Building Custom GPTs for HR Excellence

- Transform HR with AI-powered assistants.
- Tailor GPTs to your organization's needs.
- Deploy specialized support for recruiting, development, and strategy.

Your Journey Today

We've designed this session to help you identify custom GPTs that may be helpful within your organization or personal work and leave with the tools necessary to create them. At the end o f our 2 hours, we will have created several custom GPTs!

Understand Custom GPTs

Core concepts & potential of tailored AI assistants.

Prompting Basics

Craft effective prompts for AI interactions.

Identify HR Use Cases

Discover specific applications for custom HR GPTs.

Select Build Candidates

Prioritize promising ideas for development.

Build Custom GPTs

Construct your own specialized AI.

Hands-On Building

Create your custom HR GPTs in a practical session.

Final Share-Out

Showcase creations & consolidate learnings.

Meet Your Speakers

Chris Courneen

Senior VP & Global Head of HR (CHRO)

Kathleen Pearson

Chief Human Resources Officer

Why is this conversation so important?

According to the Recent KPMG Global CEO Report, a survey of over 1300 CEOs from companies with annual revenue over $500 million reveals key insights into AI investment:

1

CEOs Surveyed

From companies with annual revenue over $500 million.

1300+

2

Investing in AI

Anticipate 10-20% of total budget to go to AI in the next 12 months.

69%

3

Project ROI in 1-3 Years

A significant portion expect returns within this timeframe.

67%

4

Project ROI in 6-12 Months

A smaller, yet substantial, group projects even faster returns.

19%

Why HR Teams Need Custom GPTs

Custom GPTs offer a transformative advantage for Human Resources departments, providing integrated, efficient, and strategically aligned support. Here are the key benefits:

Hyper-Personalized HR Support

Trained on your organization's unique documents, policies, and communication style, Custom GPTs deliver contextual and relevant advice aligned with your specific company culture and operational guidelines.

Boost Efficiency & Strategic Focus

Automate repetitive tasks to significantly reduce administrative burden, allowing HR professionals to focus on impactful, strategic initiatives like talent development and employee well-being.

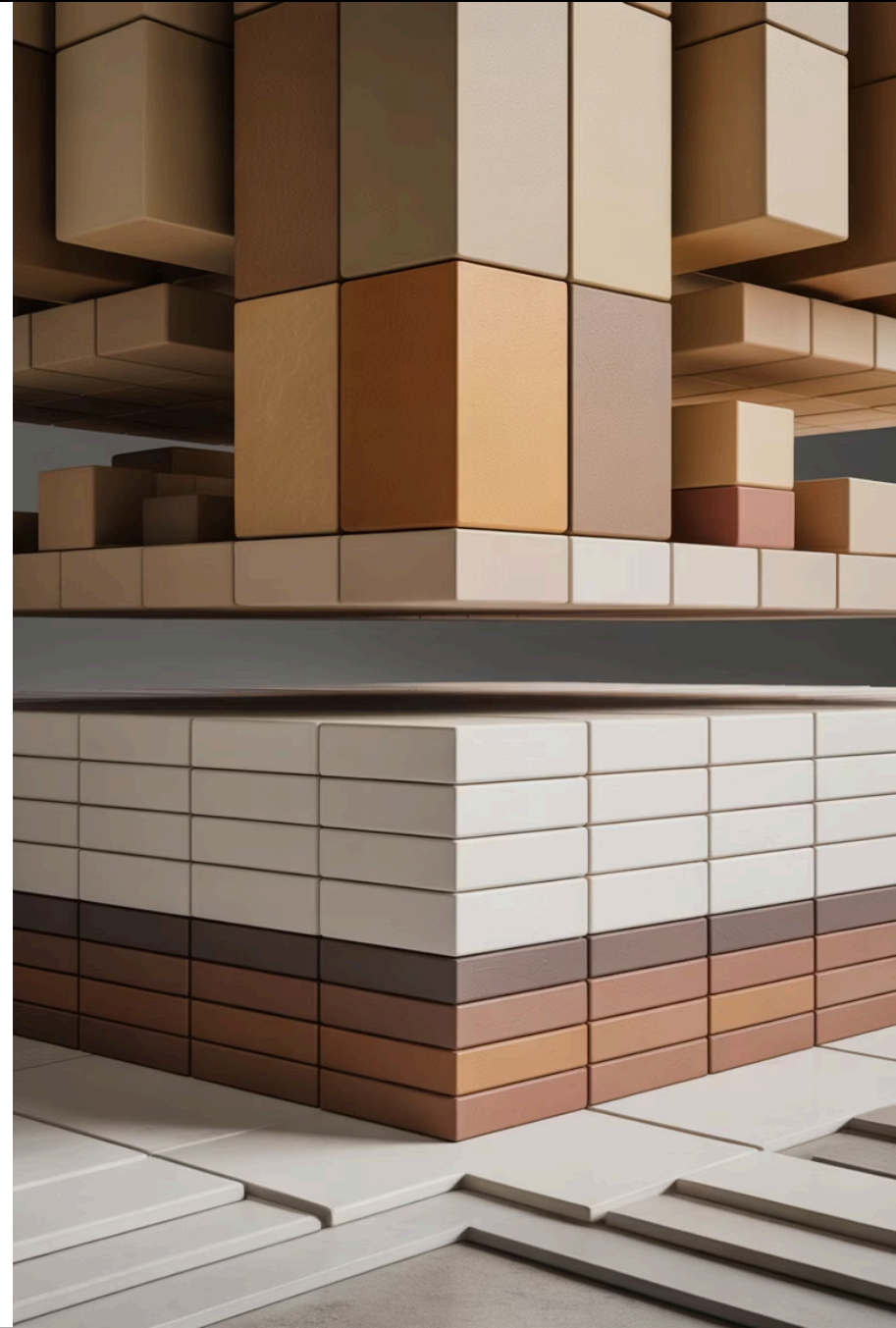
Expand Influence with Rapid Prototyping

Use Custom GPTs to quickly create mock software prototypes and proofs-of-concept. This allows HR professionals to demonstrate potential IT solutions, expand their influence, and show what's possible before committing to full development, streamlining decision-making and resource allocation.

Implementing Custom GPTs empowers HR teams to shift from transactional tasks to transformational strategies, fostering a more engaged and productive workforce.

The Secret to Creating Effective Prompts

Building a powerful Custom GPT begins with strong prompting skills. This foundation, often called **“vibe coding,”** involves carefully defining the bot's persona, tone, and operational context. Mastering basic prompts ensures your GPT understands its role and delivers consistent, relevant responses tailored to HR needs.



Great AI results don't happen by accident—they come from well-crafted prompts. Think of prompting as having a conversation with a highly capable assistant who needs clear direction. The more specific and structured your request, the better your results will be.

Define Pain Point

Clearly state the problem or desired outcome.

Define AI Role

Assign an expert persona (e.g., coach, analyst, writer).

Detail Requirements

Specify format, length, style, tone, and other output needs.

Provide Context

Share relevant background, audience, constraints, and examples.

Refine & Enhance

Iterate and provide feedback to achieve desired results.

Putting the Framework Into Action

Let's see how this framework transforms a vague idea into a powerful, effective prompt. This real-world example shows how each element builds on the previous one to create comprehensive instructions.

The Pain Point

"I am an executive in a law firm with extensive open enrollment recommendation team meeting notes that need to be concisely and professionally distilled into a report for my Managing Board of busy law firm partners who are not familiar with benefits"

The AI Role

"I want you to be my expert writing coach, specializing in distilling complex notes into concise, executive-level reports."

The Specific Needs

"I need your help to create an engaging and informative report that summarizes my extensive notes. The report should be structured similarly to a McKinsey-style report, known for its clarity and strategic insights."

The Context

"The report will be used to brief senior executives on outcomes and suggestions for next steps. It should highlight key points and strategic decisions made, ensuring clarity and ease of understanding for high-level decision-making."

Pro Tip: Refinement in Action

After receiving the initial output, enhance it further: *"This is a solid start. Please expand on the descriptions of the key strategic decisions and include a section summarizing potential impacts and next steps."*

Notice how each layer adds clarity and direction, guiding the AI to produce exactly what you need. This structured approach works for any HR challenge—from performance reviews to policy documents to candidate communications.

Custom GPT Applications in HR

Recruitment & Hiring

- Automate job descriptions & interviews.
- Standardize candidate screening.

Employee Development

- Personalized development plans.
- Skill assessments & career guidance.

Policy & Compliance

- Simplify complex policies.
- Ensure consistent interpretation.

Performance Management

- Support effective feedback & goal setting.
- Guide difficult conversations.

Hands-On Activity: Brainstorming Your HR GPT

Now it's your turn to explore the possibilities! Over the next 30 minutes, you'll work in groups to brainstorm potential custom GPT applications tailored to HR challenges. Vote on the top 2 ideas and share them in the Teams Chat.

Collaborate Freely

Share ideas openly within your group. Every perspective is valuable in uncovering potential solutions.

Think Unique

Don't shy away from company-specific use cases. Some of the most impactful GPTs address niche organizational needs.

Prioritize & Share

Identify your group's top 1-2 most promising ideas to present back to the larger session.

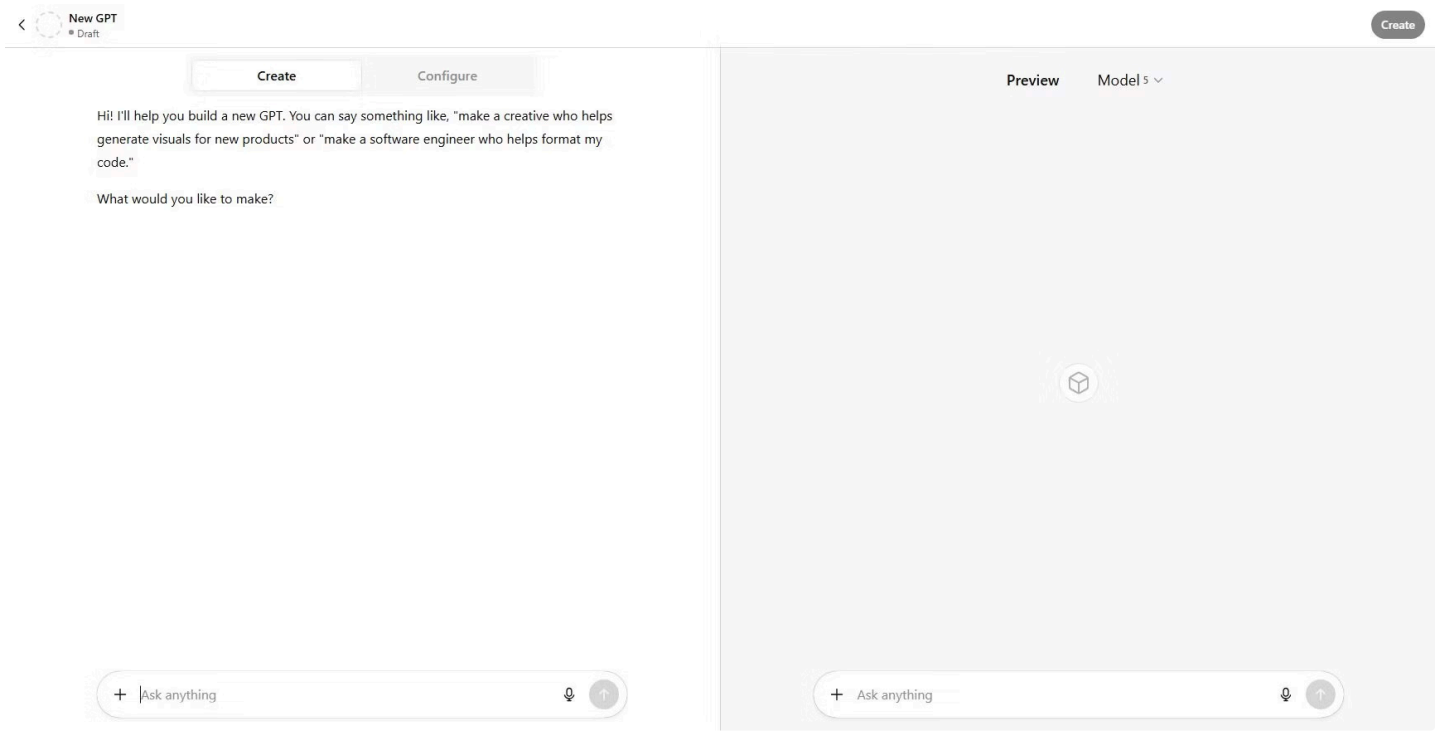
Getting Started: The GPT Builder Interface

Access Point

Go to chatgpt.com/gpts and click 'Create'.

Key Tabs

- **Create:** Initial AI setup
- **Configure:** Your main workspace
- **Preview:** Live testing environment



Focus on the **Configure** tab for precise instructions and knowledge upload. Avoid the 'Create' tab's generic AI prompts.

Configure Tab: Your Control Center

Name & Description

Concise, brand-aligned names reflecting purpose (e.g., "HR Policy Assistant").

Instructions (Prompt)

The GPT's "brain." Defines structured behavior patterns using the INFUSE framework.

Conversation Starters

Pre-written buttons guiding users on effective interaction with your GPT.

The INFUSE Framework: Vibe Coding Powerful Custom GPT Prompts

01

Identity & Goal

Define role & objectives.

02

Navigation Rules

Set engagement rules & file usage.

03

Flow & Personality

Define tone & style.

04

User Guidance

Guide goal achievement.

05

Signals & Adaptation

Enable responsive communication.

06

End Instructions

Reinforce limits & behaviors.

Testing & Iteration: The Key to Excellence

Test the Preview Tab

Conduct real conversations to verify your GPT's responses, instruction adherence, knowledge use, and tone.

Key Testing Questions

- Does it understand HR terminology?
- Does it reference company policies?
- Is the personality authentic and helpful?
- Does it handle sensitive topics appropriately?

Test diverse HR scenarios (e.g., policy queries, performance coaching) to refine performance.

Advanced Features: Knowledge Files & Signals

Optimize your GPT's performance and responsiveness with advanced strategies that enhance accuracy, context, and user interaction.

Knowledge File Strategy

Curate detailed knowledge files with vetted information, example responses, and specific instructions for precise GPT referencing. This ensures accuracy and consistency, minimizing hallucinations.

When to Use Knowledge Files

Ideal for complex policies, specific procedures, legal/compliance information, and frequently asked questions (FAQs). They are crucial for maintaining consistent, compliant, and accurate information delivery.

HR Examples

- **Policy FAQs:** Leave, benefits, expense guidelines.
- **Onboarding:** Step-by-step guides for new hires.
- **Performance Management:** Templates and guidelines for reviews.
- **Compliance:** Ethical conduct scenarios and reporting procedures.

Signals & Responses System

Implement behavioral signals to detect user emotional cues (e.g., frustration, urgency, confusion) and dynamically adjust the GPT's tone and response style. This enhances empathy and user experience.

Signals Deep Dive: Building Emotional Intelligence

Signals are contextual cues that prevent robotic replies, build empathy, and foster trust in GPT interactions.

How to Implement

- Create a `Signals.txt` (20-30 definitions).
- Define detection & response rules.
- Reference in your GPT prompt.

Pro Tip: Progressive Adaptation

If confusion persists after initial simplification, escalate with examples or analogies.

Practical Examples

Confusion → Simplify

"I'm not sure I understand..." → "I'll simplify this."

Frustration → Reassure

"This process is complicated..." → "Let's tackle it step-by-step."

Urgency → Prioritize

"I need this resolved immediately..." → "Here's the quickest path."

Encouragement → Motivate

User seeks validation → GPT offers support.

Workshop: Build Your First HR GPT

30-minute vibe coding lightning round! Let's get building.

01

Define Your GPT's Specific Purpose

Choose **one specific HR problem** your GPT will solve. Think about a narrow, actionable use case:

- **Name & Description:** Give it a clear, descriptive identity (e.g., "New Hire Onboarding Assistant").
- **Goal:** What concrete outcome should it achieve? (e.g., "Reduce new hire anxiety," "Streamline first-week tasks").
- **Identity & Personality:** What is its role and tone? (e.g., "Encouraging, patient guide for new employees").

02

Consider Knowledge Files

Gather the essential documents and data your GPT needs to answer questions accurately and contextually:

- Employee handbook excerpts
- First-week checklist template
- Common new hire FAQs
- Company culture examples or guidelines

Ensure these files directly support your GPT's defined purpose.

03

Craft Effective Conversation Starters

Prompt your GPT with questions users are likely to ask. This helps guide its initial responses and demonstrates capabilities:

- "What do I need to complete on my first day?"
- "How do I set up my workspace?"
- "Who are my key contacts for benefits questions?"
- "What's the company culture like?"

Brainstorm 4-6 diverse starters relevant to your GPT's purpose.

04

Refine Instructions & Signals

Add detailed custom instructions to shape your GPT's behavior, tone, and guardrails (the "signals"):

- Explicitly state how it should respond or refer to information.
- Define its scope and what it should *not* do or answer.
- Reinforce its personality and preferred communication style.
- Remind it to reference provided knowledge files first.

This is where you infuse its unique "vibe."

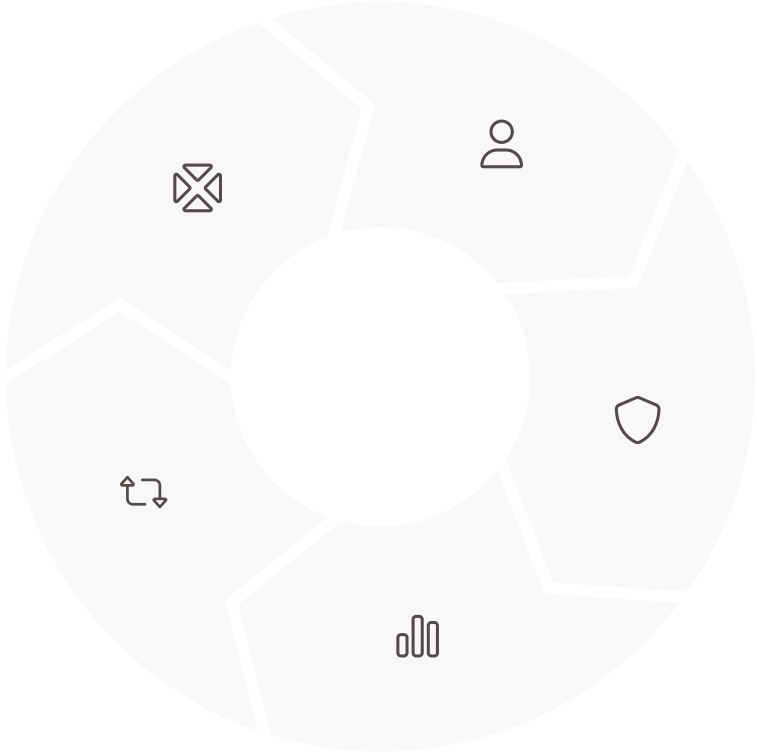
Implementation Strategy & Best Practices

Start Small, Scale Smart

Begin with one specific use case, then expand based on feedback.

Iterate Continuously

Regularly update GPTs based on real user conversations.



Train Your Team

Provide clear usage guidance and set expectations.

Maintain Compliance

Review responses for accuracy and policy alignment.

Measure Impact

Track metrics like time saved and user satisfaction.