



HOW TO...

USE ARTIFICIAL INTELLIGENCE TO AID TRAINING DESIGN

The arrival of artificial intelligence means the way we design training is changing. It's an incredibly useful tool that we can harness to do the heavy lifting in our design.

Whilst it might seem scary, tools like ChatGPT are really just super-sophisticated search engines and knowing how to use them as a design assistant can save you loads of time. So even if you are wary of using it for design, it is a fantastic way to significantly cut your research time.

But like any tool, you need to decide **WHEN** to use it (it isn't always the right thing to do) and **HOW** to use it (it will take a little bit of trial and error). It's an emerging and evolving technology so please consider these tips to be general guidelines rather than a detailed set of instructions.

1. **Be specific with what you want it to do.** A broad or generic question (prompt) will give you a broad and generic answer. Take time to think about exactly what you want to ask and phrase your question as clearly as you can.
2. **Only ask it to do one task at a time.** Whilst ChatGPT is capable of handling complex tasks, it is easier to ask it to do things step by step. Keeping yourself focused on one question also helps to prevent scope creep. It can be too easy to let ChatGPT take you off track if it comes up with something interesting but not directly related.
3. **Don't accept the first response.** Using AI requires iteration. Rephrase your question if you aren't getting what you want to refine and adapt what it comes up with.
4. **Give it feedback.** Tell it what you like and what you aren't so happy with. Be specific. Unlike a human, it won't be offended by blunt feedback and you can rinse and repeat as many times as necessary to get it right.
5. **Give it a context.** If you are writing copy for a sales newsletter, tell it. If you are writing an informational blog post, tell it. This will help it to get the pitch, tone and structure correct.
6. **Explain who the audience is.** Again, the more specific you can be, the better. Explain that you are writing a "How To" Guide for first-line supervisors in a biscuit factory who left school at 16 and have never had management training before. OR you are writing time management tips for university students. What it creates will be much more useful than if you don't.
7. **Train it to write in your style.** It takes a while, but feed it samples of your writing and ask it to analyse (and summarise) your style, tone and language. Use these descriptions to specify how to write things on your behalf.





8. **Give it examples to show the sort of thing you're looking for.** If you have something that you're pleased with or is a good example that you want to replicate, share it with ChatGPT. For example, you may have written a short quiz to illustrate good and bad feedback, and you want a similar one to cover good and bad coaching questions. Feed in your own quiz first, then ask it write another on your new topic using this as a guide.
9. **Continue Conversations.** ChatGPT learns, but it only learns within that conversation. Each conversation is like opening up a blank page. So if you train it to write blogs in your style in one conversation, write ALL your blogs in that same conversation. If you are creating content for a coaching course, have one conversation for this (so you can refer back) and open another conversation to create content for your customer service course.
10. **Have clear parameters - give it rules to follow.** If you want a list, tell it how many. If you want a certain length of blog, give it a word count. If you want a list with an example to illustrate each point, tell it.
11. **Sense and fact check it.** ChatGPT's knowledge isn't always up to date and it doesn't necessarily know best. It certainly can't account for cultural nuances, your style or what has gone before. YOU are the expert and you need to judge what it comes up with in context.
12. **Use the results as a basis.** Edit the outputs and add your own examples, style and flair. You CAN use ChatGPT to create the finished article, but the number of refinements required (for OUR line of work) means that it may not do it any more quickly than starting from scratch. Using AI to give you a starting point or to fill gaps is a great way to use it to aid your training design.

