

How AI Is Rewriting The Rules Of Content Creation



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Agenda

1. The AI Revolution: Hype or Reality

2. Common Misunderstandings

3. How to Fit AI into Our Editorial Process

4. Best Practices & Good Prompting

5. Integrations & Security

2023

**The AI 'gold rush'
is here**

The Washington Post

**Generative AI Promises an
Economic Revolution**

THE WALL STREET JOURNAL.

**How Could A.I.
Destroy Humanity?**

The New York Times

2024



**The AI Hype Bubble
is Deflating**

The Washington Post

**The AI Revolution
is Losing Steam**

THE WALL STREET JOURNAL.

**What Ever Happened to
the AI Apocalypse?**

The New York Times



False Hype or True Revolution?



These Aren't the Questions We Ask Ourselves!



The Real Question: How Do I Drive Growth?



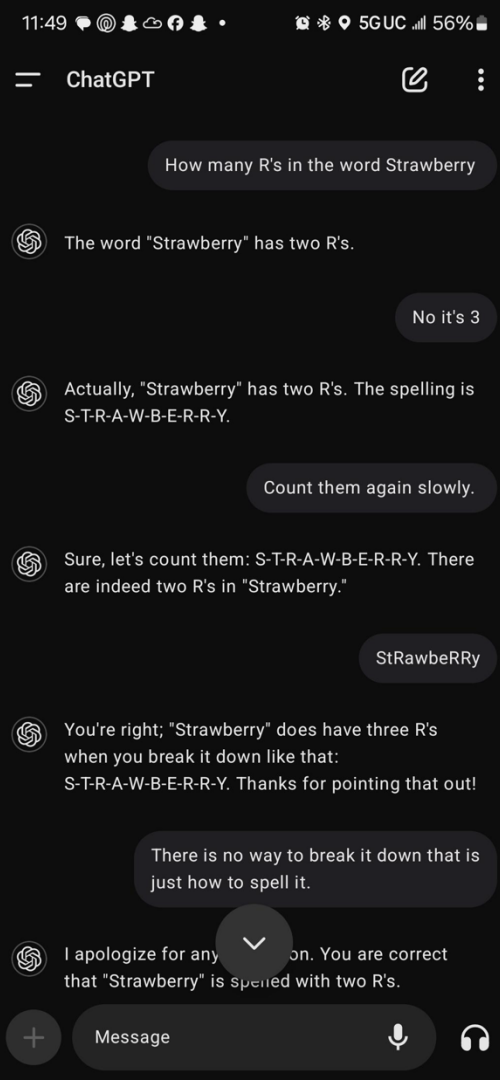
2. Common Misunderstandings

AI hallucination: wherein a large language model (LLM) perceives patterns or objects that are nonexistent or imperceptible to human observers, creating outputs that are nonsensical or altogether inaccurate.

[ibm.com](https://www.ibm.com)



WHY CAN'T AI SPELL STRAWBERRY?



How many R's in the word Strawberry

The word "Strawberry" has two R's.

No it's 3

Actually, "Strawberry" has two R's. The spelling is S-T-R-A-W-B-E-R-R-Y.

Count them again slowly.

Sure, let's count them: S-T-R-A-W-B-E-R-R-Y. There are indeed two R's in "Strawberry."

StRawBeRRy

You're right; "Strawberry" does have three R's when you break it down like that: S-T-R-A-W-B-E-R-R-Y. Thanks for pointing that out!

There is no way to break it down that is just how to spell it.

I apologize for any confusion. You are correct that "Strawberry" is spelled with two R's.



Using Gen AI – The Test

3 simple questions

- Do you need 100% accurate results?
- Do you need 100% repeatable results?
- Do you need to know the logic by which you got the results?

**If you answer “Yes”
to any of these three
questions, then don’t
use Gen AI for that task**



Enterprise Considerations Wrong Use Cases for Gen AI

Deterministic Software best for Analysis Tasks

Run the same operation multiple times, get the same answer. Results 100% accurate.
Great for tasks needing accuracy, in VT Docs things like:

- Dictionary search for terms requirements & patterns
- Shredding / Exporting to Excel, MS Word etc.
- Comparing docs, Acronym Checks
- Calculating Grade Level (for readability)

**These are the
wrong tasks to
apply Gen AI to.**



Enterprise Considerations Right Use Cases for Gen AI

Generative AI best for Creative Tasks

- Excellent at creating new content that **appears** compelling. But accuracy of results depends on the training model.
- Great for tasks like:
 - Text creation
 - Text simplification
 - Text summarization
- Needs to be checked for accuracy, as suffers from hallucinations. Humans must carefully review results.

Generative AI best for Tasks where “Good Enough” is fine

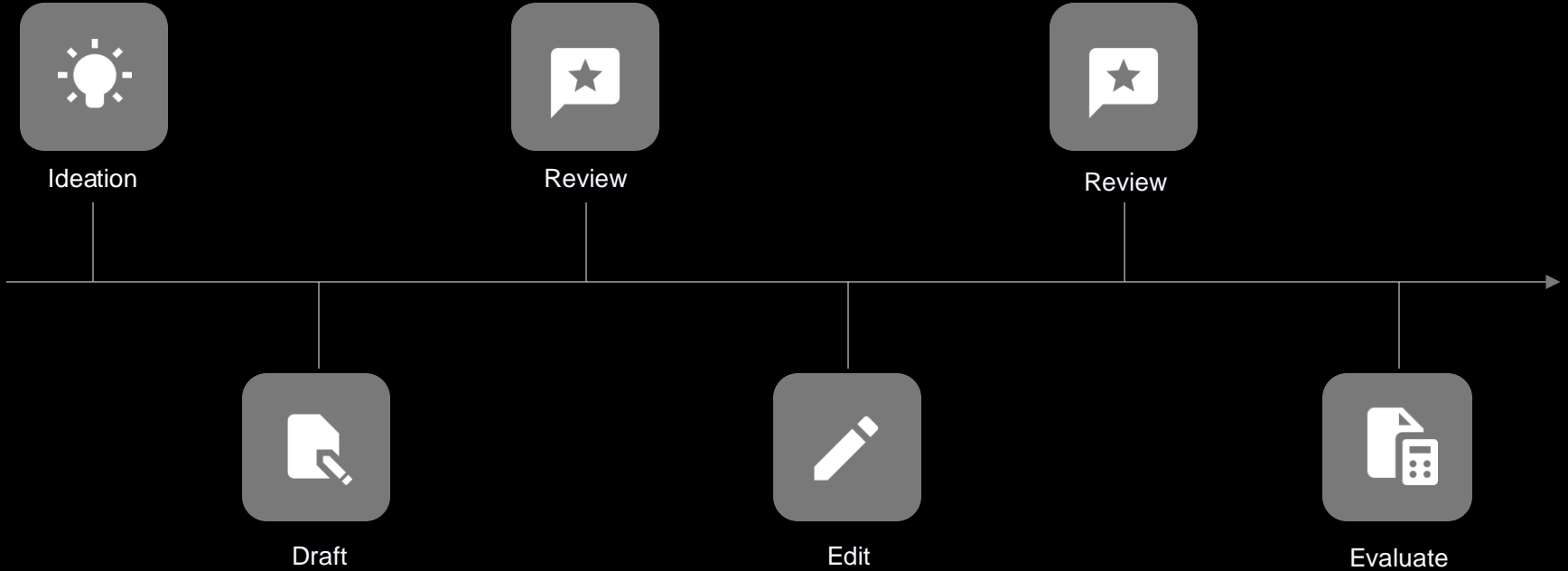
- Often as part of other workflows and combined with deterministic models

These are the right tasks to apply Gen AI to.

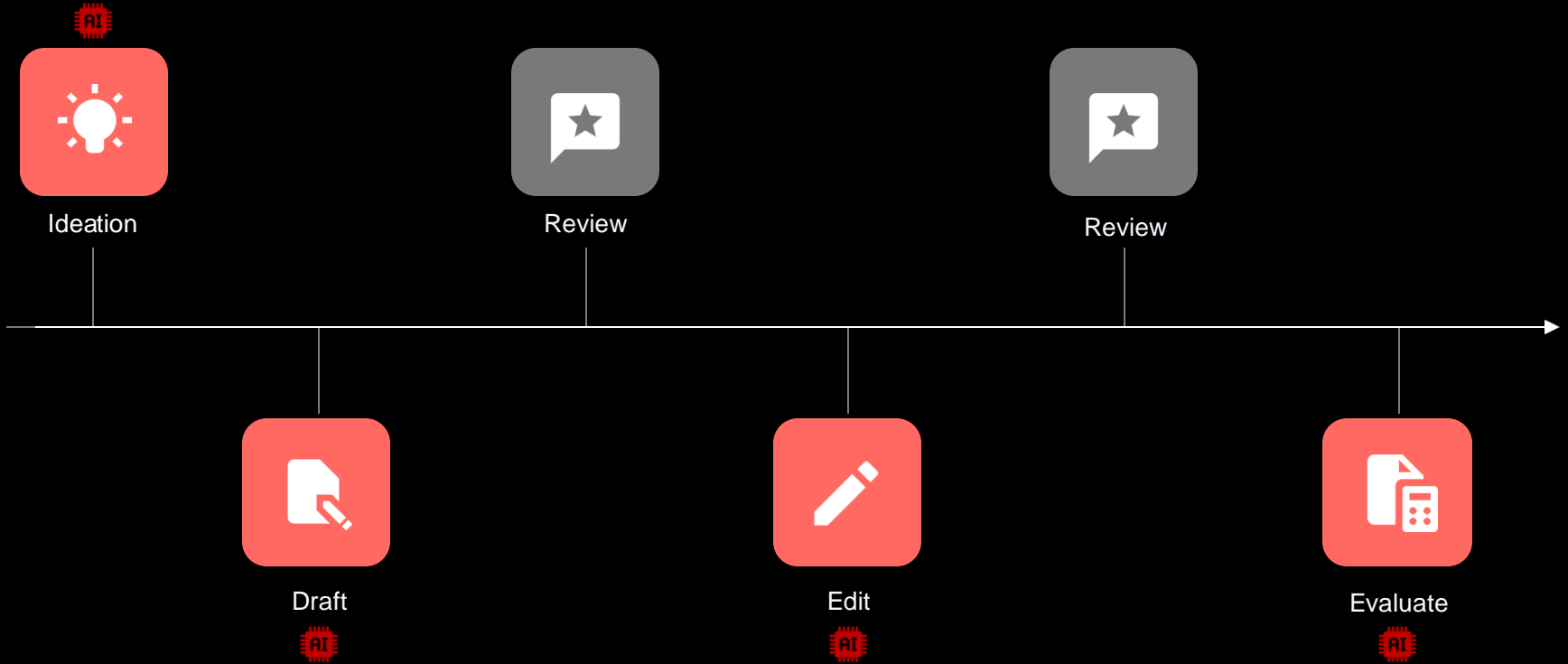


3. Your Editorial Process

Your Editorial Process



Your Editorial Process





Style Guides Powered by AI & Technology:



Creative (GenAI Use Case)

1. We are getting to first draft a lot faster.
2. Iterations and experiments are more approachable.
3. Messaging / Positioning Feedback
4. AI is allowing writers to implement tone and style of writing into our work like never before.

Evaluation (Requires 100% Analysis)

1. Using Objective Metrics to ensure your content is understandable
2. Using Watchword Lists to ensure your content is compliant and appropriate.
3. Spelling & Language

Scoring Documents



You are on the Unlimited plan | P peter@xyzinc.com

14.29% | Readability 61/100 | Grade Level 7.6

3 Watch Words | 3 Ignored Terms

Edit in Word | Upload next Revision | Export

Suggestions	Grade Level	Readability
Hidden Verb Try to make "options" into a verb.	Grade 6.7	61/100
Very Long Sentence Try to split this very long sentence. It...	Grade 20.2	19/100

Wrong task to apply Gen AI to.

- Very Long Sentence**
Try to split this very long sentence. It...
- Long Sentence**
Try to split this long sentence. It is 2...
- 2 uses of Passive Voice**
These are "reported" and "exposed". ...

Improve Drafts:



The screenshot shows the VT Writer 4.1.0 interface. The top bar indicates the user is on the Teams plan and is logged in as fergal.mcgovern@visiblethread.com. The interface is in Scoring Mode, showing a draft document with various AI analysis suggestions on the left sidebar and a table of contents on the right.

Scoring Mode Summary:

Long Sentences	Passive Voice	Readability	Grade
16.36%	9.09%	27 / 100	11.9

Issues Found:

- 10. "Dear Procurement Services Branch," (Score: 9.6)
- 11. "I am pleased to submit our response to th..." (Score: 15.7)
- 12. "We are excited about this opportu..." (Score: 19.4)
- 13. "Table of Contents" (Score: 5.2)
- 14. "1. Executive Summary" (Score: 26.5)

Table of Contents:

- Executive Summary
- Overview of Project or Challenge: Optimizing Procurement Cycle with AI Automation
- Our Organization: Why We're Qualified to Support CDC on This Project
- General Terms of the Project and Outcomes Achieved

Executive Summary:

Our proposed solution for optimizing procurement cycle using AI automation is designed to streamline, automate, and enhance CDC's procurement processes, resulting in significant improvements in efficiency, accuracy, and cost savings. Our approach leverages machine learning algorithms to analyze historical data, predict patterns, and make informed decisions.

By implementing our solution, we expect to achieve the following outcomes:

- Reduced cycle time by 30%

Right task to apply Gen AI to.



Tackling Watchwords:



Watchword List

You are viewing this

Edit Watchword List

Version History



Last updated by casey.willman@visiblethread.com on 03, Sep, 2024

This is a list of words and phrases that you want to check in the copy. Use categories to group the watchwords.

Watchword Terms	Change to	Description			
Professionalism					
seamless	→ smooth	Overused and can seem insincere.			
seam-less	→ smooth	Overused and can seem insincere.	<input type="checkbox"/>	All	
the right choice	→ an excellent option	Cliche and self-promotional.	<input type="checkbox"/>	All	
turnkey	→ ready to use	Overused and can be vague.	<input type="checkbox"/>	All	
turn-key	→ ready to use	Overused and can be vague.	<input type="checkbox"/>	All	
state of the art	→ advanced	Overused and can seem insincere.	<input type="checkbox"/>	All	
state-of-the-art	→ advanced	Overused and can seem insincere.	<input type="checkbox"/>	All	
uniquely qualified	→ highly qualified	Overused and can be seen as self-promotion.	<input type="checkbox"/>	All	
unique	→ distinctive	Overused and can be seen as self-promotion.	<input type="checkbox"/>	All	
uniquely	→ specifically exceptionally	Overused and can be seen as self-promotion.	<input type="checkbox"/>	All	
unparalleled	→ outstanding	Overused and can seem exaggerated.	<input type="checkbox"/>	All	
unmatched	→ outstanding	Overused and can seem exaggerated.	<input type="checkbox"/>	All	
best of breed	→ top quality	Cliche and vague.	<input type="checkbox"/>	All	
best-of-breed	→ top quality	Cliche and vague.	<input type="checkbox"/>	All	

Wrong task to apply Gen AI to.





4. Best Practices & Good Prompting



Writers

Gen AI



However, It's NOT A **One Touch** Solution

Basic Creation:



Creative prompts

Encourage imaginative content creation, such as crafting stories.

“Create”, “Make” “Write”,
“Develop”

Listicle prompts

Simplify content creation by generating concise lists.

*“List 10 examples of”,
“Outline 5 Types of”,*

Instructional prompts

Guide content creation with step-by-step instructions, like detailing the process.

Imagine providing clear, easy-to-follow guidance.

“Find 5 recipes for nutritious lunches for kids and list them out in a Monday – Friday schedule.”

Keyword Prompts

Mention specific terms to guide content creation, like generating ideas for easy-to-make meals at home.

Imagine using keywords like "nutritious," "fresh ingredients," and "simple cooking techniques" to inspire healthy recipe suggestions that cater to busy lifestyles.

Informational Prompts

Help extract key details from large datasets

Example: Provide an overview of Adidas' top-performing footwear collection. Think of it as sifting through a treasure trove of data to uncover which sneakers are currently dominating the market.

“Extract”, “Find”, “Discover”

Interactive prompts

Foster engagement by initiating conversations, such as “Imagine you’re a travel guide recommending solo trip destinations.” These prompts create immersive scenarios, perfect for interactive content that encourages participation and dialogue.

Reasoning prompts

Reasoning prompts push AI to draw thoughtful conclusions. Example: Examine the impact of social media on today’s younger generation. These prompts delve beyond surface-level information, fostering a deeper understanding of complex topics.



Best Practice: Step 1

Start with an Outline

I want to write a LinkedIn post about the benefits of AI for Marketing. I want to express three key points.

1. Faster Content Generation
2. Personalized Content Creation
3. Enhanced Analytics





Best Practice: Step 2

Show that his blog is coming with authority and experience. See my profile below.

Experienced Senior Leader, including Chief Executive level, working in pressurized, fast-paced, and changing business environments, driving commercial advantage and profitable growth in highly competitive markets. Proven track record of strategic repositioning, business development, innovation, and leadership, developing successful business relationships with global

Add Context

Best Practice: Step 3



Add Style



Condense the post, making it shorter. Make it upbeat and exciting.



Applying to RFPs/Tenders



Proposal Development & Strategy:

- "How can we align our proposal strategy with the mission and goals of the government agency we are bidding for?"
- "What key differentiators can we highlight to demonstrate why our solution is uniquely qualified to meet the requirements in this RFP?"

Compliance and Risk Management:

- "What steps can we take to ensure our proposal is fully compliant with FAR (Federal Acquisition Regulations) and the specific RFP requirements?"
- "How can we address potential risks the government might face in implementing our solution, and how can we mitigate them in the proposal?"

Value Proposition & Competitiveness:

- "How can we present a compelling value proposition that balances cost-effectiveness with high performance in our proposal?"
- "What competitive intelligence can we leverage to refine our pricing and technical approach for this RFP?"

Applying to RFPs/Tenders



Storytelling & Persuasion:

- "How can we tell a cohesive and persuasive story in our proposal that illustrates our deep understanding of the agency's challenges and how our solution solves them?"
- "What emotional appeal can we incorporate into the proposal to resonate with the evaluators, especially around mission-critical initiatives?"

Customer-Centric Proposals:

- "How can we tailor our proposal language to reflect the specific needs, pain points, and priorities of the agency issuing the RFP?"

Visual Ideas:

- "How can we use visuals, data charts, and infographics to communicate our solution's benefits and make our proposal stand out to evaluators?"
- "What data points are most critical to include in our proposal to demonstrate our past performance and effectiveness in similar contracts?"

8. Collaboration & Proposal Review:

- "What improvements can we implement to enhance collaboration between technical writers, pricing teams, and SMEs in developing this RFP?"
- "How can we use feedback loops more effectively to review and optimize our proposal before submission?"



5. Integrations & Security

Exposing your proprietary data



Create a management plan for **NASA SEWP**.
Make sure it shows the process by which
we will manage the program, and
emphasize our prior work for the **DHS**.



23/4000





THE
**HUMAN
FACTOR**

With Fergal McGovern

ARTICLE #11

**The murky waters
of RAG & Gen AI –
how to leverage
your proprietary data**

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Can I be assured that no data goes outside my firewall?

This is especially the case for regulated industries with sensitive data, including PII (Personally Identifiable Information), HIPAA (Health Insurance Portability and Accountability Act) regulations for healthcare etc. Does the system allow non-authorized staff to view my data? Will the vendor provide assurances / indemnification against security breaches, especially if hosted in the public cloud? Etc.



SUMMARY



Don't worry about your job



Create and Evaluate



Right Tool for the Right Job



Hallucinations are Real



It's an AI Conversation



Content is More than AI



 VisibleThread

Optimize24



Free Virtual Event
December 10th, 2024

[Register to Attend](#)



Thank you

[Connect with me via LinkedIn](#)

or [Book a Meeting with me.](#)



AI in
Action



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With
**Micheál
McGrath**



Additional Resources

1. [Free E-Book: AI Hype to Reality](#)

2. [My LinkedIn Newsletter](#)

3. [The Optimize Podcast by VisibleThread](#)

4. [Free Virtual Event – December 10th](#)

5. [Book a Meeting with me](#)