Enhancing Leadership Impact with AI

AI

Playbook

Sara Canaday

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Introduction

For years, I have witnessed a steady increase in the burdens being placed on leaders, with the pandemic exponentially accelerating these challenges. Since my business mission is to help leaders amplify their impact and enhance their work lives, there's never been a more crucial time for me to provide strategies that can simplify their jobs. That's why I developed this resource!

I see an enormous opportunity for leaders to leverage the benefits of artificial intelligence (AI) to lighten some of the load they are carrying. This could be a game-changer, and I am excited to share this information with you.

Welcome to *Enhancing Leadership Impact with AI*.

This playbook compiles actionable strategies and insights dedicated to exploring how AI can revolutionize leadership practices and drive organizational success. Throughout the pages that follow, you will find practical guidance on how to use AI to enhance personal productivity, streamline talent management, support data analysis, and improve decision-making.

Whether you are a seasoned executive or an emerging leader, this resource is designed to provide you with the tools and knowledge to harness the power of AI and elevate your leadership impact. Let's embark on this journey to unlock the full potential of AI in your role as a forward-thinking leader.

Interested in offering the information in this playbook to your team in a highly interactive training session personally taught by Sara? Reach out to info@saracanaday.com.

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Feeling Hesitant About AI? I've Got Your Back!

Setting Yourself Up for Success

I realize some of you may already be tapping into the power of this digital innovation. But for other leaders, using #AI might feel like opening Pandora's box. Sure, it might be packed with great potential, but what about the risks? That nagging fear of the unknown holds some back. It's like standing at the edge of the AI pool, wondering if it's safe to even dip a toe in.

Through these upcoming chapters, my goal is to demystify AI and show you how it can be a powerful ally in your quest for business success. Hopefully I can help transform your hesitation into excitement, demonstrating how this technology can fit seamlessly into your workday. Here are just a few ways AI can help improve your performance as a leader:

- Crafting powerful emails, polishing your writing skills, and creating compelling messages that inform, influence, and engage your audience.
- Analyzing data and identifying trends/patterns for better decision making.
- Sharpening your coaching skills by simulating challenging conversations and coaching scenarios.

First things first. I don't want to assume that you are already set up to use AI, so I'll walk you through the initial steps to get started.

Sign Up

Let's begin with one of the most dynamic tools available: **OpenAI's ChatGPT-4**. You can check out other tools like Google's Bard and Microsoft's Co-Pilot, but I find that ChatGPT is among the easiest to use and the most robust. You can visit **OpenAI's website**, click on the #ChatGPT section, and follow the prompts to sign up. You'll be asked to provide some basic information and verify your email address.

Once that's complete, just log in.

Adjust Privacy Settings and Permissions

Familiarize yourself with the privacy settings and permissions on the ChatGPT platform. Adjust these settings to manage what information you share and who can view your activities. This step is vital for maintaining control over your digital footprint on the platform.

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Provide Context

Next, navigate to the custom instructions section. This is where you can give AI some valuable context for your searches, guiding it to personalize responses according to your unique leadership requirements. For example, you might populate it with some broad instructions, such as:

"In all responses, please consider my role as a leader focusing on team empowerment, innovation, and strategic decision-making. Tailor advice and solutions to enhance leadership effectiveness, team dynamics, and organizational growth."

Experiment with Prompts

Now it's time to dive in and begin trying some different **prompts** to see how it works. You can ask ChatGPT virtually anything! How can I make a presentation more engaging? Can you furnish a high-level outline for the following content? How can I start a difficult conversation about work performance with a defensive employee?

Benefit from Threads

Whatever subject you choose, ask follow-up questions and expand your search. ChatGPT can use these **threads**—essentially ongoing conversations or chains of interactions—to build on your topics of interest without having to start from scratch each time. This allows it to provide more relevant responses based on the history of your searches.

Review and Delete

Regularly review and delete any unnecessary threads or data stored in your account. This practice is essential for maintaining your privacy and ensuring that only relevant and needed information is retained. Managing your threads effectively helps safeguard your privacy while using the platform.

Just like that, you're up and running!

Here's what I hope you'll discover through this playbook. If AI isn't already in your leadership toolbox, it should be. And I'm excited to walk with you along this journey, turning AI from a source of apprehension into a cornerstone of your leadership success.

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Using AI to Enhance Your Email Communication as a Leader

In the fast-paced world of leadership, effective communication is paramount. It bridges the gap between knowledge and action and can turn vision into reality. But let's be honest, creating emails that are clear, punchy, and impactful can sometimes take way too long when your days are already jam-packed.

Thankfully, you have access to a number of AI tools and techniques that can enhance your email communication, ensuring your messages cut through the clutter to resonate with readers and inspire targeted action.

A quick word of caution before we begin. Pay close attention to what you copy and paste into any AI tool. Be sure to remove sensitive details like your product's name or proprietary technologies to protect your IP. You may not need to take this step if your company has advanced AI security measures which allow for safer use of specific details. These might include certain data privacy agreements with OpenAI or private instances via Microsoft Azure.

Now we'll take a look at a few of these tools, and I'll describe how you might use them.

Practical Application

Imagine that your organization is preparing to launch a new software initiative that will focus on improving the data analytics capabilities within your company. As a leader, it's your job to inform your team about what's happening: the project's objectives, expected outcomes, and how this initiative specifically benefits your employees.

SCENARIO #1: Eliminate Any Errors

Using a wide range of background materials about the initiative, you develop a draft email to your team and feel fairly confident about the content and length.

Goal: Make sure your email is correct in terms of grammar, spelling, and punctuation.

AI Tool: Grammarly or ChatGPT.

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Sample Prompt: *"Analyze this email for grammatical and spelling accuracy, as well as style consistency."*

Outcome: The tool gives you peace of mind that your communications will be mistake-free. It also makes suggestions to simplify sentence structure and ensures that construction of subheads and bullet points are parallel from a grammatical standpoint.

SCENARIO #2: Make it Concise

You develop a draft email for your team with all the relevant information, but your version is currently more than 800 words—which could seem overwhelming or even confusing.

Goal: Shorten the email content without diluting the key messages.

AI Tool: ChatGPT.

Sample Prompt: *"Summarize the main points of this draft into a concise email without losing essential information."*

Outcome: The tool condenses the email to a 250-word version that retains all critical information but in a more digestible format. For example, a lengthy paragraph on the project's background is shortened to:

This project marks a pivotal step in our strategy to become leaders in data-driven decision-making. That means a new way for you to work smarter.

SCENARIO #3: Structure for Impact

You don't have time to craft an actual email, but you create a list of key messages you want to communicate to your team. Unfortunately, you lifted many of these phrases from the Technical Director's emails, which contain complex sentences and industry jargon that could confuse team members not familiar with specific terms.

Goal: Create a high-impact email designed for clarity and engagement within the marketing team. Translate jargon into compelling information with clear explanations about project objectives and team roles.

AI Tool: Grammarly Business or ChatGPT.

Sample Prompt: *"Develop a clear, compelling email appropriate for a marketing team that has a moderate degree of technical skills. Ensure the team will thoroughly comprehend the desired outcomes, and suggest an optimal layout that enhances readability."*

Outcome: The tool develops a customized email that explains the project's importance from a marketing perspective, highlighting how the capabilities will be useful for future campaigns. To underscore the project's significance, the email outlines specific responsibilities for those on your team.

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Marketing Team Responsibilities:

- **Content Creation:** Craft compelling content based on data insights to engage our target audience.
- **Campaign Strategy:** Develop and execute marketing campaigns that leverage customer insights to increase reach and conversion.
- **Performance Analysis:** Monitor campaign performance, using data insights to optimize strategies in real-time.
- **Cross-Department Collaboration:** Work closely with the Data Analysis Team to refine marketing strategies based on ongoing data analysis.

The generated email concludes with a bold call-to-action:

Please join the kickoff meeting on Friday morning to discuss our roles and next steps, with a special focus on educating departments about how we will use new data to maximize our impact.

The goal of integrating AI into your communication strategy is to enhance your effectiveness, not to replace the personal touch that's crucial in leadership. But if you learn to leverage AI as a complement to your own email writing skills, you can gain more time to focus on the strategic and interpersonal aspects of your role.

Supporting Your Employees' Development Needs with AI

The expectations for leaders today are higher than ever. Your days are already jam-packed so—let's be honest—helping to strategize your team members' professional development (or your own!) frequently gets bumped to the bottom of the list.

Thanks to AI, the tools are now available to help you make the development planning process much more efficient and increasingly targeted. The translation? ChatGPT can be used to create personalized learning journeys that significantly enhance knowledge and growth for you and your employees.

How to Develop Actionable Career & Professional Development Plans

Step 1: If you haven't already gathered this information informally, use ChatGPT to design an initial assessment that will uncover your team members' development preferences and needs.

Sample Prompt: *"Create a 5-question survey that helps me understand my employees' strengths, learning preferences, and opportunities for improvement."*

Outcome: Here's an example of the ChatGPT output resulting from a similar prompt. Try it with your own spin and see what it generates for you.

1. What are the three skills or competencies you believe are your strongest? How do these contribute to the team?
2. Are there one or two skills or areas you believe could benefit from development or improvement?
3. What aspects of your work are you most passionate about? Are there projects or tasks that particularly excite you?
4. Where do you see yourself the next 3-5 years? What kind of roles or responsibilities interest you?
5. What types of learning experiences do you find most beneficial for your professional growth (e.g., formal education, on-the-job training, experiential training)?

Step 2: Ask ChatGPT to generate a customized learning plan using the insights you gained from the assessment.

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Sample Prompt: *"Create a personalized, 6-month development plan for a digital marketing employee who wants to develop her data analytics skills. This employee learns best from self-paced learning and hands-on activities."*

Outcome: Here's an example of the first month of the plan provided by ChatGPT. Imagine the possibilities given unique and customized prompts.

Month 1: Foundations of Data Analytics

Weeks 1-2: Discover the Basics

Resource: Enroll in LinkedIn Learning's online course, "Learning Data Analytics" by Robin Hunt, to begin understanding the fundamentals.

Activity: Complete the course modules and take chapter quizzes.

Weeks 3-4: Introduction to Marketing Analytics Tools

Workshop: Attend a workshop on Google Analytics and Google Tag Manager to learn how to track, analyze, and report website traffic and user behavior.

Activity: Set up Google Analytics for a mock or real company website and start tracking basic metrics.

Have one-on-one conversations with your team members before, during, and after the process to gain agreement on their areas of strengths and opportunities, plus the fit of their AI-generated development plans. Does it make sense for this employee given other deliverables? What changes might you suggest? Getting involved throughout the process and providing your wisdom as a leader will ensure the plan is aligned with individual and team goals. Remember, AI is meant to augment your role as a leader, not replace it.

I'm a huge advocate of empowering employees to take an active role in their own development. One effective way to facilitate this is by introducing them to robust, AI-enabled learning platforms. Here are some options which may be available through your company's enterprise account.

- **LinkedIn Learning:** This platform provides personalized, online course recommendations based on a person's job role and skills, as well as the learning trends among professionals in a participant's industry.
- **Coursera:** This platform offers a wide range of courses, specializations, and degrees from universities and organizations worldwide. Many of Coursera's offerings include AI-driven assessments to gauge your knowledge level and tailor the learning content, ensuring that the training is relevant and adapted to your needs.
- **Headspace and Woebot:** These platforms can provide guidance on topics like mindfulness, stress management, and productivity. When used consistently, they can play a big role in helping you improve your well-being and performance.

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How to Support Your Own Development Needs

As leaders, the responsibility for guiding your team's development is paramount, but it's equally important to invest in your own growth. The steps listed above can certainly apply to you too, but here are a few additional suggestions.

Consider tapping into the resources of **customized chatbots**. Some Learning and Development teams are partnering with their Learning Management Systems vendors to get access to tools that can be used in real time to address specific leadership challenges. For example, I offer some of my corporate clients on-demand access to a chatbot called "Ask Sara." It fields all types of leadership-centric questions, providing instant answers and insights pulled from my decades of industry expertise, including my books, courses, and keynote presentations.

I'm also a huge proponent of creating your own **peer learning group**. This can give you a place to share role-related challenges with other leaders while receiving support, feedback, and advice that helps you sharpen your skills and evolve as a professional. To explore that opportunity, I invite you to check out my online LinkedIn Learning course called "**Peer Coaching for Leaders, Managers, and Teams**."

Since professional development is vital for you and your employees, don't allow a lack of time to keep you from giving it the attention it deserves. By combining the powerful technology of AI with your own leadership intuition and judgment, you can be more efficient and intentional about sparking the growth that can fuel success for you and your team.

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How Leaders Can Boost Productivity Using AI

Leaders today are constantly seeking innovative ways to enhance both individual and team productivity. Thankfully, Artificial Intelligence (AI) has emerged as a powerful ally, offering tools and insights that can transform the way leaders and their teams operate.

Next up, I'd like to share a few ways you might use AI to boost your productivity:

Map, Assign, and Track Your Projects

ChatGPT can serve as the initial catalyst for your project mapping and organization. It can help you meticulously consider every facet of a project and then provide you with a roadmap for enhanced tracking, task assignment, and key milestones.

Imagine you work in a sales role, but you've been asked to plan a marketing campaign for an upcoming project. Recognizing this is not your area of expertise, you want to make the best use of your time to figure out how to proceed. You could spend hours researching marketing campaign best practices online—or you could streamline the process using AI. You might ask ChatGPT something like this:

"I need a step-by-step guide on how to develop and execute a successful marketing campaign, including any important principles and components to include. I want to create a detailed outline as a template I can share with my team. This will prompt me to maintain the proper focus, identify key tasks, assign owners, set milestones, and note any dependencies between tasks. My goal is to ensure a smooth workflow and timely completion of the campaign."

Once you have the detailed outline, you can then ask ChatGPT to use this information to create a chart in Microsoft Project, Google Sheets, or Excel. That will allow you to input data and generate an at-a-glance visual representation of the project for team collaboration. The idea is to keep the campaign details front and center, track assignments, and highlight milestones and deadlines.

Dramatically Upgrade Your Project Management

While ChatGPT excels in developing substantive outlines for project management, tools like **Monday.com** and **Trello** can take it to the next level. These platforms provide a more dynamic representation of a project, including timelines, due-date reminders, task dependencies, and overall project health. They also offer comprehensive dashboards, integrated document management, and advanced reporting features that are essential for complex projects. By combining these tools with

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ChatGPT, you can create comprehensive systems that enhance individual and team productivity.

Maximize the Impact of Your Meetings

A distinct yet equally critical area where AI can significantly impact productivity is in meeting optimization. The traditional approach to scheduling and conducting meetings often overlooks the potential for efficiency gains, but AI introduces a transformative approach to this aspect of business operations.

First of all, AI tools such as **Clockwise** or **x.ai** can analyze calendars and schedules across your team to identify optimal times for meetings, ensuring minimal disruption to daily workflows. This capability is invaluable for coordinating across diverse teams and time zones, ensuring that meetings are both timely and inclusive.

Second, you can use AI to enhance the productivity of meetings themselves with tools like **Otter.ai** and **Microsoft Teams**. These collaboration apps offer features such as transcribing conversations, capturing meeting minutes, and emphasizing accountability for meeting outcomes and action items. By leveraging AI, you can make sure your meetings aren't just discussions, but productive sessions that lead to profitable outcomes.

Accelerate Routine Tasks

Let's say your job involves summarizing complex contracts and identifying any potential concerns for the parties involved. **ChatGPT** can do the heavy lifting for both of those tasks. After removing any content that could put your company at risk in terms of intellectual property or competitive advantages, you might paste the contract into ChatGPT and give it the following prompt:

"Summarize this contract into 3 easy-to-understand paragraphs. Then highlight any places within the contract that represent potential concerns for legal liability and equity, as well as any wording that deviates from standard practices in this industry."

Generate Fresh Ideas

Since your days are likely consumed with deliverables and deadlines, you might struggle to find the time (and mental bandwidth) to brainstorm for creative ideas. This is another area in which **ChatGPT** can increase your productivity. Here are a few examples.

- You are an experienced event planner with a history of producing exceptional and well-attended events. However, you want to come up with some more innovative approaches.

  Sample prompt: *"Come up with 10 unusual ideas for hosting a meetup for employees who work remotely, but would benefit from connecting with colleagues who live within a 30-mile radius."*

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- You are a marketing manager for a credit union in a small community. Your company offers a fairly intuitive mobile app, but your clients seem to resist using it for their transactions.

  Sample prompt: *"Our credit union customers have resisted using our mobile app, but we want to convince them of its value and change their behaviors. What are the best ways to educate and influence them to make that shift?"*

It's just human nature to continue doing things the way we've always done them. But if you hit pause and consider how AI could be used to ramp up your productivity, you'll discover a valuable edge.

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Amplify Your Coaching Impact with AI

As a leadership strategist, instructor, and author, I've always been a champion of coaching. In fact, I wrote a **book** about it. So I want to clearly state, up front, that I believe coaching is an art and science that no technology can or should ever replace. But here's what I *have* discovered.

Artificial Intelligence (AI) can be used as a supporting tool to enhance a leader's ability to coach effectively and actually improve outcomes. With a platform such as ChatGPT, leaders can create realistic simulations of coaching scenarios, practice responses to challenging conversations, and gather feedback to refine their approaches. It's not about replacing the human elements that make coaching so rewarding, but about leveraging technology to make those interactions even more impactful.

Let's take a look at a few specific ways you can use AI-driven tools to step up your coaching game.

1. Reviewing Examples of Coaching Dialogue

Sometimes it's helpful to visualize the answer to this question: What might this upcoming coaching conversation sound like? Should I consider using a different direction? With ChatGPT, you can generate realistic dialogues that mimic coaching conversations with team members, giving you fresh ideas for approaches to handle a wide variety of coaching situations.

Sample Prompt: *"Please simulate a coaching conversation with a team member who is pushing for advancement but lacks some key skills to make that move."*

2. Using Role Play to Prepare for Challenging Conversations

If you anticipate a coaching session that may involve navigating conflict or giving someone difficult feedback, ChatGPT can help by providing you with a chance to practice in advance. You can interact through role play, testing your coaching skills in a dynamic and responsive environment.

Sample Prompt: *"Can we engage in a role-play exercise where I practice having a difficult coaching conversation with an underperforming team member? I'll respond as the leader, and you take the role of the team member. Let's start with a scenario where the team member is frequently late and has failed to turn in a number of critical reports."*

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3. Getting Feedback to Enhance Your Coaching Effectiveness

The people you coach may not always feel comfortable providing candid feedback about your coaching skills. But AI tools will! You can use ChatGPT to analyze your role-play sessions and give you feedback about your coaching performance, offering insights into areas of strength and opportunities for growth. The more dialogue you complete, the more feedback you'll receive.

Sample Prompt: *"Analyze my responses in the simulated coaching conversation and provide feedback on my communication style and effectiveness."*

EXAMPLE

To further illustrate these points, here's an abbreviated and real-world example of how you might use ChatGPT to role play a coaching scenario and get feedback on your performance.

Imagine you want to improve your ability to coach a team member who is struggling with a challenging project.

Sample Prompt: *"Let's engage in a role-play exercise where I practice having a difficult coaching conversation with a team member named Alex. He is underperforming, and he has missed several deadlines that impacted our project timeline. I'll respond as the leader, and you take the role of Alex."*

- **Your Initial Comment**: *"I'd like to get an update on how the project is going. Could you give me your perspective on our progress?"*

- **AI-Generated Response for Alex**: I guess it could be better. I've been struggling to keep up. I just can't seem to get everything done.

- **Your Response**: *"I understand it's been challenging. Let's explore together how we can improve your time management and ensure you feel supported in meeting your deadlines."*

After participating in this role play, you could receive instant feedback on your coaching from ChatGPT:

AI-Generated Feedback: Your neutral approach in opening the conversation prevented Alex from getting defensive. Your response to his comment was empathetic and supportive, which is great for building trust. For improvement, consider asking open-ended questions that encourage him to reflect on specific obstacles and solutions.

If you use AI to support your coaching efforts, you're likely to experience better outcomes. It can give you a safe space to practice and make mistakes without real-world repercussions. It also encourages a learning mindset, where the focus is on growth and improvement. But, again, here's the main thing to remember: AI is a valuable supporting tool, not a substitute for you and your unique passion for investing in your team members.

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How Leaders Can Use AI to Bring Business Objectives & Team Goals to Life

There's a shift happening today. Employees want to feel like they're active participants in their company's evolution, not just bystanders. They want to understand the larger context that can give them a deeper connection to their work, like they have "skin in the game." Exceptional leaders know how to provide that translation.

But, let's be honest, it takes time and energy to help your team feel connected to the big picture. If you're like most leaders, your plate is already full—so "vividly illuminating our business objectives" might consistently fall to the bottom of your to-do list.

That's where AI can help! Tools like ChatGPT can bridge the time gap by generating narratives, metaphors, analogies, and visual suggestions that can resonate with your team members, giving meaning and context to your corporate initiatives and team goals.

Here's an example to demonstrate that point.

I worked with a leader named Caroline who was in charge of expanding her company's virtual mental health services. She needed to sell this expansion concept to numerous teams within the organization, so she prepared her pitch and invited all the decision makers to a meeting. As she started her presentation, she could sense the skepticism in the room.

Thankfully, Caroline was able to grab everyone's attention by kicking things off with a heartfelt story.

A once-vibrant college freshman—her daughter—had started battling feelings of depression during her first year at school. The waiting list for campus counseling was extensive. That's when they turned to online therapy and immediately found help. It made all the difference in the world.

As Caroline explained, their company had a huge opportunity for growth in this niche market. By expanding their services and targeting this group, they could become a lifeline for all college students and establish themselves as a go-to resource in the academic world.

Caroline then unveiled a map that showed all U.S. colleges, each one represented by a pulsing red light that signified students in need of counseling with no options. As she talked about the strategies the team would implement, the red lights started to fade, one by one. And by the end of her presentation, all the lights were off—indicating that

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every student in America could have instant access to the mental health support they need.

Talk about bringing a vision to life! Guess where Caroline got the idea to use the flashing red lights along with a territory map? You guessed it: ChatGPT!

Caroline's prompt: *"My company offers virtual mental health services, and we have an opportunity to expand by targeting college students nationwide. In my presentation to sell this idea to others within my organization, I'm going to tell a personal story about my daughter. She needed mental health support during her first year at college, but the school didn't have the resources to meet the high demand of students seeking counseling. I want to show my team that we have the ability to fill in where universities leave off by expanding our virtual services. How can I anchor this story with a bold visual?"*

Here are a few additional examples of how you might use AI to bring your objectives to life:

- **Business Objective**: Transform our customer service approach from a reactive model to a proactive one by Q4 2024, enhancing customer satisfaction, reducing service-related issues, and improving operational efficiency.

  Leader Prompt for ChatGPT: *"I want to inspire my team to adopt a proactive approach in their work, emphasizing the value of human insight and initiative in identifying and addressing potential issues before they arise. How can I use the story of a proactive company successfully preventing a crisis to make this strategy really resonate with them?"*

- **Business Objective**: Enhance customer satisfaction and trust by simplifying our complex product concepts, making them easily understandable by the end of Q2.

  Leader Prompt for ChatGPT: *"I am speaking at a kickoff meeting with our sales team, and I want to discuss our goal to make complex concepts simple for our customers. How can I demonstrate the value of that objective in a way that is meaningful and serves as a useful example?"*

- **Department Goal**: Increase engagement at quarterly employee meetings.

  Leader Prompt for ChatGPT: *"I want to get employees more involved and engaged during our quarterly meetings. Attendees lose interest when presented with the usual spreadsheets and graphs. How can I transform the reports into something compelling, unexpected, and impactful?"*

When you can clearly explain why business objectives and team goals are important (and how they are possible), you'll get more ideas and buy-in from your teams. Plus, your impact as a leader will be even more significant. Don't let a lack of time keep you from pursuing this impactful leadership opportunity—just team up with AI to get it done.

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Upgrade Your Leadership Decision-Making With AI

Great leaders are often known for their ability to make smart decisions. However, that task has become infinitely more difficult in today's frenetic business environment. We're faced with more complex variables, tighter deadlines, and vast amounts of data to sift through. If you haven't already turned to artificial intelligence (AI) for support in this area, I want to share some reasons why you might want to consider it, as well as how to make that happen.

Let's look at some of the ways AI tools such as ChatGPT can help you in this critical area of leadership:

Accelerate the Decision-Making Process

Leaders are often expected to be super-human these days—doing more with fewer resources. But the success of your company (and your career) may hinge on your ability to determine the best alternative or the right path forward. If you find yourself stuck in "analysis paralysis," ChatGPT can be an outstanding partner to quickly help you make sense of enormous quantities of information and pull out the key insights before making an important decision. A sample prompt might sound something like this:

"Analyze the following sales data from the past year. Identify trends in client purchases, predict the sales trajectory for the next quarter, and suggest more effective alternatives for inventory management."

Note of caution: If your company has a robust security agreement that keeps your AI entries within the confines of your company firewall, you can include the product names and specifics. If you are not sure about the potential for leakage, then adjust your entries so they are generic and not associated with your company's proprietary information.

Get Strategic Recommendations

The benefits of ChatGPT can go far beyond basic number crunching to offer you strategic advice on a wide range of issues. Those might include brainstorming with you to evaluate a range of options and providing an objective assessment of diverse and often evolving variables. For leaders, that's priceless information and perspective to help inform your most pivotal choices.

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Here's a sample prompt:

"Determine which AI use cases are gaining the most traction within the worldwide travel industry. Identify which of those applications would be most beneficial for a medium-sized travel agency focused on scaling the business and establishing a more global presence with minimal staffing additions. Evaluate the technical and financial feasibility for implementing those use cases."

Generate Fresh Ideas

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Introduce Teams to Data Analysis with ChatGPT

Some of your employees may not be experienced in analyzing data through spreadsheet manipulation or querying data platforms, but you can show them how to use ChatGPT to pull out the information needed to make better decisions and solve problems. For instance, you could demonstrate that using this type of prompt:

"Please comb the social media posts for XYZ company and provide an analysis of these digital marketing campaigns for the last 12 months, including engagement, shares, and any notable trends. Suggest which social media features should be repeated or eliminated in the upcoming digital campaign based on the analysis."

To get the most out of ChatGPT as a decision-making support tool, remember that the quality of data you get out is determined by the quality of data you put in. Be sure your prompts include adequate context and bias-free data sources. And, of course, keep in mind that successful decision-making depends on your own experience-based judgment as a leader. AI can provide all sorts of suggestions and advice, but that's never a substitute for your own instincts, experience, and ethics.

If you have been feeling hesitant about using AI as part of your leadership toolbox, I hope this series of articles has convinced you to rethink the possibilities. With just a little experimentation, I'm confident you'll find that ChatGPT can become a priceless partner in your role as a leader— boosting your ability to make better decisions at a faster pace.

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About the Author

Leadership strategist, keynote speaker, LinkedIn Learning instructor, and award-winning author Sara Canaday is a rare blend of analytical entrepreneur and perceptive warmth. That powerful combination has increasingly made her a go-to resource for helping leaders and high-potential professionals achieve their best.

Check Out Sara's Other Resources:

Books:

Leadership Unchained: Defy Conventional Wisdom for Breakthrough Performance (Gold Award Winner by the Nonfiction Authors Association)

Coaching Essentials for Managers: The Tools You Need to Ignite Greatness in Each Employee

You—According to Them: Uncovering the Blind Spots That Impact Your Reputation and Your Career

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