



EAGL Delta Track 2025:

EAGL Delta Track 2025: Applied AI- The Potential of Custom GPTs- November 18

[VIEW RECORDING - 60 mins \(No highlights\)](#)

Meeting Purpose

[To introduce custom GPTs as a practical business tool for automating repeatable tasks.](#)

Key Takeaways

- **GPTs are tools, not toys.** Unlike general-purpose ChatGPT, custom GPTs are built for specific business needs, providing consistent, repeatable output based on your data and rules.
- **Context is everything.** The quality of a GPT's output depends entirely on the detail in its instructions and the specificity of user prompts. Vague input yields vague, unreliable results.
- **GPTs amplify people, not replace them.** They serve as assistants, automating repetitive tasks (e.g., answering HR questions, analyzing data) to free up human time for higher-value work.
- **Building a GPT is accessible.** The process is a simple form-fill, but the key is crafting precise instructions. You can use ChatGPT itself to help write these instructions, making the task much easier.

Topics

GPTs: From Toy to Tool

- **The goal is to shift from using AI as a "toy" (e.g., for fun image generation) to a "tool" for business efficiency.**
- **ChatGPT vs. Custom GPTs:**
 - **ChatGPT:** A general-purpose assistant that starts fresh with each new chat.
 - **Custom GPT:** A specialized assistant built for a single purpose, following pre-defined rules, tone, and workflows. It uses your specific files and processes for consistent, repeatable output.
- **The Power of Context:**
 - **Starbucks Analogy:** A vague request ("cold drink") yields an unpredictable result. A specific one ("venti mocha frappuccino...") ensures the desired outcome.

- **Millionaire Analogy:** Asking a general audience for medical advice is unreliable. Asking a highly filtered group of experts (e.g., kidney specialists from top schools) provides trustworthy information.
- **Application:** More upfront work on context (detailed instructions, specific prompts) saves significant time on back-end revisions.

Use Case 1: HR Policy Assistant

- **Problem:** Employees struggle to find answers in long, complex HR manuals.
- **Solution:** A custom GPT trained exclusively on a company's HR policy manual.
- **Functionality:**
 - **Answers employee questions instantly (e.g., PTO accrual, holiday pay).**
 - **Critical Instruction:** The GPT is explicitly told *not* to "hallucinate" or invent answers; if information isn't in the manual, it states it cannot help.
- **Access & Security:**
 - **Requires a paid ChatGPT Plus account (~\$20/month) to create.**
 - **Access can be set to "Only me," "Anyone with a link," or "Public."**
 - **Data privacy is a key concern; enterprise accounts and specific toggles are used to prevent data from being used for OpenAI's general model training.**

Use Case 2: Charlie's Brain (Digital Twin)

- **Problem:** High demand for a specific expert's knowledge, which is not scalable.
- **Solution:** A "digital twin" GPT trained on an expert's published work (articles, videos, books).
- **Functionality:**
 - **Replicates the expert's perspective and communication style.**
 - **Critical Instruction:** The GPT is restricted to a curated list of approved websites and its internal knowledge base, preventing it from pulling unreliable information from the open web.
- **Application:**
 - **Internal Tool:** For the expert to draft communications, saving time.
 - **Knowledge Capture:** A model for preserving the institutional knowledge of retiring employees.

Use Case 3: Grower Operations Assistant

- **Problem:** Growers need real-time, weather-dependent operational guidance.
- **Solution:** A GPT built to provide actionable advice for daily tasks.
- **Functionality:**
 - **Role Definition:** Instructed to act as "the best horticulture operations analyst in the world" to ensure consistent, expert-level responses.

- **Task Analysis:** Analyzes weather forecasts to provide specific guidance for tasks like potting, pruning, and loading.
- **Contingency Planning:** Can generate Plan A/Plan B scenarios based on weather, enabling proactive decision-making.
- **Building Process (Demo):**
 - **Location:** ChatGPT > Explore > Create.
 - **Method:** Use the [Configure](#) tab for direct control, or use ChatGPT itself to help write the initial instructions.
 - **Key Settings:**
 - **Instructions:** The core of the GPT, defining its role, purpose, and rules.
 - **Knowledge:** Upload files (e.g., SOPs, manuals) for the GPT to reference.
 - **Capabilities:** Enable features like Web Browsing (for live data), DALL-E 3 (for images), and Code Interpreter (for data analysis).

Next Steps

- **Kellee O'Reilly:** Share sample instructions for the demo GPTs to serve as templates.
- **Attendees:**
 - Identify a repeatable, time-consuming task in your business.
 - Explore the ChatGPT Plus account (~\$20/month) to begin building your own custom GPT.

Action Items

- **Email attendees HR GPT link + sample instructions (HR, Charlie's Brain, Grower Ops) - [WATCH \(5 secs\)](#)**