

YOUR FIRST STEPS WITH AI: A PRACTICAL GUIDE FOR PROFESSIONALS

STEP 1	Start with a repetitive task you already do Identify something in your daily work that is time-consuming but straightforward—drafting routine emails, summarising meeting notes, or formatting reports. These are ideal starting points because you already know what a good result looks like, making it easy to evaluate the AI’s output.
STEP 2	Give Clear Instructions In AI, your instruction is called a prompt. Think of it as briefing a highly capable assistant who needs context to do their best work. The more specific your prompt, the better the output. Include your purpose, your audience, and your preferred tone. Vague prompts produce vague results. There are many useful ways to structure a prompt. One simple and effective approach is called CRT (Context, Role and Task), also known as CRIT. Using this structure helps you give the AI clearer direction, so it produces more relevant and useful results. <i>Weak prompt:</i> "Write an email about the new event space." <i>Stronger CRT prompt:</i> Context: I work with a premium event venue on the Cotai Strip in Macao that has launched a new space with natural light and upgraded AV. I want to re-engage a VIP client who has held successful events with us before. Role: Act as an experienced copywriter specialising in luxury hospitality and corporate events in Macao who writes in a warm, professional, and client-focused tone. Task: Write a professional email introducing the new space, highlighting the natural light and AV, with a short reference to our past work together and a soft invitation to discuss or visit.
STEP 3	Evaluate What It Produces Read the output critically. Does it reflect your professional standards? Is the tone appropriate? Is anything factually incorrect? This is where your expertise, judgement, and industry knowledge become essential. AI produces the draft, you evaluate.
STEP 4	Refine and Personalise Edit the output to reflect your voice, your attitude, and your context. The human touch—warmth, nuance, cultural awareness—is what transforms an AI draft into professional communication that builds trust.
STEP 5	Reflect on What You Gained Ask yourself: ‘did this save me time?’ Did it free me to focus on higher-value work? Over time, this reflection builds confidence and helps you identify where AI adds the most value in your specific role.
STEP 6	Gradually Expand Your Usage Once comfortable, apply AI to more complex tasks—research, content creation, data analysis, or even brainstorming. Each new application builds your capabilities and shortens your learning curve.

Remember: Every step of this process is guided by you. AI handles the repetitive. You handle the meaningful.