



MEETING SUMMARY

CUSTOM GPT PROMPT-A-THON

AI GENERATED
SESSION SUMMARY

2025

CHRIS COURNEEN
KATHLEEN PEARSON

Strategic Role of HR in AI Adoption: Chris and Kathleen led a discussion on the importance of HR taking a leadership role in AI adoption at MSI and in other organizations, emphasizing how HR-driven AI initiatives can reduce fear, increase influence, and drive organizational change, with examples from both the legal and building materials industries.

- HR as AI Change Leader: Chris and Kathleen explained that when HR leads AI initiatives, it helps build trust and reduces employee anxiety about job loss, as HR is seen as a protector and enabler of growth rather than a threat. They highlighted that HR's involvement can shift the perception of AI from a top-down imposition to an opportunity for learning and upskilling.
- Global and Industry Perspectives: Kathleen shared her experience from the legal industry, noting that even risk-averse sectors are being transformed by generative AI, and that HR professionals must understand both the technology and its business drivers to support their organizations and clients effectively.
- AI Adoption at MSI: Chris described MSI's 24/7 global operations and noted that the top five custom GPTs used at MSI are HR-related, with significant adoption in talent acquisition and learning and development, demonstrating HR's central role in AI-driven transformation.
- Addressing Employee Concerns: Both speakers addressed the common fear among employees that AI will lead to job loss, explaining that HR's proactive engagement can help reframe AI as a tool for upskilling and organizational improvement rather than a threat.

Measuring and Demonstrating AI ROI in HR: Chris and Kathleen discussed the challenges and strategies for measuring the return on investment (ROI) of AI initiatives in HR, referencing recent studies and emphasizing the need for creative, value-driven metrics beyond simple time savings.

- Industry Data and Trends: Kathleen cited the 2025 KPMG Global CEO report, noting that 69% of CEOs plan to allocate 10-20% of their annual budgets to AI, and Chris referenced an MIT study showing that 95% of corporate AI initiatives have yet to prove ROI, highlighting the urgency for HR to demonstrate value.
- HR-Specific ROI Metrics: The group discussed how HR can measure AI ROI through time savings, improved quality, and the ability to produce outputs that were previously unattainable, such as on-brand content or more effective communications.
- Non-Customer Facing Success: Chris pointed out that most successful AI ROI has been found in non-customer facing roles like HR, accounting, and sales support, suggesting that HR is well-positioned to find and demonstrate value quickly.
- Pitfalls of Poor Implementation: They noted that many failed AI initiatives resulted from rolling out tools without adequate training or clear use cases, emphasizing the importance of targeted, well-supported projects.

Custom GPTs for HR Use Cases: Chris and Kathleen provided an in-depth exploration of how custom GPTs can address HR-specific challenges, offering examples such as career counseling, communication support, and policy automation, and encouraging participants to identify pain points for potential automation.

- Custom GPTs as Micro Programs: Kathleen described custom GPTs as micro programs built by subject matter experts to solve specific problems for individuals or small teams, enabling hyper-personalized support and freeing HR teams to focus on higher-value work.

Strategic Role of HR in AI Adoption: Chris and Kathleen led a discussion on the importance of HR taking a leadership role in AI adoption at MSI and in other organizations, emphasizing how HR-driven AI initiatives can reduce fear, increase influence, and drive organizational change, with examples from both the legal and building materials industries.

- HR as AI Change Leader: Chris and Kathleen explained that when HR leads AI initiatives, it helps build trust and reduces employee anxiety about job loss, as HR is seen as a protector and enabler of growth rather than a threat. They highlighted that HR's involvement can shift the perception of AI from a top-down imposition to an opportunity for learning and upskilling.
- Global and Industry Perspectives: Kathleen shared her experience from the legal industry, noting that even risk-averse sectors are being transformed by generative AI, and that HR professionals must understand both the technology and its business drivers to support their organizations and clients effectively.
- AI Adoption at MSI: Chris described MSI's 24/7 global operations and noted that the top five custom GPTs used at MSI are HR-related, with significant adoption in talent acquisition and learning and development, demonstrating HR's central role in AI-driven transformation.
- Addressing Employee Concerns: Both speakers addressed the common fear among employees that AI will lead to job loss, explaining that HR's proactive engagement can help reframe AI as a tool for upskilling and organizational improvement rather than a threat.

Measuring and Demonstrating AI ROI in HR: Chris and Kathleen discussed the challenges and strategies for measuring the return on investment (ROI) of AI initiatives in HR, referencing recent studies and emphasizing the need for creative, value-driven metrics beyond simple time savings.

- Industry Data and Trends: Kathleen cited the 2025 KPMG Global CEO report, noting that 69% of CEOs plan to allocate 10-20% of their annual budgets to AI, and Chris referenced an MIT study showing that 95% of corporate AI initiatives have yet to prove ROI, highlighting the urgency for HR to demonstrate value.
- HR-Specific ROI Metrics: The group discussed how HR can measure AI ROI through time savings, improved quality, and the ability to produce outputs that were previously unattainable, such as on-brand content or more effective communications.
- Non-Customer Facing Success: Chris pointed out that most successful AI ROI has been found in non-customer facing roles like HR, accounting, and sales support, suggesting that HR is well-positioned to find and demonstrate value quickly.
- Pitfalls of Poor Implementation: They noted that many failed AI initiatives resulted from rolling out tools without adequate training or clear use cases, emphasizing the importance of targeted, well-supported projects.

Custom GPTs for HR Use Cases: Chris and Kathleen provided an in-depth exploration of how custom GPTs can address HR-specific challenges, offering examples such as career counseling, communication support, and policy automation, and encouraging participants to identify pain points for potential automation.

- Custom GPTs as Micro Programs: Kathleen described custom GPTs as micro programs built by subject matter experts to solve specific problems for individuals or small teams, enabling hyper-personalized support and freeing HR teams to focus on higher-value work.

- Practical Compliance Tools: Chris and Kathleen suggested using GPTs to assist with research and compliance tracking, such as monitoring changes in wage and hour laws across jurisdictions, while ensuring outputs are verified and not used for direct employment actions.

Hands-On GPT Building and Brainstorming Outcomes: Participants engaged in brainstorming and hands-on exercises to identify and begin building custom GPTs for HR applications, sharing ideas such as benefits communication, sentiment analysis, action planning, and compliance automation.

- Brainstormed GPT Ideas: Groups proposed GPTs for translating benefits language for different audiences, monitoring sentiment in communications, supporting action planning after engagement surveys, and automating compliance research and reporting.
- Live Demonstration of GPT Creation: Chris demonstrated building a custom 'Interview Wizard' GPT in ChatGPT, showing how to define prompts, upload knowledge files, configure sharing, and test outputs, emphasizing the ease and flexibility of the process.
- Knowledge File Integration: Chris explained how to upload documents such as policy manuals, branding guidelines, or legal texts as knowledge files to ground GPT responses in organization-specific information and reduce hallucinations.
- Access and Sharing Controls: Chris outlined the differences between enterprise and personal ChatGPT accounts regarding sharing and publishing custom GPTs, noting that enterprise settings may restrict public sharing for data security.

Follow-up tasks:

- Benefits Communication Customization: Develop a prompt or tool to generate benefits language tailored for frontline employees, executives, and other audiences in appropriate tones. (Donna)
- Sentiment Analysis for Internal Communications: Create a system to detect and analyze personal sentiment and behavior in email and Teams communications to support desired organizational culture at INL. (Toni L. Carter)
- Engagement Survey Action Planning: Build a GPT or tool to assist leaders in action planning based on engagement survey results, focusing on identifying top and bottom scoring areas and recommended actions for the coming year. (Alexandra)
- State-Specific Adverse Action Requirements: Create a GPT or resource to help HR understand and comply with state-specific requirements for pre-adverse and adverse actions, reducing manual research time. (Sophie)
- Automated Legal Updates Digest: Set up a scheduled task or GPT to search all relevant jurisdictions daily for new or proposed changes in wage and hour law, sending a digest with actionable items and source links for verification. (Christopher)

