

# Gen AI - Moving from experimentation to implementation

Moving beyond the hype to prepare for the future

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AI sentiment start 2023

Key moments 2023

Experimentation days

AI sentiment end 2023

2024 focus

Learning & ecosystem

Workflow innovation

Tools

Product innovation

Biggest difference

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Will AI take  
my job?

This is just  
hype

I don't know  
where to  
start

**We were hearing a lot of  
phrases like these**

I don't need  
to learn  
about this

I don't want  
to get left  
behind

It's not  
important  
for my role

# The sentiment towards Gen AI at the start of the year

**Positive**

**50%**

“I’m excited about the potential applications of Gen AI and being able to experiment with it for my specific role”

**Negative**

**50%**

“I feel pessimistic about Gen AI’s impact and/or don’t see how it relates to my role”

No matter how positive the sentiment, people didn’t know where to start.

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# Learning + experimentation 2023

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Created **guardrails** for use

Prescriptive **testing** programme

**July**  
Immersion Day

**Entire company**  
**attended** AI keynotes  
and workshops

**September**  
Experimentation Days

**70 projects submitted**  
**27 projects** explored.  
Every department  
involved

**BUILD TRUST & KNOWLEDGE**

**FOSTER CURIOSITY & UPSKILL**

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- 2 days + 300 people taking part
- 27 projects worked on
- AI creative workshops
- Expert facilitation
- Hackathon environment
- 90 second elevator pitches
- Prizes for the best projects
- Commitment to take them forward

# Comic Book generator

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# Image puzzles

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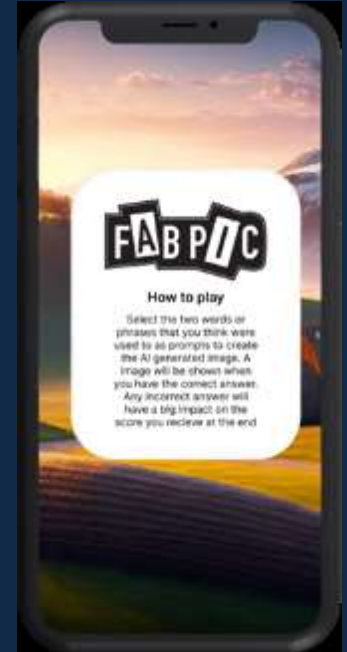
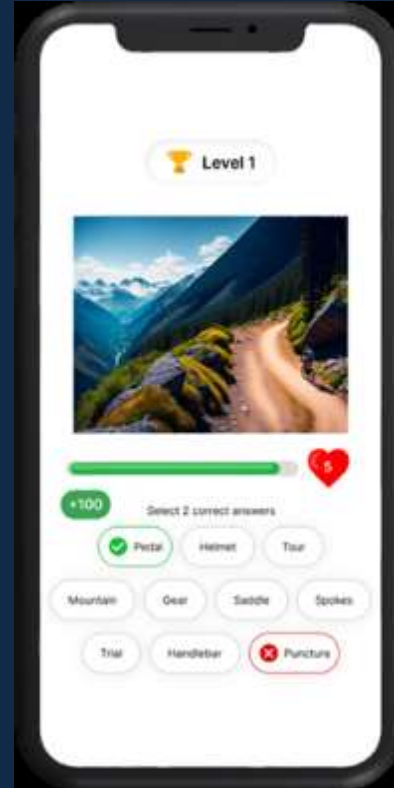
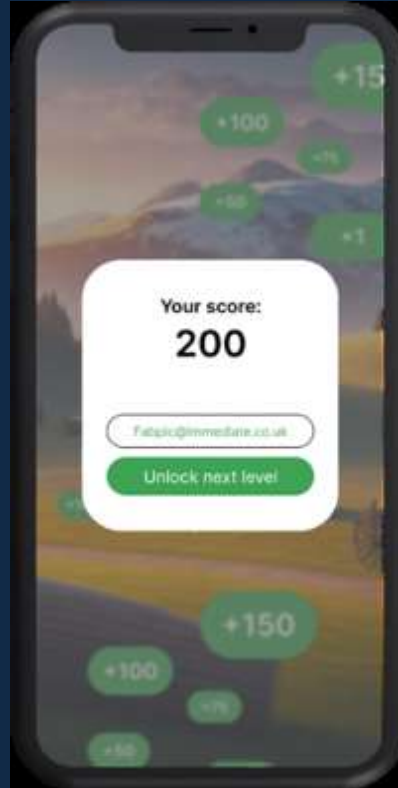
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# The sentiment towards Gen AI at the end of the year

**Positive**

**80%**

“I’m excited about the potential applications of Gen AI and being able to experiment with it for my specific role”

**Negative**

**20%**

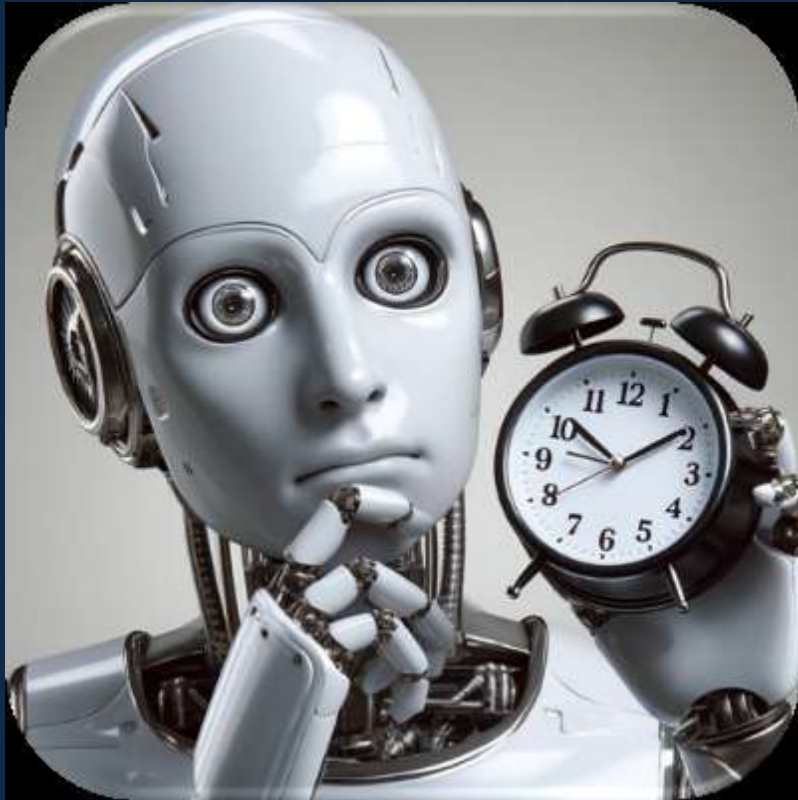
“I feel pessimistic about Gen AI’s impact and/or don’t see how it relates to my role”

But we know we need to keep developing our knowledge, training and approaches on an ongoing basis

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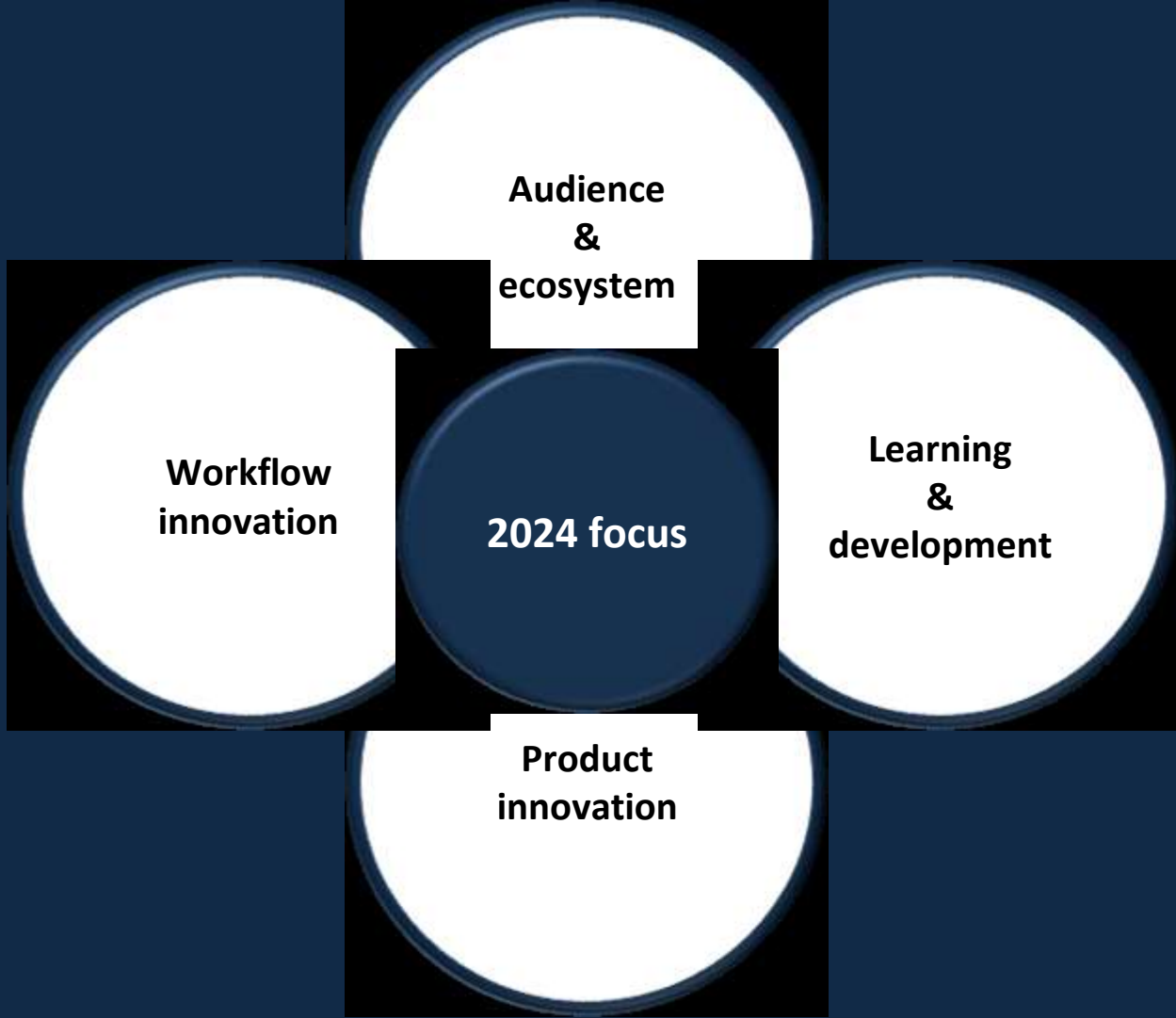


# Wake-up call!



- We had lots of use cases, but they weren't being used day-to-day
- People felt inspired... but their day jobs were busy and experimentation deprioritised
- They were frustrated by lack of access to tools and didn't know how to move beyond 'play'
- Individuals can identify the use case, the business needs to embed/implement them for scale

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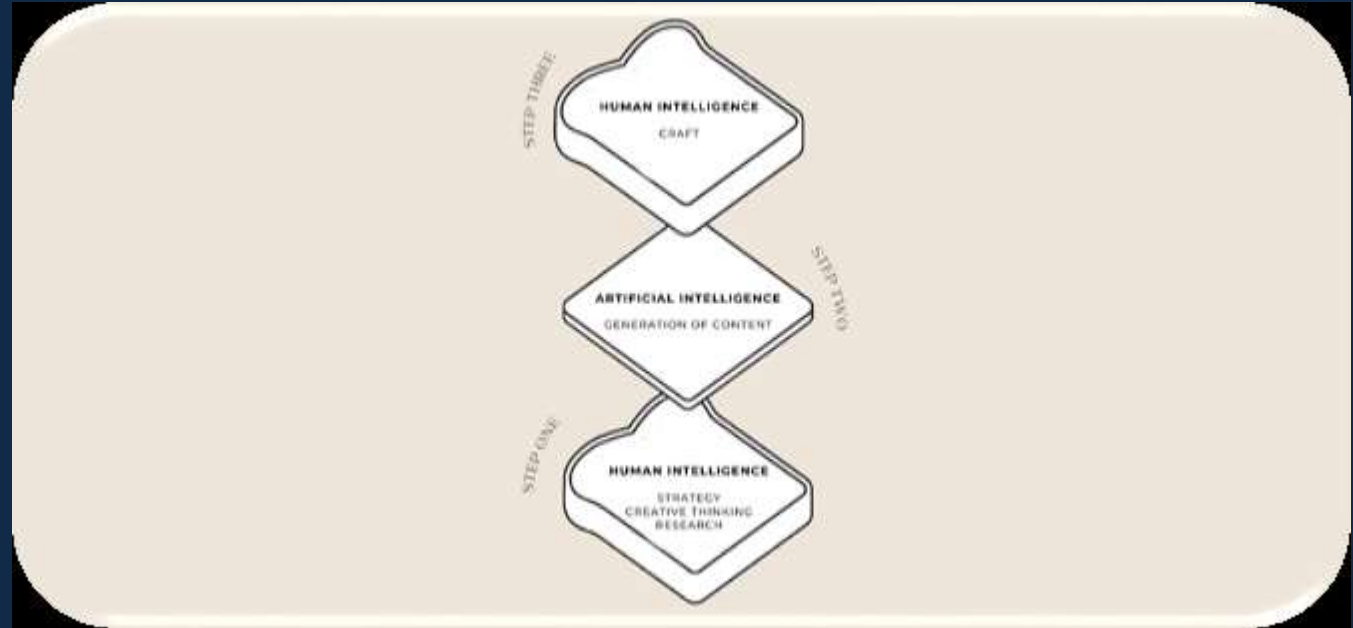


# AI Toolkit

- Bi-weekly email updates
- No regrets training
- More experimentation days
- Regular ecosystem newsletters



# The AI sandwich



AI-assisted NOT AI-generated

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# Content first drafts with AI

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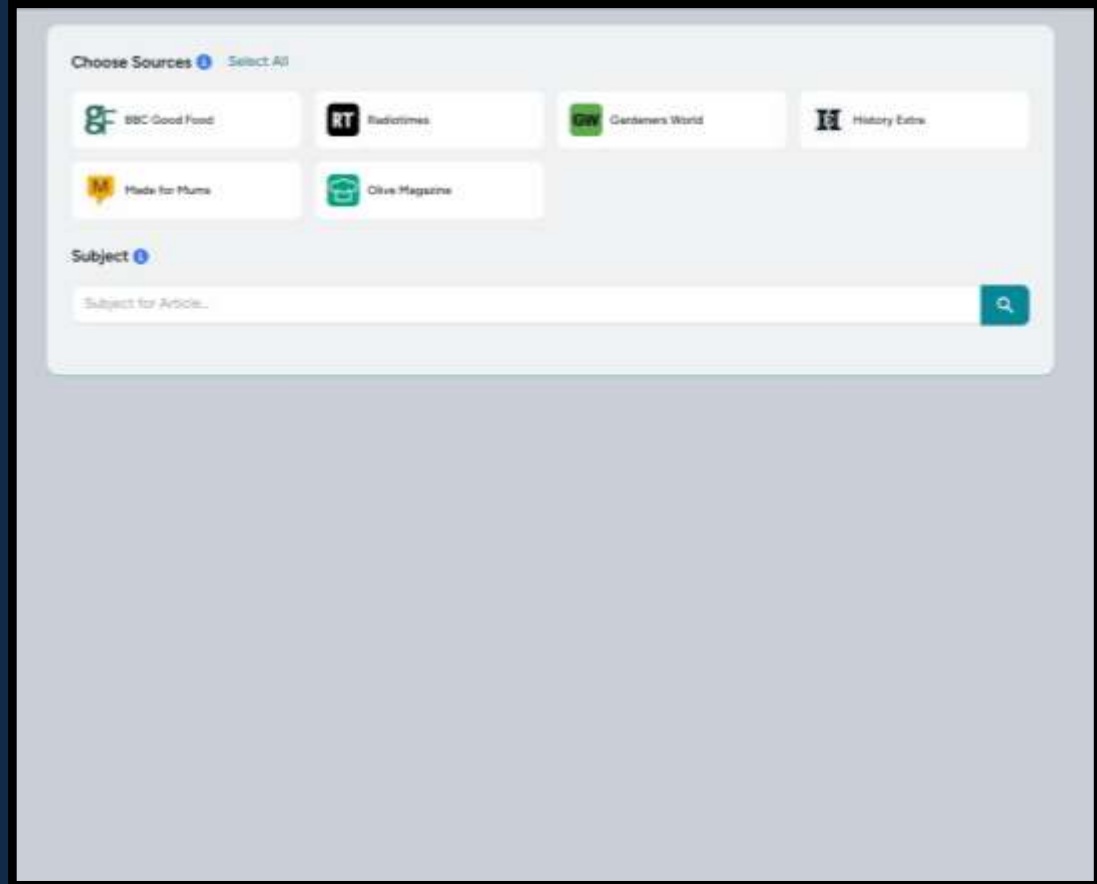
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# Editor AI playbooks

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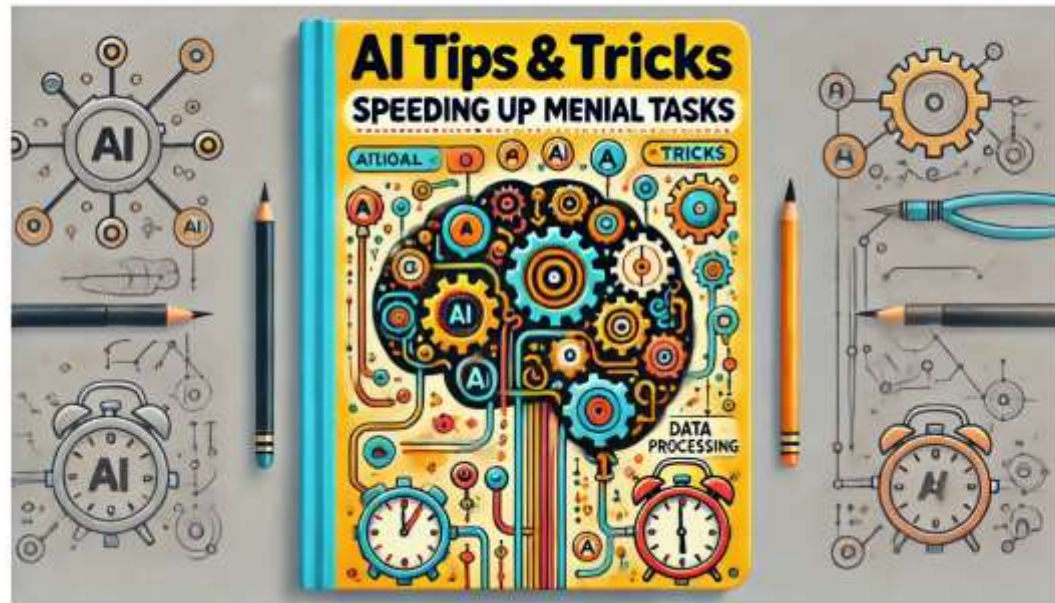
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## AI HANDBOOK



# Content checker

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The screenshot displays a web interface for a content checker. On the left, a section titled "Start checking your content" contains a text input field with the placeholder "Paste your content here" and a blue "Paste copy" button. Below the input field, there is a small green box with a warning icon and the text "Please don't use the extension to bypass security or to do anything else." On the right, a progress bar is shown with three items: "Completed items" (blue circle), "When ready, great!" (pink circle), and "Consider also including" (blue circle). The progress bar is currently empty, indicating that no content has been processed yet.

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Apply for AI tools via the  
**AI Tooling Process**

**Working smarter**

**Working creatively**



# Testing new features using GPT Builder

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[Try 5 issues of BBC History Magazine for £5 +10% Gloucester History Festival 2024 event tickets](#)



## Have a question about Henry VIII?

**BETA Quick Answers** This is an AI-powered feature, available as a limited test release. We want to understand if it is useful to you and how you rate the quality of its answers. It uses HistoryExtra content to answer your queries but, as a prototype, there is a chance it may display incorrect or inappropriate content that does not reflect the opinions or views of HistoryExtra. Please do not enter any personal information (e.g. date of birth or address).

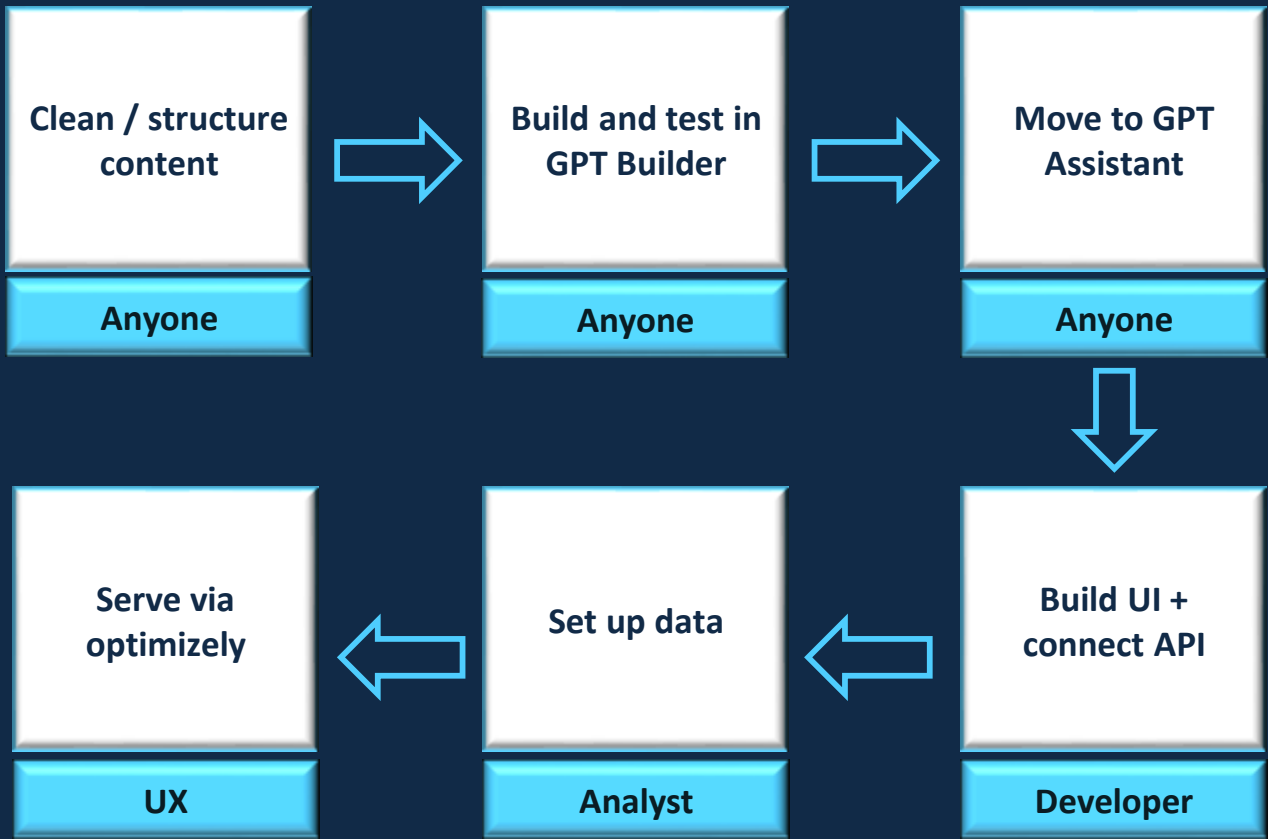
*Divorced, beheaded, died, divorced, beheaded, survived* – this is the rhyme most commonly associated with the six wives of [Henry VIII](#), chanted in classrooms around the world by children learning about the Tudor king and his family. But how much do you know about the six key women in Henry VIII's life? Here's our comprehensive guide to each of his spouses – from Catherine of Aragon through to Katherine Parr...

## Who were the six wives of Henry VIII – in order?

Henry VIII is England's most married monarch. He had six wives in total between 1509 and 1547. These were, in order:

# How to use GPTs to build test features

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Text-speech

AI-powered hybrid search

AI editor playbook

Vectorise archives

Production checkers

Content surfacing (answers)

Research / curation



Audiobooks

AI quizzes + puzzles

Video production

First drafting tooling

Content accessibility

Content checkers

Personalised recommendations



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1. Embed a **culture** of innovation & curiosity
2. Ensure access to **tools** for experimentation
3. Test and **experiment** continuously
4. Know what is **realistic** to ask of people
5. **AI-assisted** over AI-generated

# Thank you

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