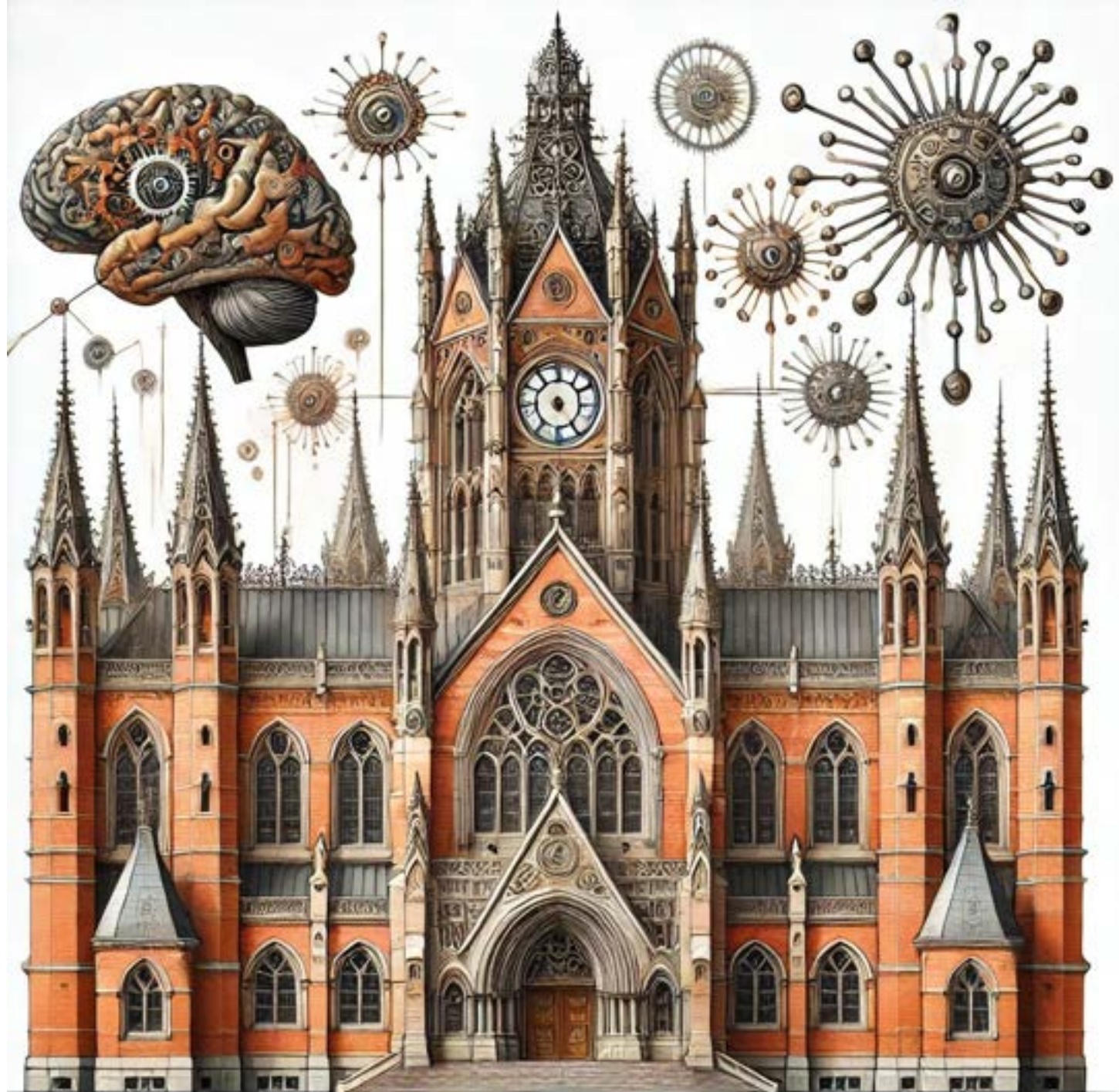


Leiden University

Hoe verlaag ik mijn
werkdruk m.b.v. AI

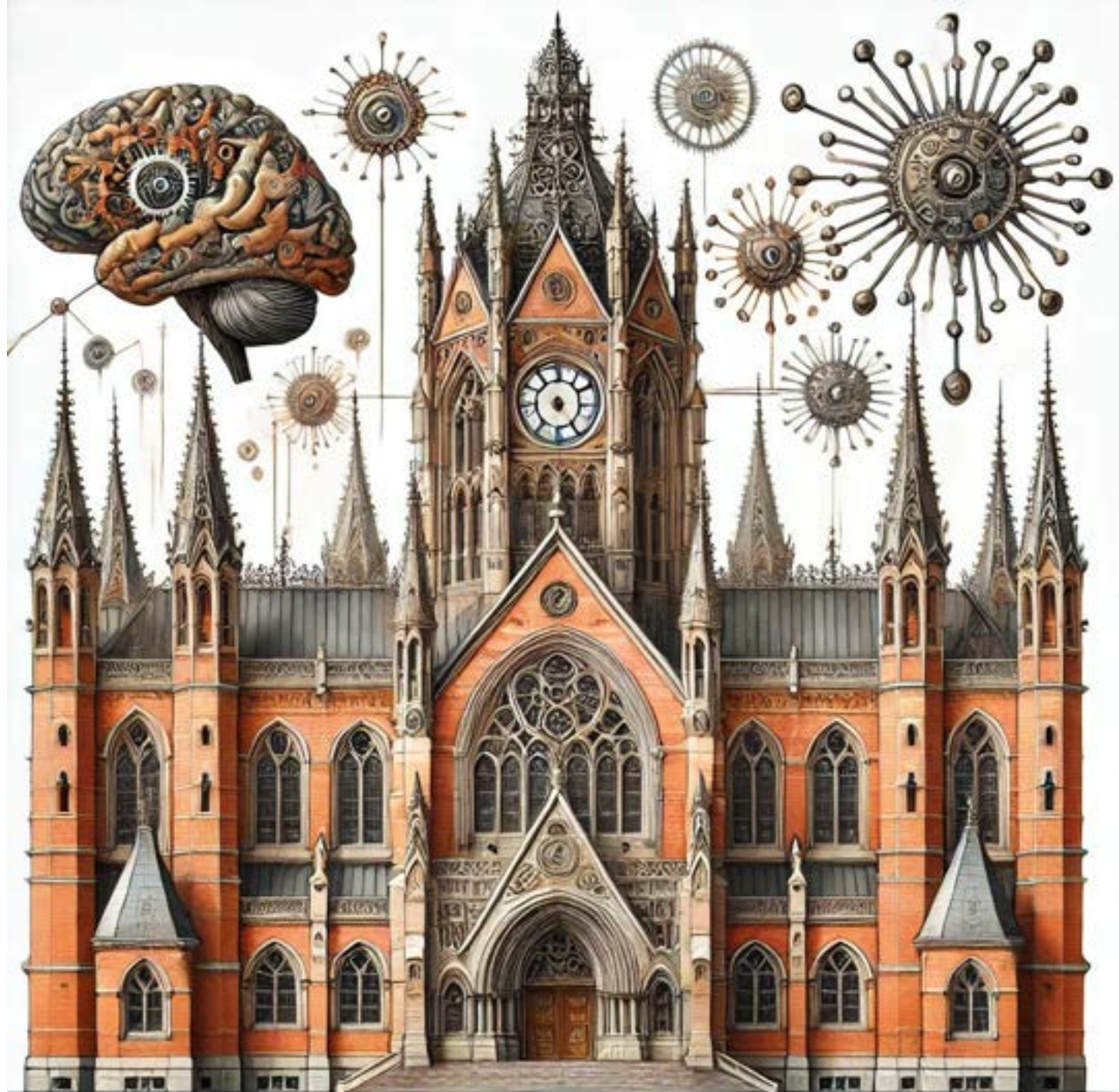
**expliciet bedoeld om jouw
impact te vergroten**



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Leiden University

Work smarter and save time using Gen AI tools



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Your Trainers

Bart Hufen



Laureen Peskens



+ Presentielijst



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Your Trainers

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Jaap de Goede



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Your Trainers

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Brahim Harmane



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+ Presentielijst

Who are You

Policy and Strategy Leaders

General Management & Supporting Staff

HR and Personnel Teams

Communication and Marketing

Research and Academic Management

Project Management and Process Optimization IT and Information Management

Other...?

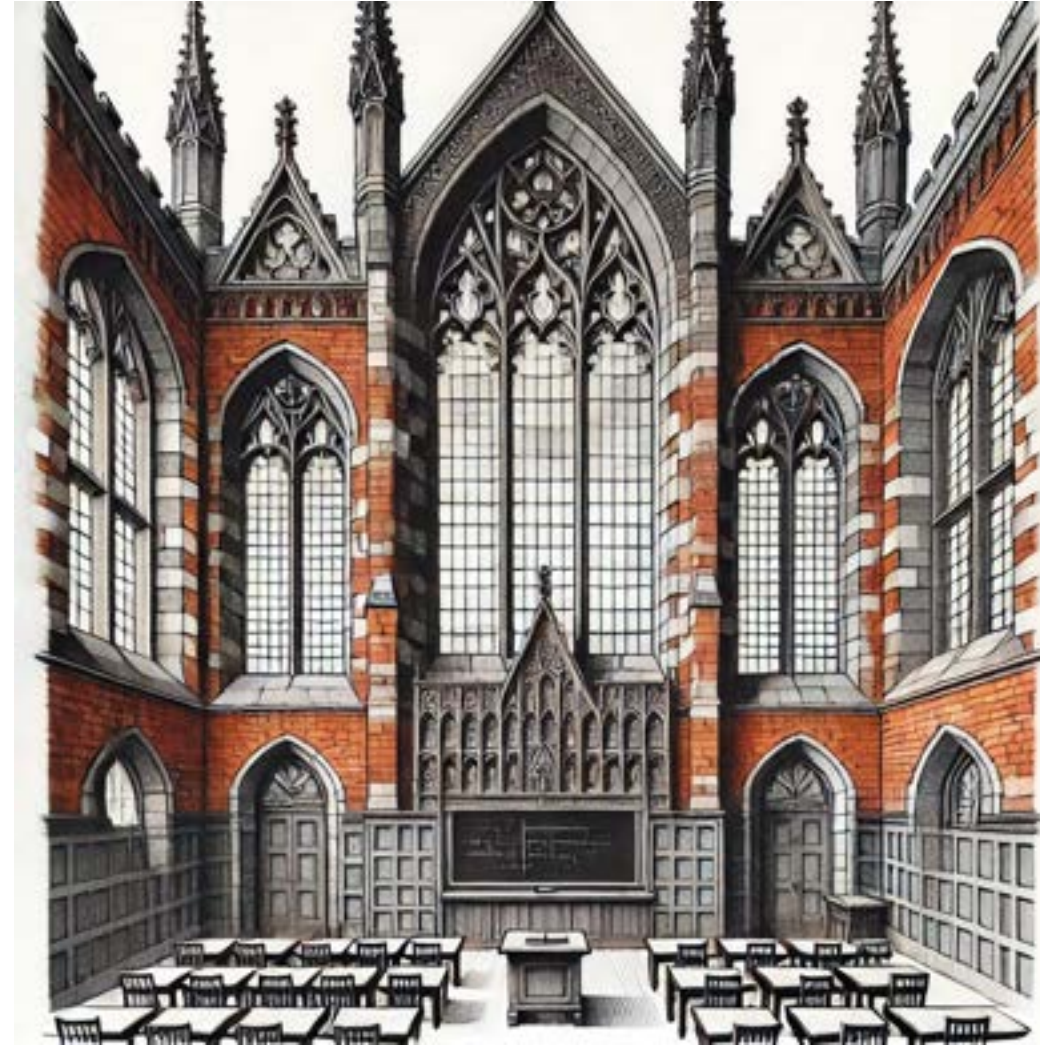


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Today's goals

1. You understand how Gen-AI & Prompting works
2. Practical experience with Gen-AI tools
3. Able to support routine activities with AI
4. Put AI to work as a HR professional, supporting officer, research assistant, etc.
5. Identify opportunities to reduce your workload



Topics

1. What is AI
2. The brief AI History & REvolution
3. AI competences vs your skillset
4. Practise with Chat GPT
5. Prompting
6. Other tools (**Copilot**, Perplexity or MidJourney)
7. Create AI solutions for routine tasks
8. Q&A



What does AI consume

Functionality	Energy Consumption	CO2 Emission	Notes
Google search query	0.0003 kWh ⁴	0.2 grams ¹	Figures may vary; Google has improved sustainability ¹
YouTube video (1 min)	~0.0002 kWh	~0.13 grams	Estimate based on streaming data
3D game (1 min)	~0.016 kWh	~10.7 grams	Varies greatly by game and device
ChatGPT translation	~0.0087 kWh ⁷	~5.8 grams	Based on 2.9 Wh per request ⁷
AI image generation	~0.05 kWh	~33.5 grams	Rough estimate; varies by model and complexity



WHEN DID YOU CREATE YOUR ACCOUNT?



Welcome to ChatGPT

Log in with your OpenAI account to continue

Log in

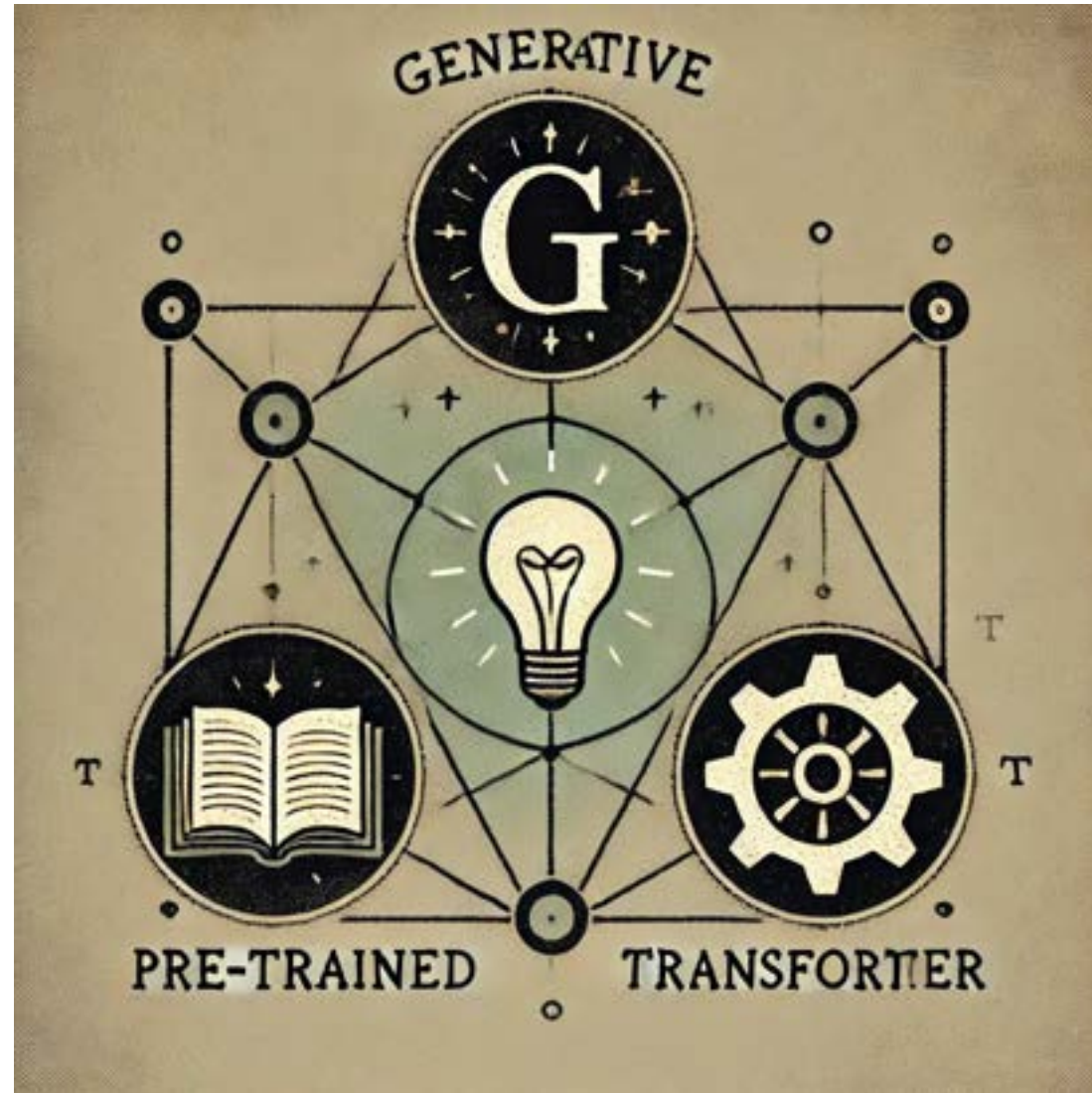
Sign up

[Terms of use](#) | [Privacy policy](#)

What is AI



Prediction model



Prediction model

"Artificial Intelligence (AI) is transforming the professional world by automating tasks, improving decision-making, **and** providing in-depth analyses. For professionals, this means increased efficiency and productivity.

Prediction after "and":

*"facilitating seamless communication..."
(chance: 25%)*

*"...a better work-life balance"
(chance: 40%)*

*... and providing in-depth analyses.
For professionals, this means increased efficiency and productivity*

*"improving customer service experiences..."
(chance: 75%)*

*"...advanced decision
support" (chance: 60%)*



A short history of AI

1. 1950 - Alan Turing and the Turing Test: Alan Turing proposes that machines can "think" and introduces the Turing Test as a measure of human-like intelligence.
2. 1956 - The Dartmouth Conference: The term "Artificial Intelligence" is officially introduced, marking the start of AI as a field.
3. 1960-1970 - Expert Systems: The first expert systems, like DENDRAL and MYCIN, demonstrate that computers can perform specialized tasks.
4. 1980-1990 - The AI Winter: Limitations in technology and lack of data lead to a period of stagnation and reduced interest in AI.
5. **1997 - Deep Blue Defeats Kasparov:** IBM's chess computer beats world champion Garry Kasparov, a significant milestone for AI in complex games.
6. 2012 - Breakthrough in Deep Learning: Thanks to more powerful hardware and large datasets, deep learning shows promise, with breakthroughs like AlexNet in image recognition.
7. 2014 - Advances in NLP: New methods like Word2Vec improve natural language processing and lay the groundwork for advanced language models.
8. 2018-2023 - GPT Models and ChatGPT: OpenAI releases the GPT models, culminating in GPT-4 and ChatGPT, bringing human-like text generation and conversation to a broad audience. AI is now applied in areas such as customer service, creative work, and education.



The applied AI-Revolution of 2023-25



Q4 '22: Start

Q1 '23: Exploration

Q2: Awareness

Q3: Experimentation

Q4: New Releases

2025: Acceleration...

- ChatGPT-3.5
- DALL-E 2

- Bing/Sydney
- Bard in US
- ChatGPT Teams

- ChatGPT4
- MidJourney v5
- Alpaca (Stanford)

- Custom Instructions
- Med-PaLM2
- Meta Llama 2
- ChatGPT Plugins

- Bard in EU
- PaLM 2
- SmartGPT
- HuggingGPT

- ChatGPT4-Vision
- ChatGPT-Speech
- GPTs
- Grok (xAI)

- AI Agents
- Copilot integration
- GPT-Store
- Multimodality + Web



AI-Literacy



Manual routine tasks

Automate routine tasks

Independent writing

AI-generated content

Independent research

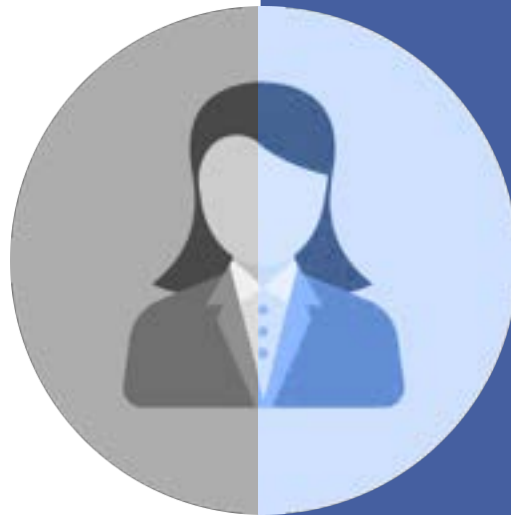
AI Personal Assistant

Creativity at times

24/7 brainstorming

Language barriers

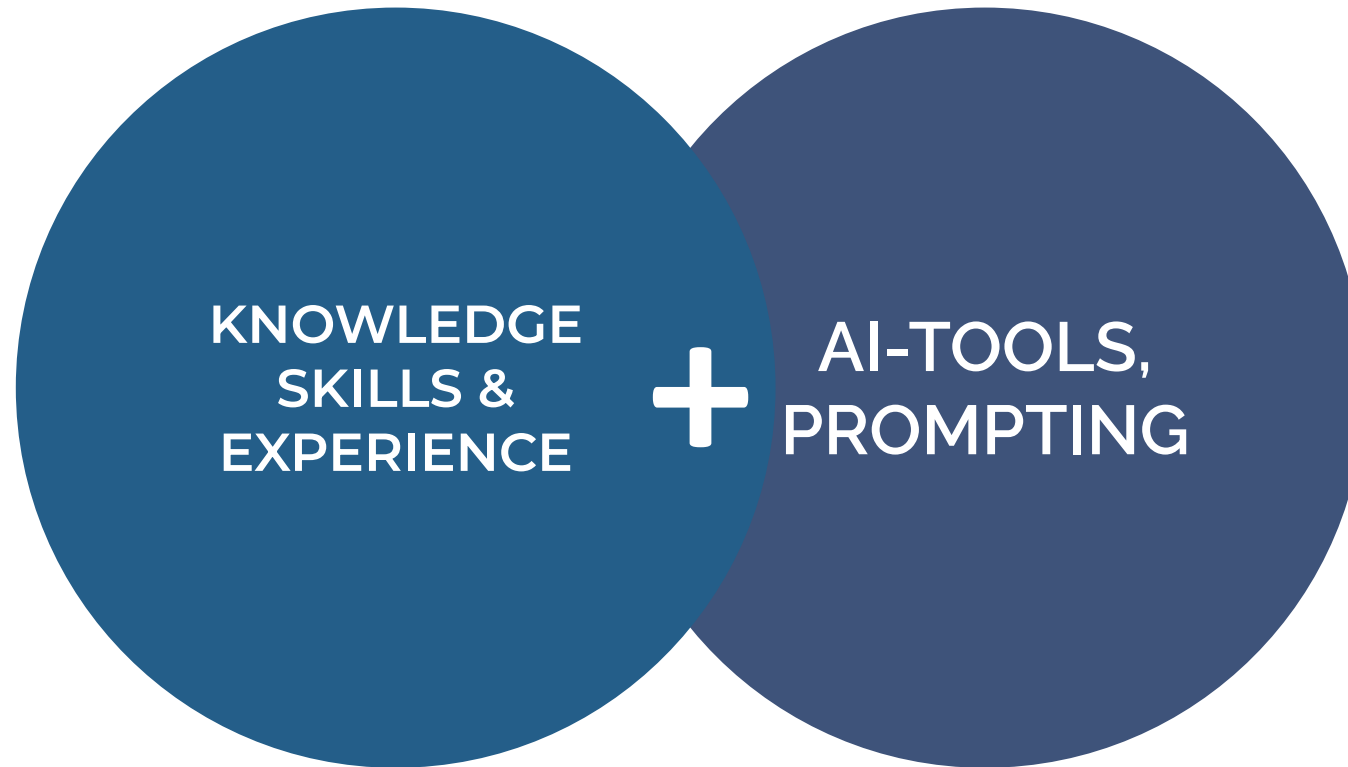
Direct translations



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Skillset of the Future



Shift of (digital) working proces

shift from prepare, **produce**, check, release to:
prepare, **prompt**, check, release



What is prompting



What is prompting

"Prompting" is providing input or instructions to an AI system, like ChatGPT and **Copilot**.

This input or instruction must be clear, concrete, and structured so the AI can accurately "understand" it and generate the *desired* output.

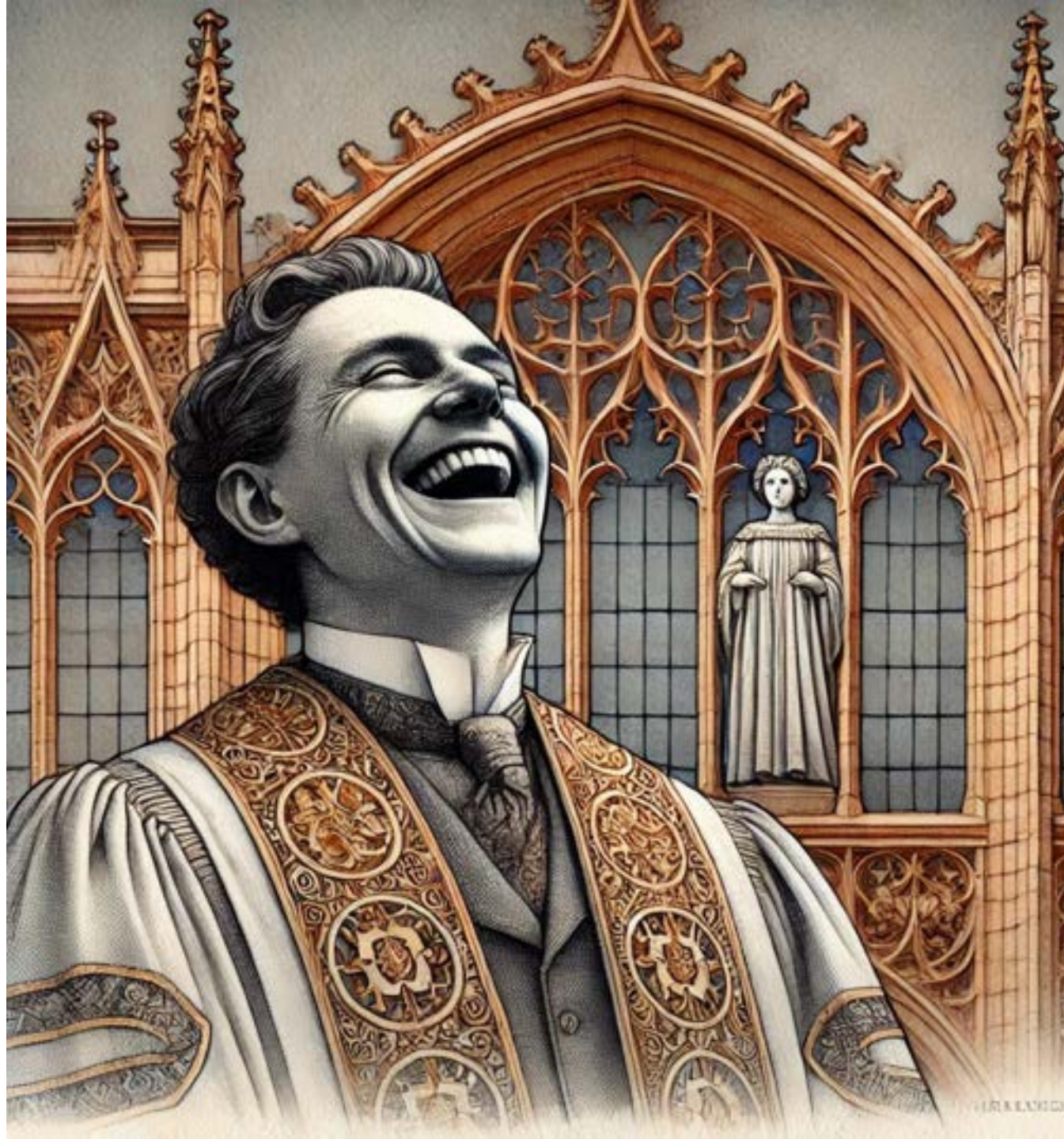


Bell-curve

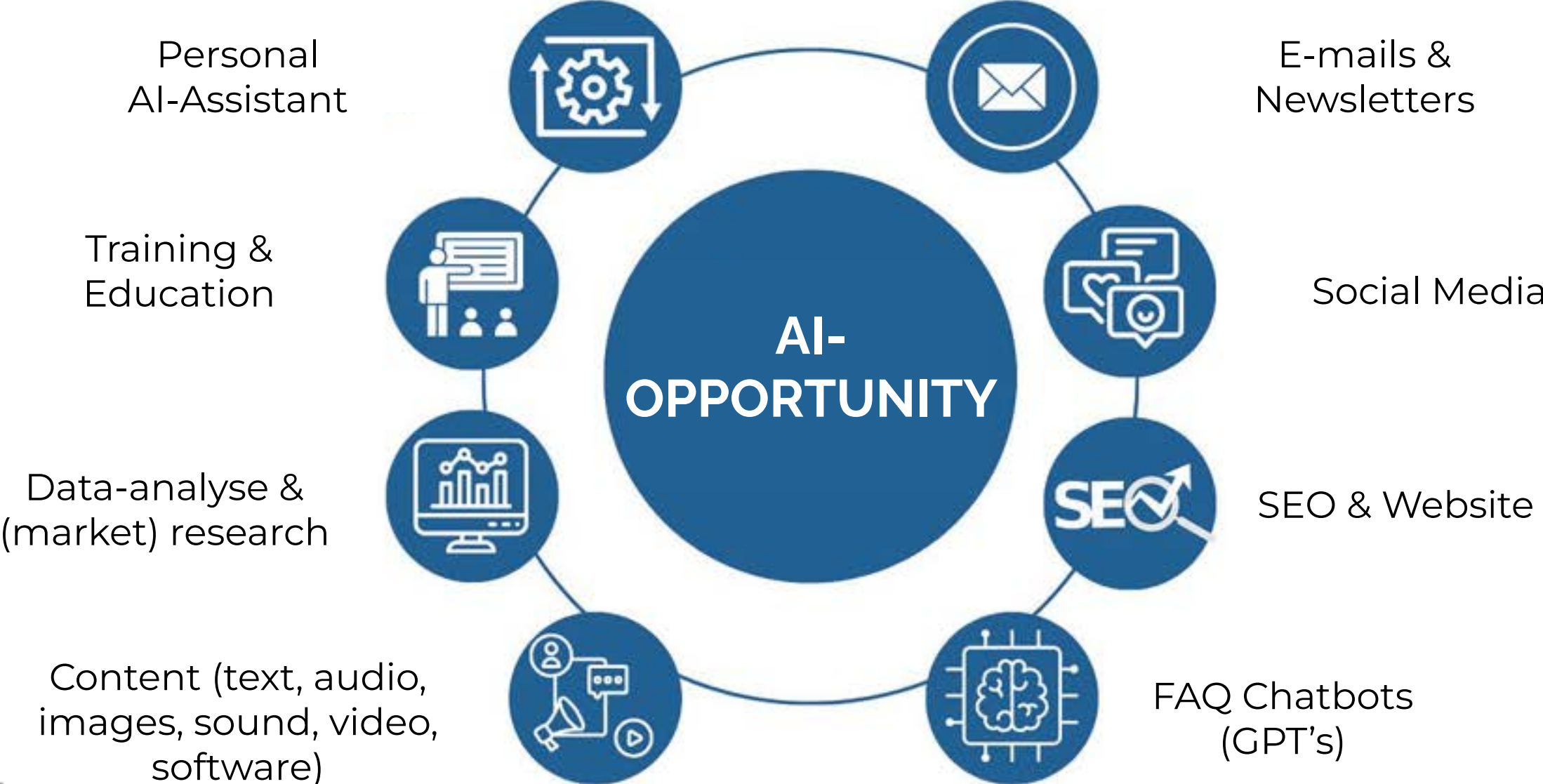


ChatGPT: “Tell us a joke”

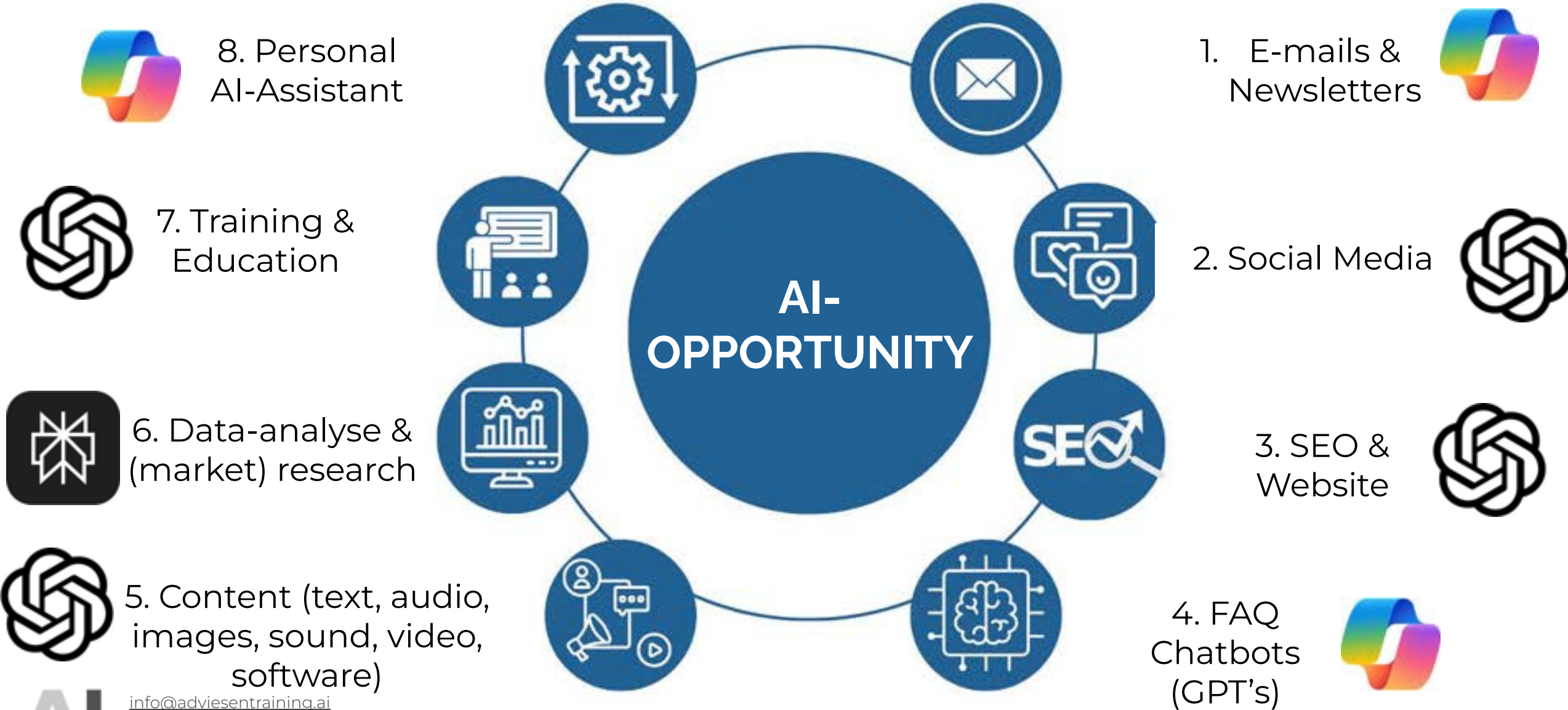
ChatGPT
=
General input
=
Dad Jokes



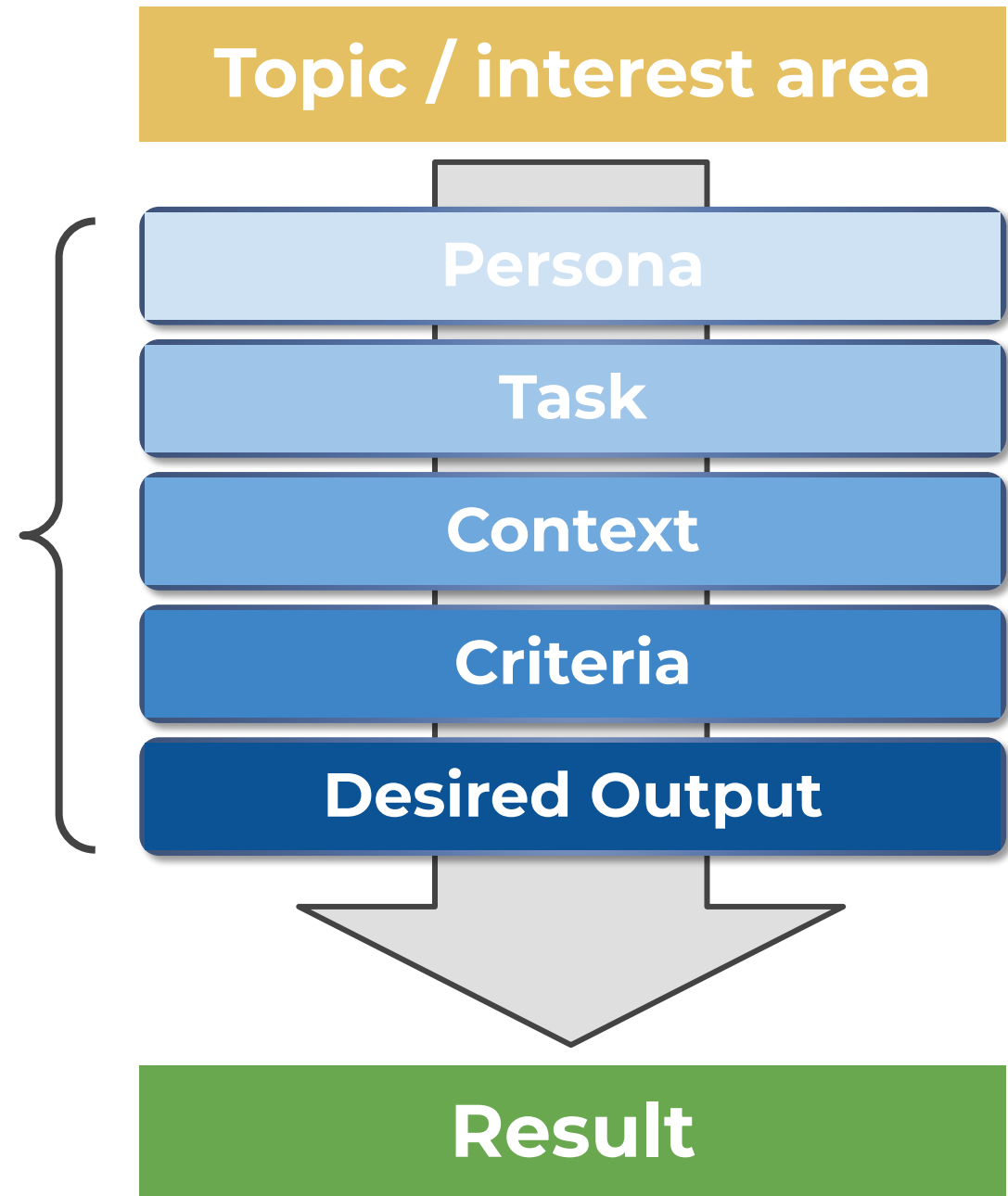
Opportunities to reduce workload



Opportunities to reduce workload



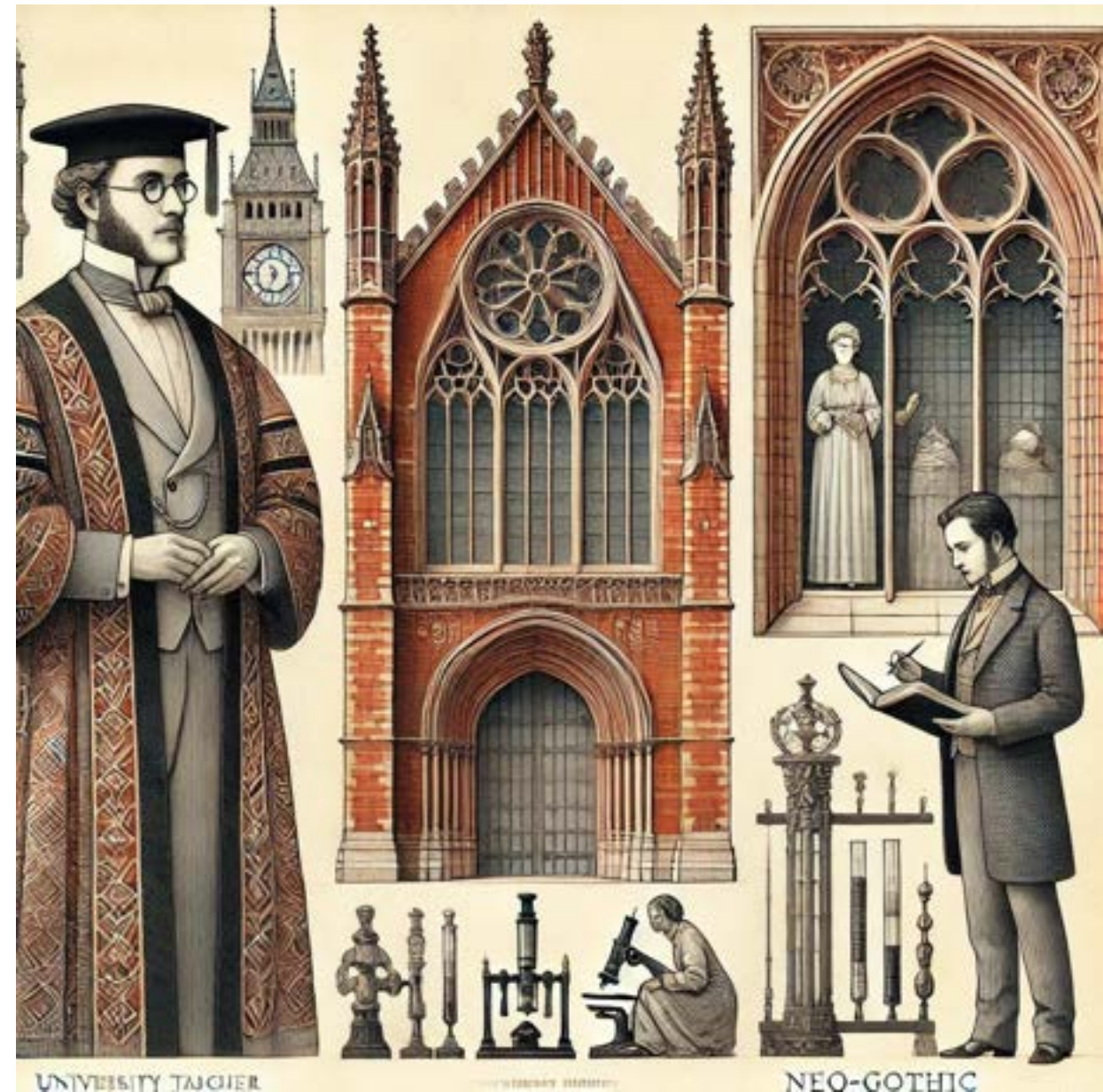
Anatomy of an Effective Prompt



Persona

**starting point or perspective
to focus ChatGPT**

e.g., a researcher, data scientist,
communication specialist, or a
plumber



UNIVERSITY TAJGIER

—WILHELM HERRMANN—

NEO-GOTHIC



Persona: "As a senior McKinsey business analyst and lawyer specializing in technology implementation and digital transformation within the legal sector."

Task: "Conduct a SWOT analysis."

Context: "Focusing on a university in the Netherlands. This organization is considering implementing Generative AI (GenAI) tools such as ChatGPT, **Copilot**, and Perplexity to reduce workload for employees. However, implementing GenAI comes with both opportunities and risks in a highly regulated market with strict expectations around confidentiality, accuracy, and reliability."

Criteria:

-Strengths: Describe the potential strengths of implementing GenAI tools for a university, such as improved collaboration, increased efficiency, and potentially lower costs through automation.

- Weaknesses: Analyze the limitations and challenges of GenAI implementation, such as the risk of AI errors, lack of field-specific refinement in some GenAI models, concerns about data integrity and privacy, and potential dependency on technology at the expense of personal expertise.

- Opportunities: Identify the opportunities that GenAI tools offer in the Netherlands, especially for international colleagues and students.

- Threats: Point out external threats to GenAI implementation, such as increasing competition from other universities and strict regulations around AI applications.

Output Format: "Presented in a clear table, with each category (Strengths, Weaknesses, Opportunities, Threats) listed in bullet points. Add a brief strategic conclusion indicating whether GenAI implementation is recommended based on the SWOT analysis, and outline some strategies to maximize benefits and mitigate risks."

Topic / interest area

Persona

Task

Context

Criteria

Desired Output

Result



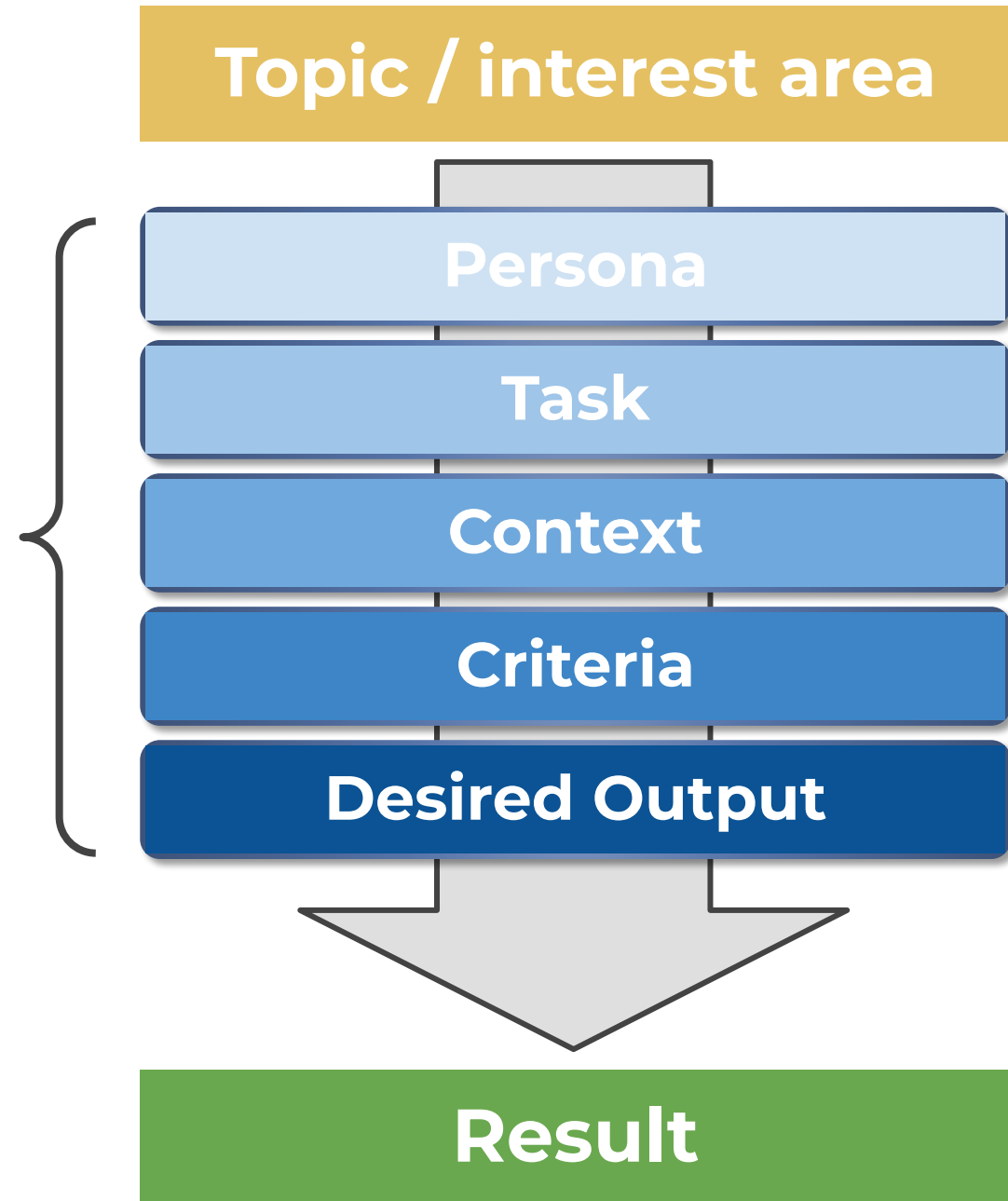
Persona: "As a seasoned HR / Marketing / Dean / Tutor... "

Task: "design a '*describe desired task*,'"

Context: "for a new initiative aimed at *which contextual factors are key?*,"

Criteria: "including key activities, timelines, local partnerships, risk management strategies, and a monitoring and evaluation framework,"

Form of Output: "formatted as a detailed project proposal document."





Experience prompt differences

Supporting Staff Prompt Guides

<https://tinyurl.com/3dbkynx4>

<https://tinyurl.com/yc7z659j>



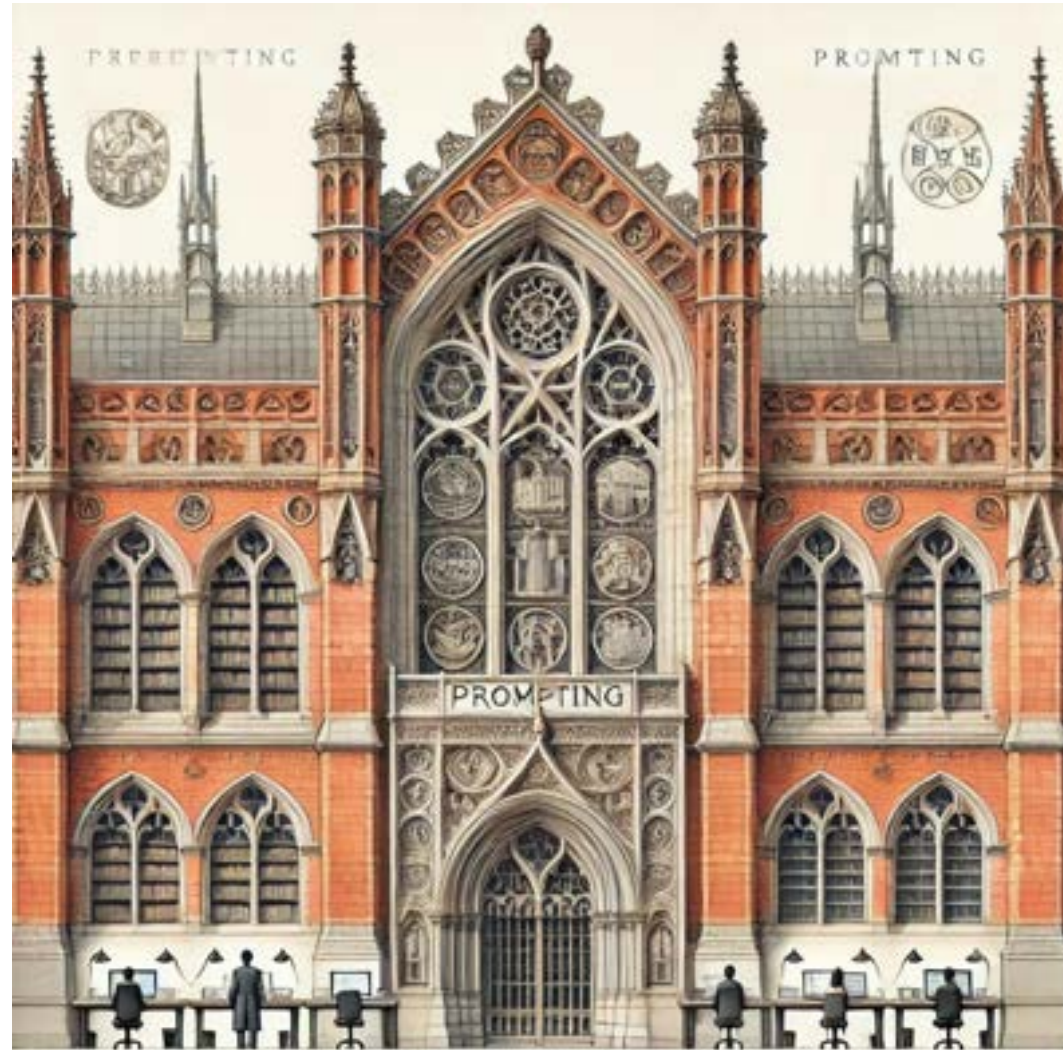
Experience prompt differences

Research prompt guide

<https://tinyurl.com/2ya6tahw>



How did you like that?

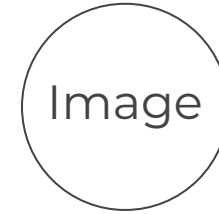
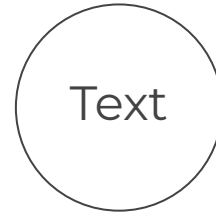
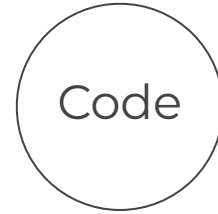


Copilot and other AI Tools



- ChatGPT
- Claude
- Gemini
- LLAMA
- Mistral
- Deepseek

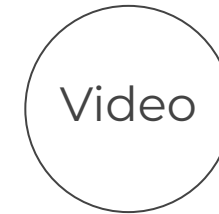
- Cursor
- Windsurf
- AIDER
- Lovable
- Bolt



- DALLE
- Midjourney
- Imagen
- Flux
- Firefly

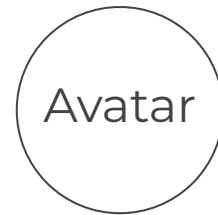
AI tools

- Zapier
- Lindy.ai
- Monday
- Co-pilot

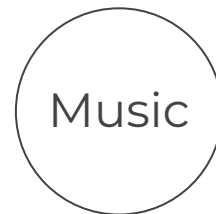


- Sora
- Veo
- Hailuo
- Runway
- Pika

- Synthesia
- Character.ai
- HeyGen
- D-ID
- Omnihuman



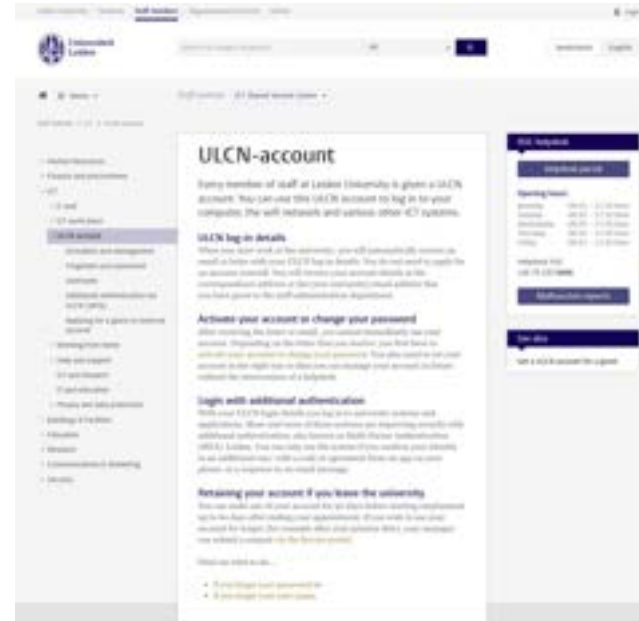
- Elevenlabs
- Speechify
- Bark
- NotebookLM



- Suno
- Udio
- Riffusion



Log-in Procedure



ChatGPT

<https://chatgpt.com/>

Copilot

<https://copilot.microsoft.com/>

Perplexity

<https://www.perplexity.ai/>



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Practice with these AI Tools



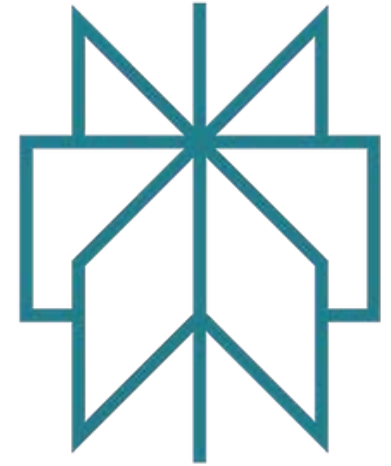
ChatGPT

<https://chatgpt.com/>



Copilot

<https://copilot.microsoft.com/>



Perplexity

<https://www.perplexity.ai/>

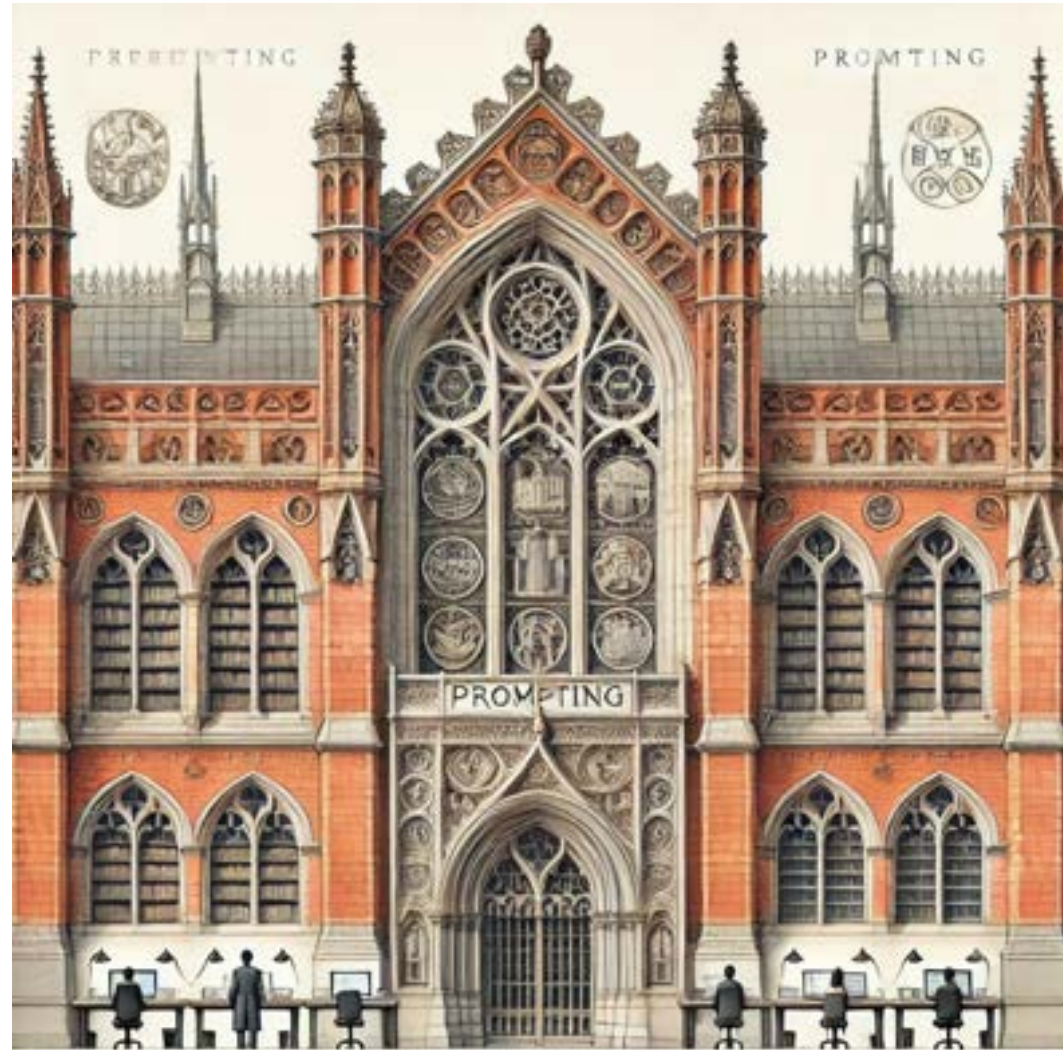
Open 3 tab-slides to compare prompt output



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How did you like that?



Prompting in Other AI Tools

ChatGPT

- Be clear and concise in your prompts
- Use system messages to set context and persona
- Leverage its memory capabilities for ongoing conversations
- Experiment with different conversation styles
- Utilize its multimodal features for image and audio tasks

Copilot

- Write Descriptive Comments: Use comments to explain the desired (code) functionality.
- Define Function Signatures: Provide function names and parameters to guide generation of right output.
- *Specify the Language: Mention the programming language you're using.*
- Iterate and Review: Check Copilot's suggestions and refine your prompts as needed.





Perplexity

- Frame queries as specific questions
- Choose focus (math, social, ...)
- Use follow-up prompts to dive deeper into topics
- Leverage its real-time web search capabilities
- Ask for comparisons or contrasts between concepts
- Request citations and sources for fact-checking





Category	ChatGPT	Microsoft Copilot	Perplexity AI	Claude (Anthropic)
Functionality	Conversational AI, text generation, question-and-answer	In-app AI assistant in Microsoft 365 for productivity tools	Search engine-like AI, Q&A based on reliable sources	Conversational AI focused on safety and ethical considerations
Use Cases	Customer service support, content writing, coding	Document creation, reporting, meeting notes, data analysis	Searching for information, research, quick factual answers	Customer service, content creation, problem-solving
Integrations	API integration, integration with apps like Slack and Microsoft Teams	Integrated into Microsoft 365 apps like Word, Excel, PowerPoint	No in-depth integrations known	API available, integrations with various platforms
Language	Supports multiple languages (including English, Dutch)	Supports all languages available in Microsoft Office	For now mainly English	Supports multiple languages (including English)
Advantages	Highly advanced conversation, context-aware, wide range of applications	Seamless integration with Microsoft products, strong in productivity	Fast, factual information based on sources, simple interface	Strong focus on safe and responsible AI, transparency in outputs
Disadvantages	Limited integration with specific business software	Limited to Microsoft ecosystem, less flexible outside Office environment	Limited creative applications, less suitable for long conversations	Less advanced in specific task executions compared to some other AIs

Categorie	 ChatGPT	 Microsoft Copilot	 Perplexity AI	 Claude (Anthropic)
Functionaliteit	Conversational AI, tekstgeneratie, vraag-en-antwoord	In-app AI-assistent in Microsoft 365 voor productiviteitstools	Zoekmachine-achtige AI, Q&A gebaseerd op betrouwbare bronnen	Conversational AI gericht op veiligheid en ethische overwegingen
Gebruiksscenario's	Ondersteuning voor klantenservice, schrijven van content, codering	Document creatie, rapportages, vergader notities, data-analyse	Informatie opzoeken, onderzoek, snelle feitelijke antwoorden	Klantenservice, contentcreatie, probleemoplossing
Integraties	API-integratie, integratie met apps zoals Slack en Microsoft Teams	Geïntegreerd in Microsoft 365 apps zoals Word, Excel, PowerPoint	Geen diepgaande integraties bekend	API beschikbaar, integraties met verschillende platformen
Taal	Ondersteunt meerdere talen (inclusief Engels, Nederlands)	Ondersteunt alle talen die beschikbaar zijn in Microsoft Office	Vooralsnog voornamelijk Engels	Ondersteunt meerdere talen (inclusief Engels)
Voordelen	Zeer geavanceerde conversatie, context bewust, brede toepassingsmogelijkheden	Naadloze integratie met Microsoft-producten, sterk in productiviteit en samenwerking	Snelle, feitelijke informatie gebaseerd op bronnen, eenvoudige interface	Sterk gericht op veilige en verantwoorde AI, transparantie in outputs
Nadelen	Beperkte integratie met specifieke bedrijfssoftware	Beperkt tot Microsoft-ecosysteem, minder flexibel buiten Office-omgeving	Beperkte creatieve toepassingen, minder geschikt voor lange gesprekken	Minder geavanceerd in specifieke taakuitvoeringen vergeleken met sommige andere AI's



Opportunities to reduce workload

share ideas



Using AI for daily work tasks

Which opportunities are there to **reduce your workload**

Which routine tasks could you automate?





Take *5 minutes* to discuss & define use cases



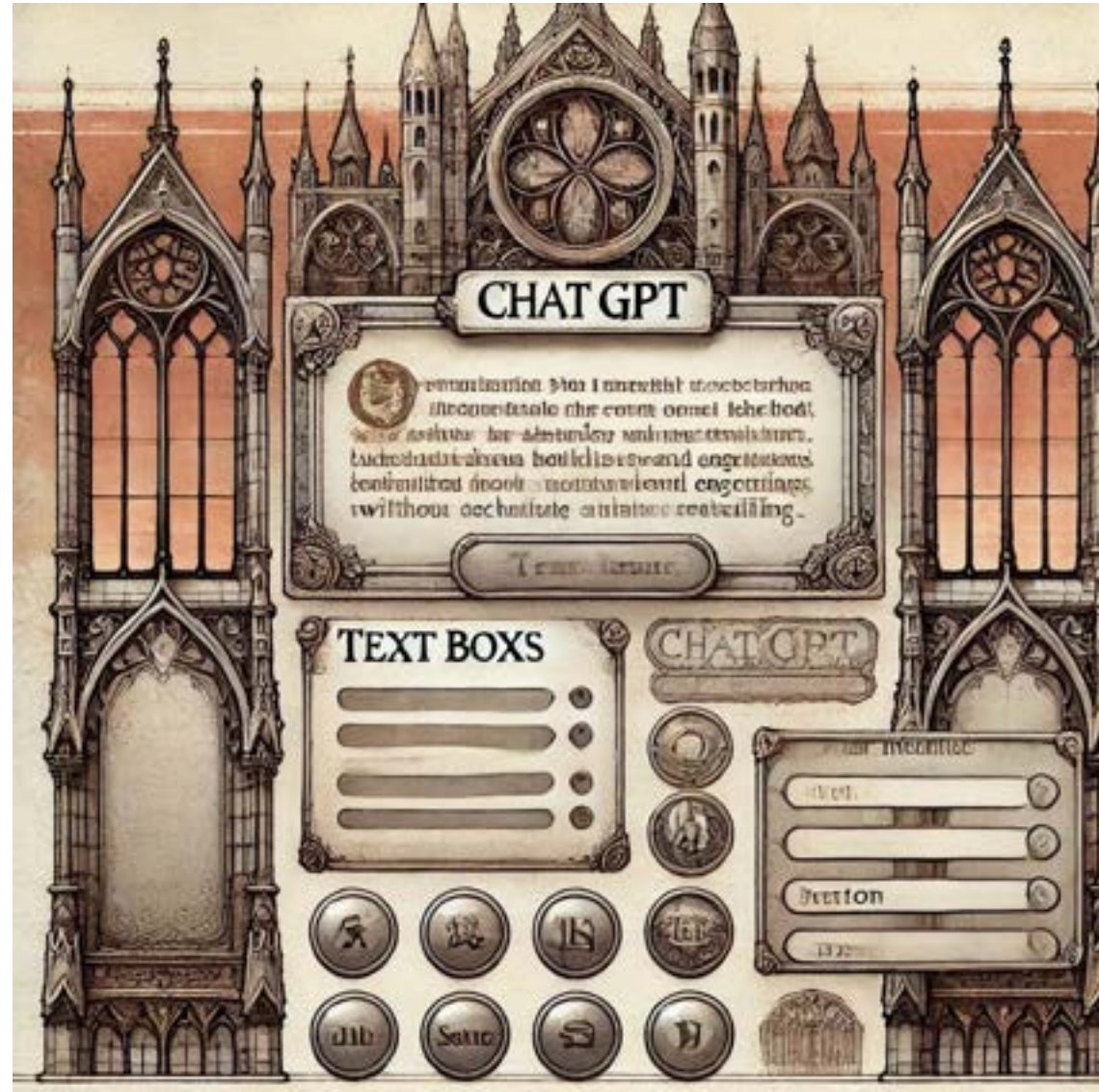
Using AI for daily work tasks

Make your ***prompt***-plan



Categorie	 ChatGPT	 Microsoft Copilot	 Perplexity AI	 Claude (Anthropic)
Functionaliteit	Conversational AI, tekstgeneratie, vraag-en-antwoord	In-app AI-assistent in Microsoft 365 voor productiviteitstools	Zoekmachine-achtige AI, Q&A gebaseerd op betrouwbare bronnen	Conversational AI gericht op veiligheid en ethische overwegingen
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Custom Instructions



- Manage workspace
- My GPTs
- Customize ChatGPT
- Settings

- Log out



- Activities to make friends in new city
- Plan a relaxing day
- Python script for daily email reports
- Overcome procrastination



Custom Instructions

- Work related
- Job / Role
- Sector
- Activities
- Responsibility

- Tone of voice
- Formality
- Long / short
- Other ...

Customize ChatGPT

Custom Instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

1

0/1500

Hide top ⓘ

How would you like ChatGPT to respond?

2

0/1500

GPT-4 Capabilities ⓘ

Browsing DALL-E Code

Enable for new chats

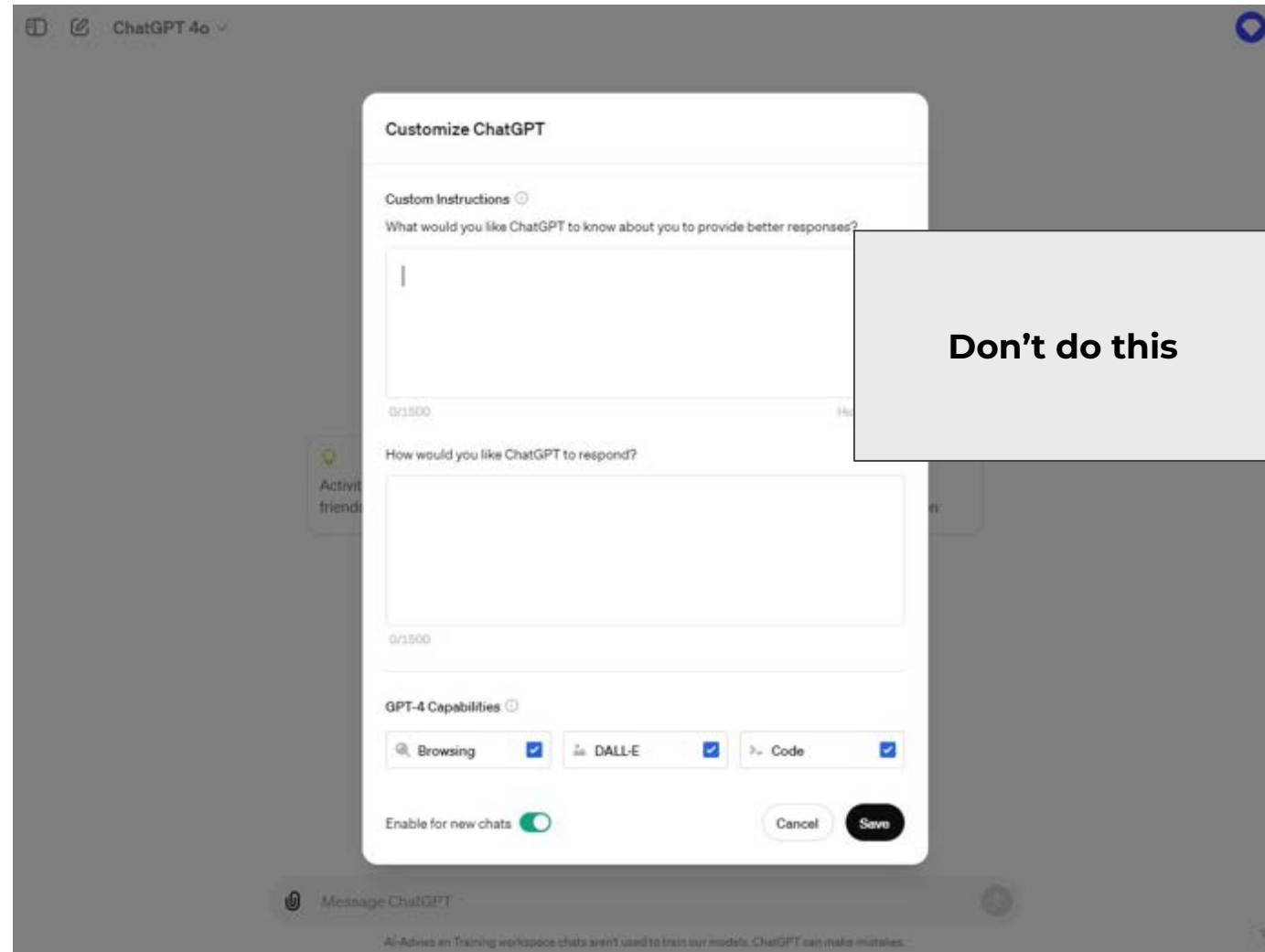
Cancel Save

Don't do this

Custom Instructions

Describe in the first box (with approximately one sentence per item) your:

- Description of your function, position or role within the department or business unit (remember: no names)
- Responsibilities
- Focus area and activities or responsibilities
- Any other relevant information

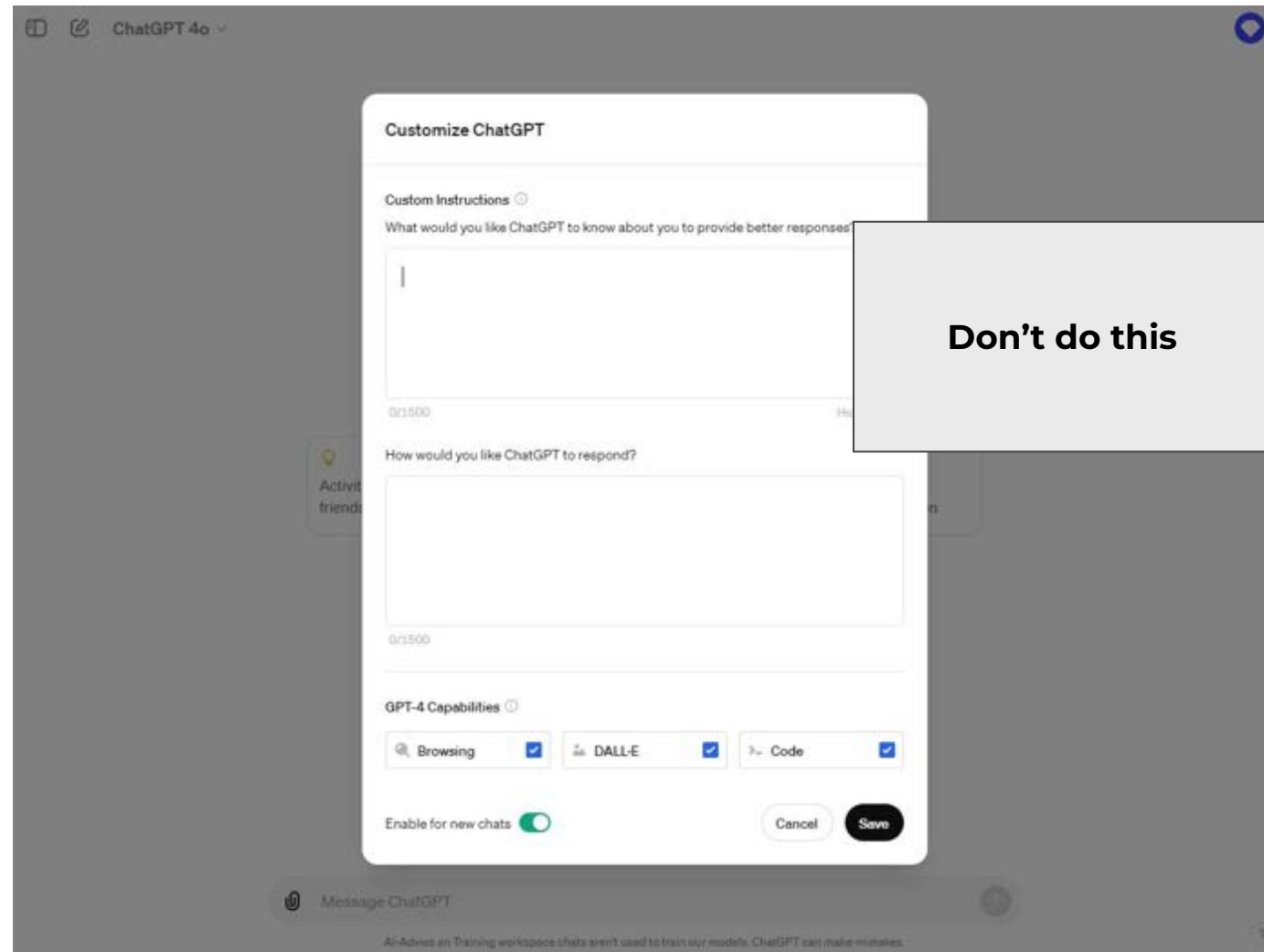


Custom Instructions

In the second box, write:

- Writing style in which you want ChatGPT to respond (e.g., formal, concise, in bullet-point format, with technical jargon concerning ..., etc.)
- Desired form of output (e.g., in Dutch or English, in table form, with reference to relevant legal articles, etc.)

Click on "Save".



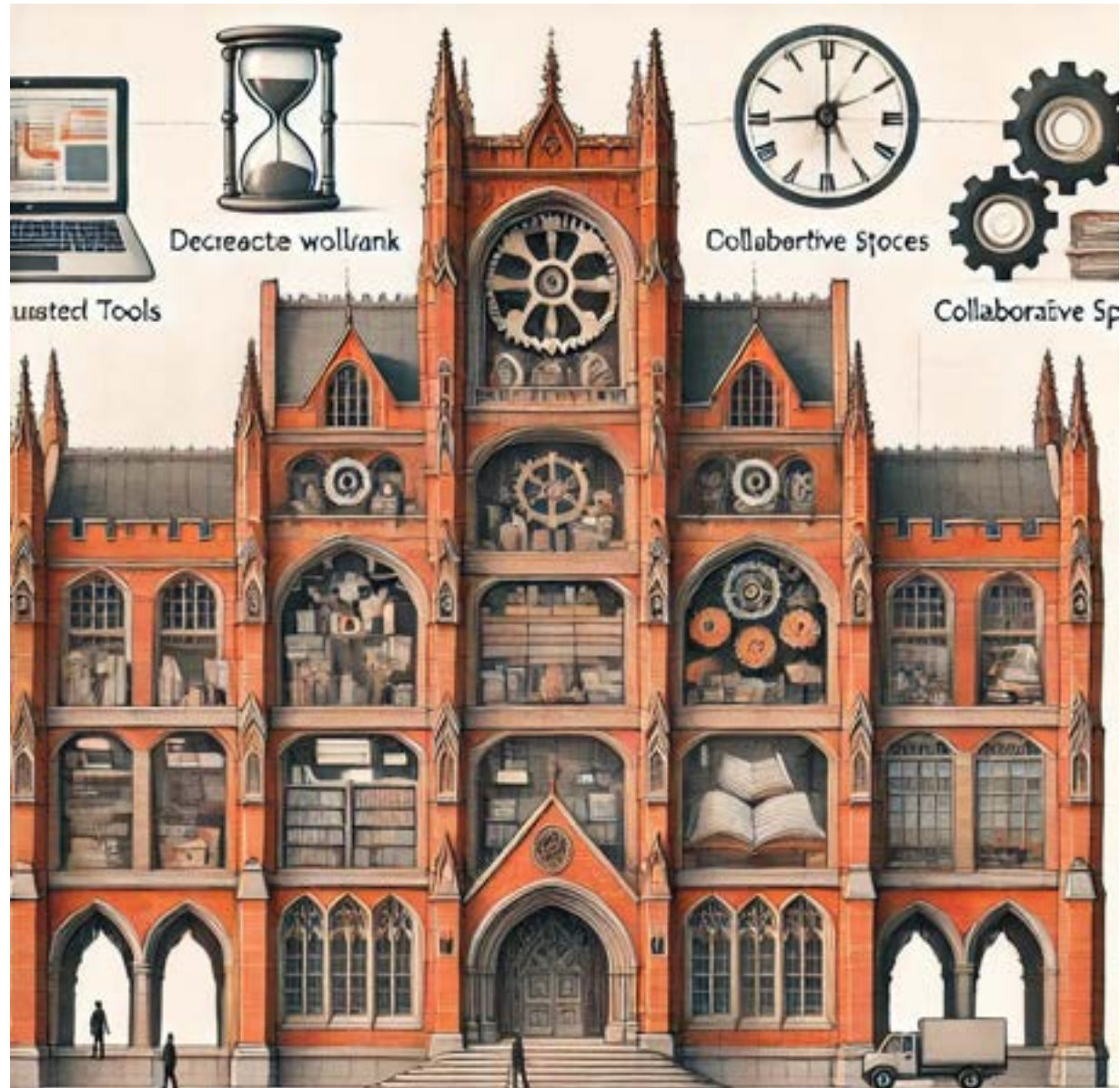
Using GPTs as Personal Assistants



AI as research assistant



Opportunities



Opportunities to reduce workload

Enhancing Resource Use in Core Processes:

By training employees to use AI tools for their core tasks, resources are allocated more effectively to support the primary processes. AI can help streamline support processes, freeing up more time and budget for core activities in education and research.

Reducing Administrative Burden ('keep it simple'):

The training should contribute to lowering administrative burden by automating routine tasks with AI. AI tools streamline and simplify processes, reducing the regulatory load on staff.

Focusing on Employee Resilience and Vitality:

AI training boosts digital skills and resilience, helping employees manage workload more effectively. The time saved through AI creates space for personal growth, development, and recovery, which enhances employee vitality.

Organizing Smarter Support for Academic Staff:

The proposal optimizes support for academic staff by providing AI tools and techniques that make teaching and research tasks more efficient. With smarter support through AI, academic staff gain more time for their core responsibilities.

Creating Room for Autonomy:

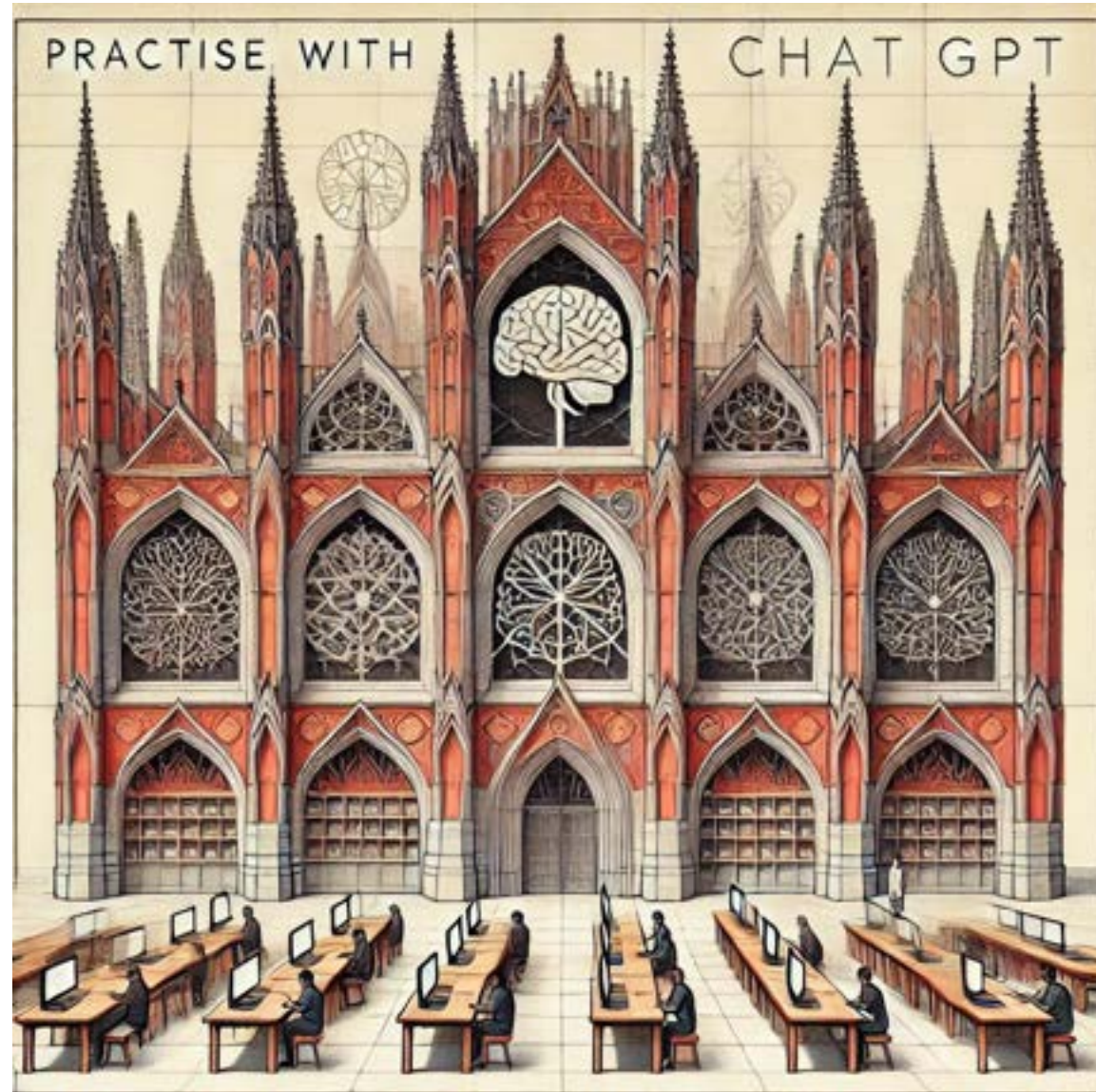
Staff gain greater autonomy by developing their own AI solutions in labs and pilots. This plan gives employees more freedom and flexibility in using AI tools to efficiently structure and carry out their work.

Leveraging Ideas from Within the Organization:

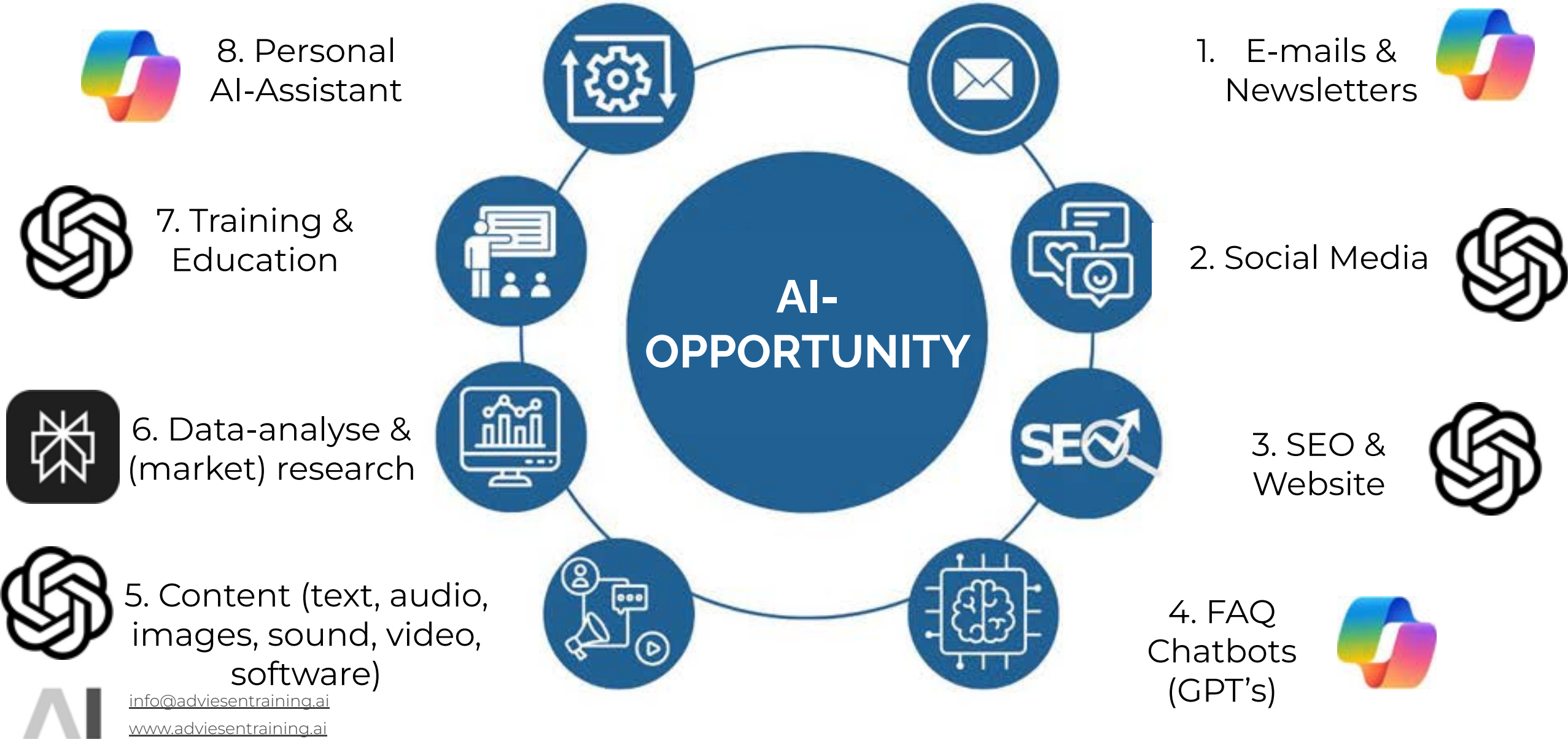
Through innovation labs and pilots, employees can propose AI applications for their work, fully tapping into the organization's knowledge and creativity. The knowledge portal facilitates sharing best practices and lessons learned on applied AI across teams and departments.



Using AI for daily work tasks



Opportunities to reduce workload



8. Personal AI-Assistant



7. Training & Education



6. Data-analyse & (market) research



5. Content (text, audio, images, sound, video, software)



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1. E-mails & Newsletters



2. Social Media



3. SEO & Website



4. FAQ Chatbots (GPT's)

Risks



Risks

Your thoughts?



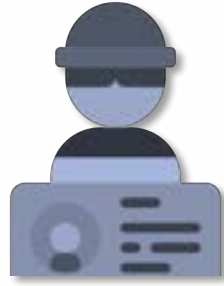
Risks



Cybercrime



Phishing E-mails



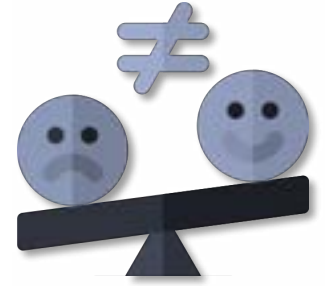
ID fraud



Fake News



GDPR / Privacy



AI bias

1. AI bias: prejudice by some AI systems
2. ID fraud: your ID or credit card is used to log in or buy stuff
3. Fake News: looks real, is not and hard to verify these days *
4. GDPR / Privacy: if the tool is free, you are the product
5. Cybercrime: Hostage of hosted data for a ransom (for instance)
6. Phishing E-mails: pressing users to **click now** (urgent) and pay or else...

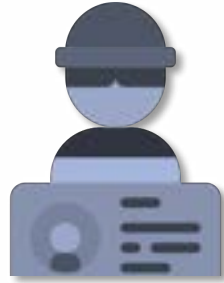
Risks



Cybercrime



Phishing E-mails



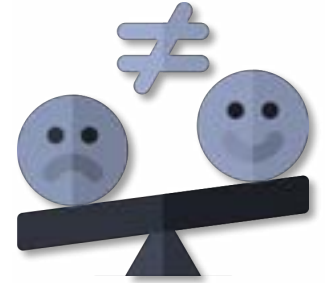
ID fraud



Fake News



GDPR / Privacy

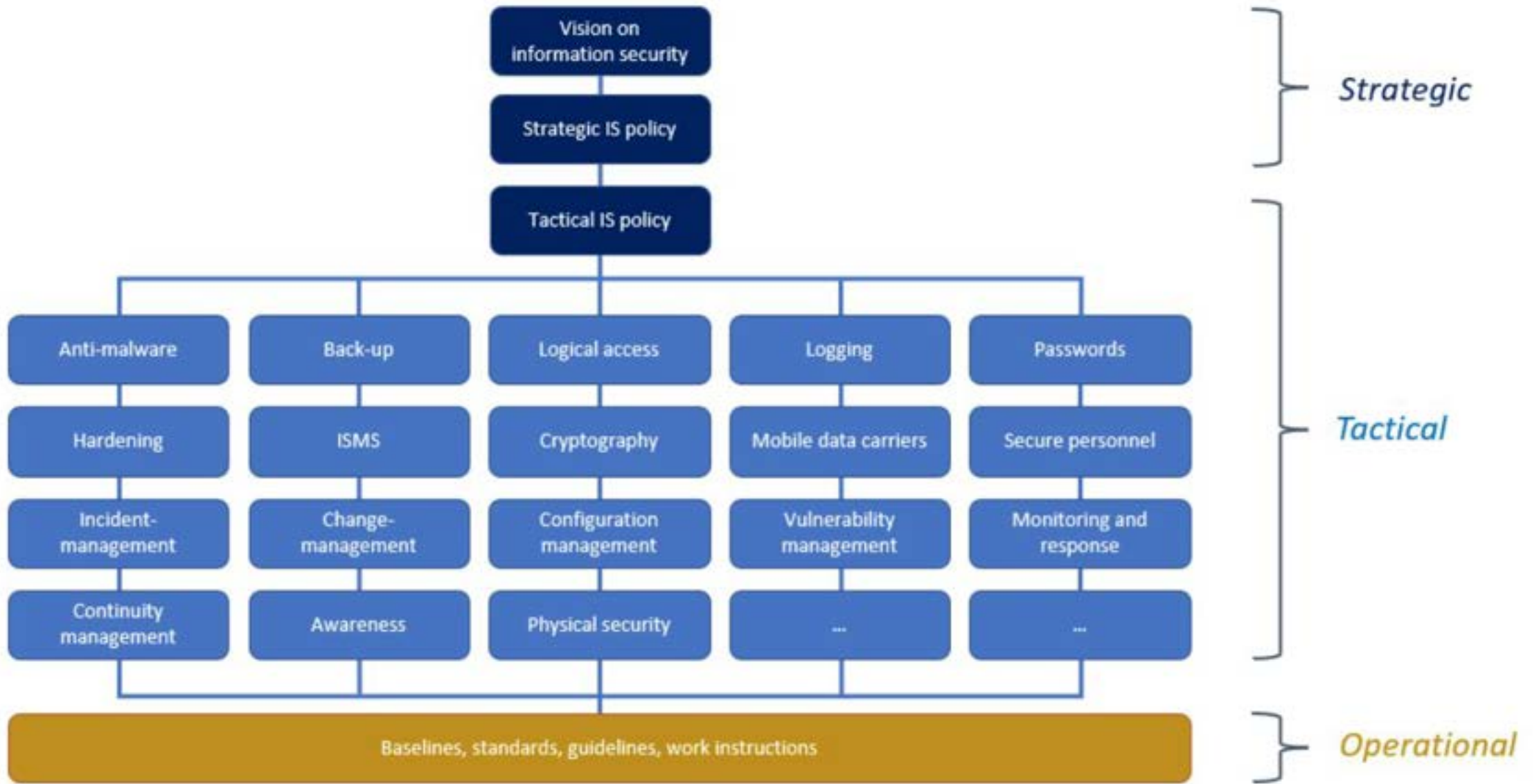


AI bias

What to do?



1. Create guidelines and a strategy for AI
2. Multi-Factor Authentication (MFA)
3. AI-awareness and training
4. Be critical with ChatGPT (et al.)
5. Always double check the output



The EU AI-Act



Overview of the European AI Act

The European AI Act is a legislative proposal by the European Commission aimed at regulating artificial intelligence within the European Union. Its primary goals are to ensure that AI systems are safe, respect fundamental rights, and are trustworthy. The Act introduces a risk-based framework that categorizes AI systems based on their potential risks to individuals and society.

Risk Categories:

1. **Unacceptable Risk:** AI systems that pose a clear threat to safety, livelihoods, and rights are banned. Examples include social scoring by governments and real-time biometric identification in public spaces for law enforcement.
2. **High Risk:** AI systems that significantly impact people's lives and rights. These include AI used in critical infrastructure, education, employment, law enforcement, and essential public services.
3. **Limited Risk:** AI systems with specific transparency obligations. For instance, chatbots that need to disclose to users that they are interacting with an AI.
4. **Minimal Risk:** All other AI systems that pose minimal risk and are largely unregulated under the Act.

Recommendations for University Employees

1. **Audit Existing AI Tools:** Identify and categorize all AI systems in use to determine their risk level under the Act.
2. **Establish Compliance Teams:** Create interdisciplinary teams involving IT, legal, and academic staff to oversee AI compliance efforts.
3. **Develop Policies and Procedures:** Implement clear guidelines on the procurement, development, and use of AI tools.
4. **Engage with Stakeholders:** Collaborate with students, staff, and external partners to ensure transparent and ethical AI practices.
5. **Stay Informed:** Keep up-to-date with developments in the AI Act and related regulations to adjust practices accordingly.



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Word of advice

Do's

- Secure client data in accordance with the GDPR
- Train staff in the use of AI tools and AI policies
- Be transparent to clients
- Follow the legislation (including GDPR, EU AI ACT)
- Conduct risk analyses

Don'ts

- Do not collect more data than necessary
- Do not completely replace human expertise with AI
- Do not make decisions without human review
- Do not ignore clients' privacy rights
- Do not use unvalidated AI models or AI tools



Do you feel enabled?

Read University AI & IT guidelines and start:

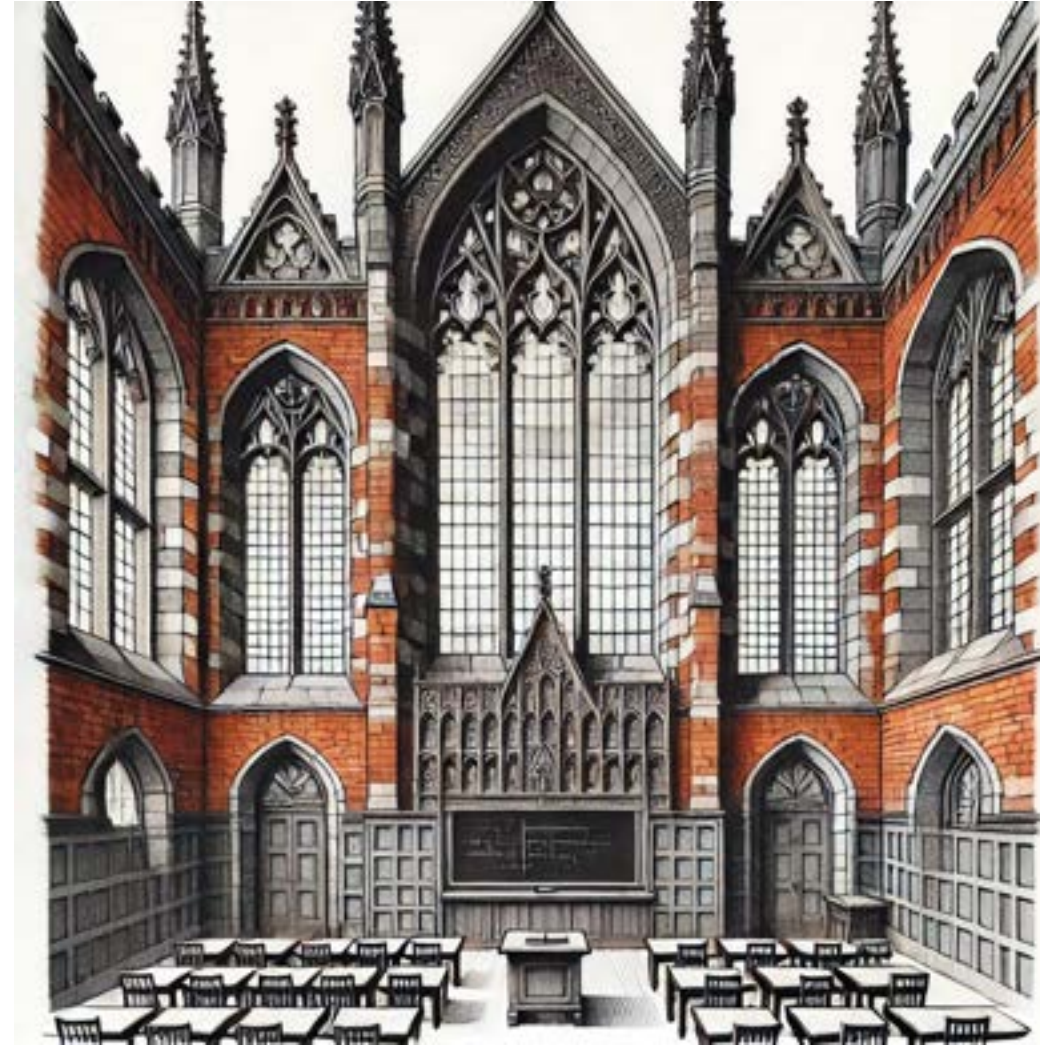
1. Make sure you read and understand the ICT [guidelines](#) of the university
2. Define a use case or routine you wish to automate using CoPilot (or other allowed tools)
3. Consult with responsible departments and involve internal experts
4. Create and save time to reduce your workload
5. Plan 1 hour each week to improve your AI skills

<https://www.staff.universiteitleiden.nl/ict?cf=service-units&cd=ict-shared-service-centre>



Today's goals

1. You understand how Gen-AI & Prompting works
2. Practical experience with Gen-AI tools
3. Able to support routine activities with AI
4. Put AI to work as a HR professional, supporting officer, research assistant, etc.
5. Identify opportunities to reduce your workload



Hope we inspired you *



* we have planned in-depth Gen AI workshops this year for specific (scalable) use cases of teams



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Q & A



Stay touch

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