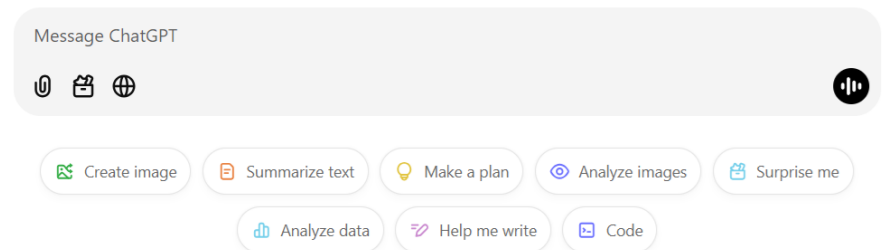


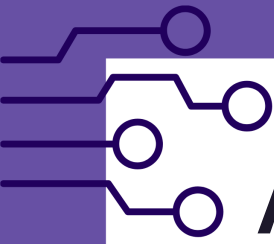
AI Tools - ChatGPT

GPT –
Generative
Pre-trained
Transformer

- <https://chatgpt.com/> - a free account can be created with a Google or Microsoft account or with an email address
- A content-generating AI tool developed by Open AI
- Understands natural language and several different languages, you can ask Chat GPT to do things in the same way as a human.
- There is also a dedicated application for mobile devices and a computer desktop, Speaks several languages, including Finnish
- Produces text according to instructions (prompts), edits previous text, makes translations
- Produces images according to the instructions it receives
- Answers questions, searches for information online
- Can summarize text files and answer based on the data the user has provided

What can I help with?

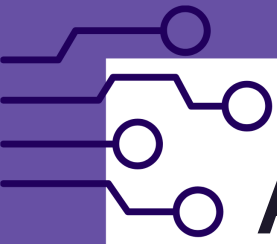




AI Tools – Copilot

- <https://copilot.microsoft.com/>
- Microsoft's AI tool that also works inside MS Office programs
- Utilizes the same language model as ChatGPT
- For personal use can be used without logging in, work use requires logging in with a Microsoft account
- Speaks several languages
- Summarises e.g. Teams meetings, email threads, long documents
- Gives ideas
- Writes desired content, e.g. speech, email, article – and further edit it according to instructions – shorter content than ChatGPT

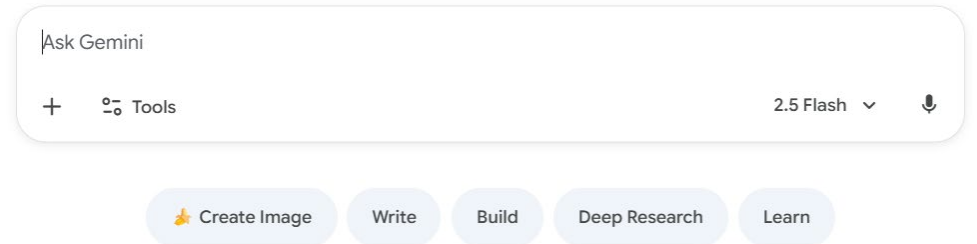


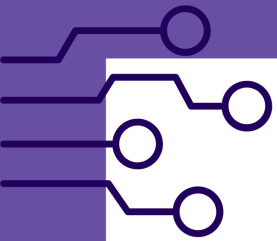


AI Tools – Gemini

- <https://gemini.google.com/app>
- Google's AI model
- You need to sign in with a Google account
- Speaks several languages
- Enables real-time search of Google services, e.g. Google maps, Google search engine, Youtube, Google workspace files (Google docs, Google calendar)
- Similar uses to Chat gpt and Copilot
 - Content Creation
 - Information search and analysis
 - Translations

Hello, Outi

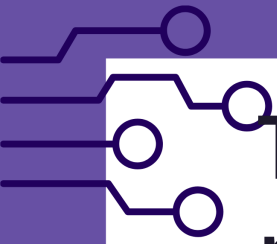




The basic formula for a good prompt

A good prompt has five parts:

1. **Role** – Give the AI a role, e.g. "You are a top expert in organisational communications".
2. **Goal** – Tell the AI what you want to accomplish, what you want it to do.
3. **Context** – Describe the context for the AI (e.g., to whom and for what situation the content is intended)
4. **Examples and cropping** – Give the AI examples that it can take as a model (e.g. in terms of text style), define and narrow down the end result (e.g. length, structure, style)
5. **Format** – Tell the AI what format you want the answer in.



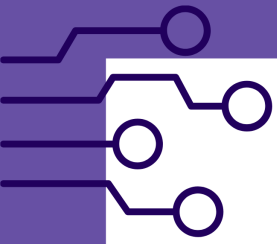
The difference between a bad and a good prompt?

- **Incomplete prompt:**

"Write a social media post about the event"

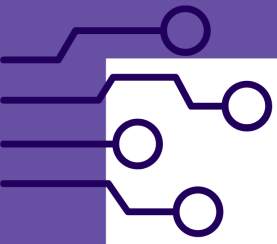
- **Better prompt:**

"You work as an expert in NGO's communications. Write a Facebook update that attracts volunteers to participate in the spring trip to Nuuksio on 12.5.2026. Target group: volunteers with families in the Helsinki Metropolitan Area. Use a warm and inspiring tone. The maximum length is 100 words. Add also a friendly invitation to sign up."



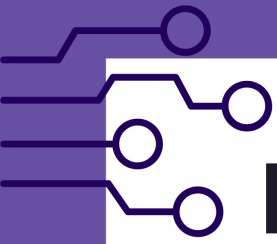
Tips for improving prompts

- **Request editing:** *"Write a shorter version", "Use a more enthusiastic tone", "Add a short description of the benefits why you should participate"*
- **Ask for options:**
 - *"Give 3 different versions of this event invitation, one of which is warm and communal, the other energetic and youthful, and the third matter-of-fact and official."*
 - *Suggest 5 different perspectives for the campaign message, each highlighting different benefits for participants."*
 - *"Prepare an event invitation for three target groups: young volunteers, families with children and seniors."*
- **Build your own library of working prompts and reuse them:** *Makes communication faster and easier*



Use cases of AI in communications

- Brainstorming and sketching different texts, e.g. newsletters, blogs, social media posts, articles
- Creating Images
- Creating presentations
- Correcting, clarifying, condensing your own text
- Translations
- Improving accessibility
- Creating pictures and even videos



Example text drafting with ChatGPT:

Ask chat gpt: Give an example of a good prompt for a social media post related to the recruitment of volunteers for a small association that focuses especially on immigrant women, and families. Its main themes are integration, inclusion, and well-being.

(Below what ChatGPT produced):

"I am in charge of communications in an organization called [Name of the Organization], the goal of which is to [a short description of the organization's activities, e.g. help immigrant women to integrate]. We will soon be hosting a free webinar called "Do good with us! This way you can participate in volunteer activities."

- Topic: Come up with three different short and inspiring Facebook post texts (no more than 3-4 sentences per text) and suitable hashtag suggestions.
- Objective: The primary purpose of the posts is to generate interest in volunteering in our organization and to attract people to sign up for the upcoming webinar. The secondary goal is to strengthen our organisation's caring and communal image.
- Context: Our target group is active and empathetic people who are interested in volunteering, but may not know how to get started or what opportunities our organization offers. They may be interested in animal welfare, supporting the community, or helping others. We have previously shared success stories from our volunteers and told about the concrete effects of our activities.
- Style and tone: I hope the texts are warm, motivating and hopeful. They can emphasize the importance of working together and the joy and meaningfulness of volunteering. Avoid blaming or overly academic language."



Example social media posts by ChatGPT:

Post 1: “Together we make a difference”

Every act of kindness counts — and together, we can create real change. 🧡 Join our free webinar “*Do good with us!*” and find out how you can volunteer to support immigrant women and families in Helsinki. Let’s build bridges together!

#VolunteerWithHeart #DoGoodWithUs #TogetherWeCan

Post 2: “Your time can change a life”

Have you ever wondered how small actions can make a big impact? 🧡 By volunteering, you help women and families feel at home in Finland — and you’ll find joy and connection along the way. Sign up for our webinar “*Do good with us!*” and take the first step today!

#MakeADifference #MeaningfulMoments #VolunteerFinland

Post 3: “Kindness connects us”

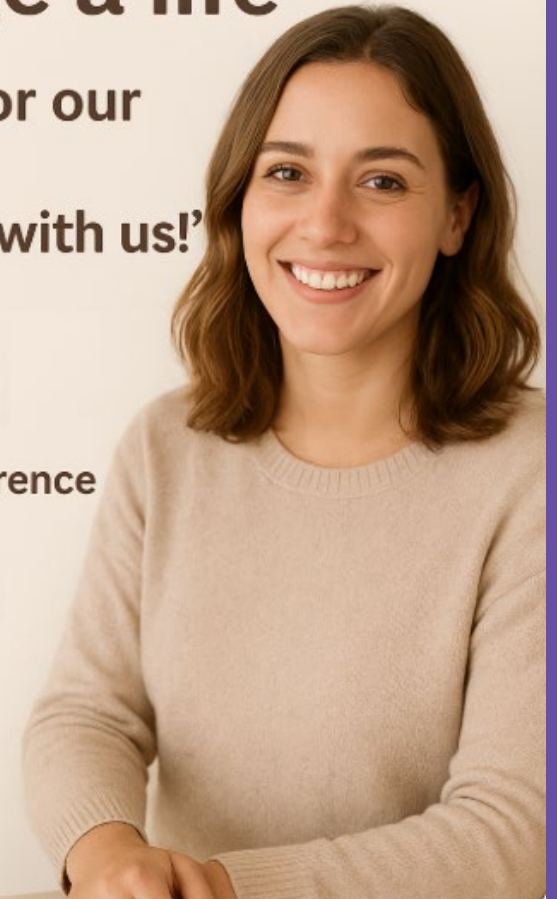
Volunteering isn’t just about helping others — it’s about creating community. 🌱 Come meet like-minded people and discover how your skills and empathy can make a difference. Register now for our “*Do good with us!*” webinar!

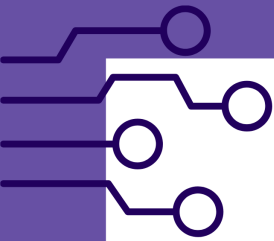
#BuildingBridges #TogetherForGood #VolunteerJoy

**Your time can
change a life**

**Sign up for our
webinar
‘Do good with us!’**

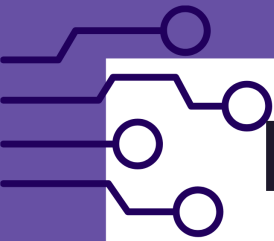
#MakeADifference





AI helps with emails

- AI can summarize an email thread or a long message you received
- Copilot can read your Outlook email and Gemini can read Gmail emails directly in a business environment, no need to enter emails separately for AI
- AI can suggest a reply to an email and translate it into your preferred language
- AI can write an entire message in the chosen tone and goal (e.g., friendly reminder, conference request, feedback)
- Tips for a good prompt:
 - Tell who the message is going to (e.g. members, volunteers, partners)
 - Describe the purpose of the message (invitation, information, thank you, reminder...)
 - Mention the necessary facts: dates, places, topics
 - Ask for the desired tint: casual, formal, warm, dense...



Examples of email prompts

1. Invitation to an event / volunteer work

"Write an email inviting volunteers to the gardenin event on [date] at [time]. The purpose of the event is [e.g. cleaning and planting flowers to the area]. You will need to bring [e.g. weather-appropriate clothing and work gloves], and snacks will be provided. The tone of the email should be warm and inspiring.

2. Reminder of an upcoming event

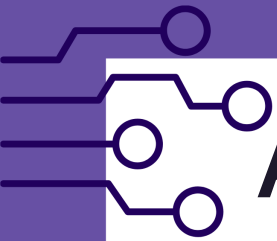
"Compose a friendly reminder email for upcoming [event name,location] [date and time]. Mention the time, place and what to bring. The tone should be relaxed and approachable."

3. Thank you to those who participated

"Write a thank you note to everyone who attended [event name]. Tell us what we achieved together and thank them warmly for their contribution. Email can be positive, communal and appreciative."

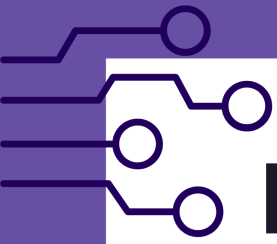
4. Survey / request for opinion for members

"Write an email asking members for feedback or ideas for planning events in the autumn. Explain why feedback is important and how it can be given (e.g. a link to the form). Keep the tone encouraging and inclusive."



AI helps with reporting

- Automatic data processing and analysis
 - AI can read and structure tabular or textual data (e.g. survey responses, participant lists, reports produced by others) and extract key observations from them and make summaries.
- Automatically drafts the report
 - It can format the text according to the chosen tone: matter-of-fact, inspiring, concise, etc.
- Visualize data
- Saves time from manual work
 - No more copy-paste-format routines – artificial intelligence takes care of:
 - Formulates headings and subheadings
 - Summaries and conclusions
 - Spell check



Example prompts for reporting

1. Automatic data processing

- E.g. 10 pages of member survey results
- "Prepare a summary of the results of the member survey. Here's the raw data/open feedback: [paste content]. Write a clear analysis and highlight 2-3 main points that we can use in future planning."

2. Create a report template

- "Create a template for a monthly report with sections: goals, progress, challenges, next steps."
- "Create a report based on the template you've made. Here are the events from last month: [attach a list]"

3. Suggestions for missing content

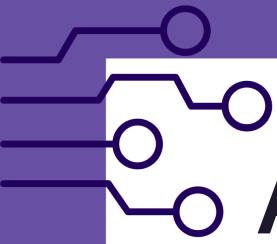
- "Here is my report. What topics or perspectives are missing?"
- → Artificial intelligence suggests additions, e.g. risks or next steps.

4. Refine the language and tone

- "Improve the language and make this report more professional but easy to read."

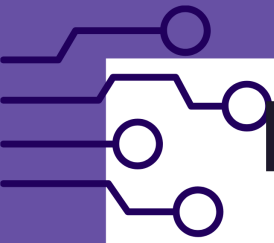
5. Visualize data automatically

- "Create a bar graph of sales figures by month and write a brief analysis."



AI Agents

- An autonomous program that uses artificial intelligence to solve tasks or support the user
- An agent understands inputs, takes action, and learns from experience
- To create an agent, you need:
 - a clear task or purpose and instructions on what the agent should do
 - sufficient background information or material on which the agent can base his or her response;
 - A suitable tool, e.g. ChatGPT+, Gemini, Zapier, Botpress, or another platform
 - access to external sources or databases, where applicable



Examples of AI agents

- Member Communications Assistant
 - Compose emails: invitations, reminders, thank you messages
 - Creates social media posts
- Annual Report and Reporting Assistant
 - Helps to structure the body of the annual report or annual report
 - Formats text from collected material
 - Compile meeting notes into summaries or agendas
- Instructor for new volunteers
 - Presents the organisation's activities and practices
 - Answer: "What can a volunteer do?"
 - Provides examples of previous assignments
 - Link to instructions or materials
- Information retrieval robot

Is able to search for up-to-date information online, such as:

 - Official instructions (e.g. PRH, STEA, Tax Administration)
 - Training or events
 - Funding calls and foundations
 - Examples of good practice from other organisations



How to make an AI agent with Gemini

1. Go to <https://gemini.google.com/gems/view>
2. Click +New Gem
3. Answer questions about name and description
4. Add knowledge files – the agent answers based on the knowledge you have provided
5. Click Save
6. Test your agent, change instructions or add more knowledge material if needed
7. Share a link to your agent

Example:

https://gemini.google.com/gem/1RmZXzk_oBdKVZHlxZiljFgEq1DeuzzSB?usp=sharing

The screenshot shows the 'New Gem' creation interface. At the top, there's a 'New Gem' header with a gem icon. Below it is a text input field for the name, followed by a 'Description' section with a text area. The 'Instructions' section includes an information icon and a text area with an example instruction. At the bottom is the 'Knowledge' section with an information icon and a file upload area.

New Gem

Give your Gem a name

Description

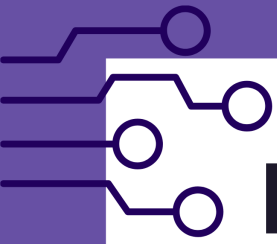
Describe your Gem and explain what it does

Instructions ⓘ

Example: You are a horticulturist with a background in natural lawns and native plants, and you help people plan low water

Knowledge ⓘ

Add files for your Gem to reference +



Food for thought

- How many minutes do you spend a day writing emails – could AI help you to save minutes?
- What reporting work do you currently do by hand that AI could do for you – or at least faster and with less effort?
- If you could create a 'teammate role' for AI, what tasks would you give it?



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Thank you!

Please also respond to a short feedback survey on the content of this webinar

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