



THE CAREER FARM

GROW YOUR OWN

Embracing AI in your career management

Alison Edmonds and Ian Smith for Open University Business School

Career Management

How useful is AI?

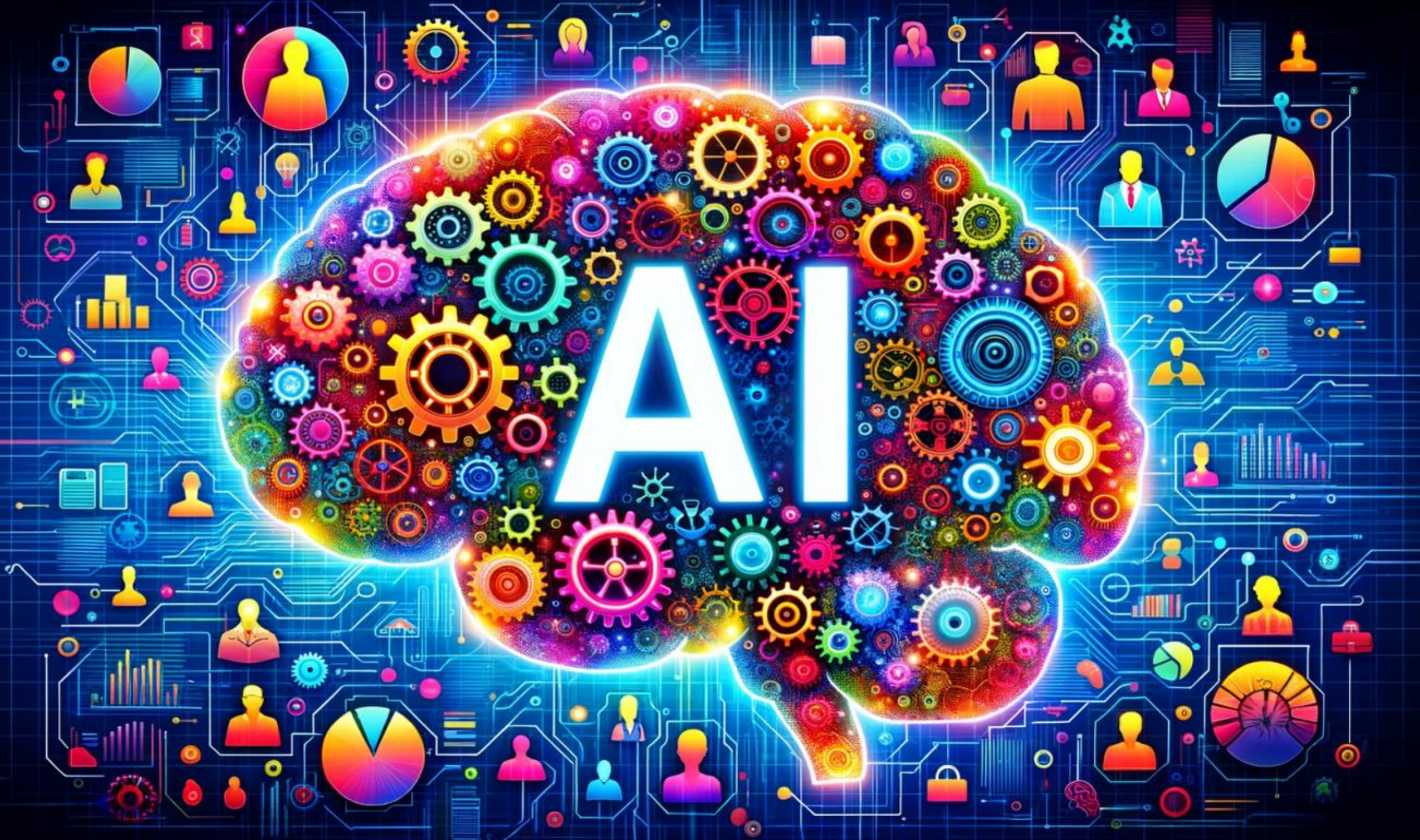


Who
am I?

Where
am I
going?

How do
I get
there?





What is
AI?

According to ChatGPT:



Artificial Intelligence (AI) refers to computer systems designed to perform tasks that would normally require human intelligence, such as understanding language, making decisions, and solving problems.

According to Claude.ai:

What is
Generative
AI?



Generative AI is technology that can create new content like text, images, and video based on patterns it learns from data.

The AI Landscape



Claude.ai
Anthropic



ChatGPT
OpenAI



Bard
Google



Bing Chat
Microsoft

The AI Landscape



Claude.ai
Anthropic



ChatGPT
OpenAI



Bard
Google




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Microsoft



They are essentially giant statistical models that continuously predict the probability of each subsequent word, based on previous words.

It's a game of "guess the next word" repeated in a loop until it reaches an endpoint.



Can I
trust it?

Not
always...

Here's What Happens When Your Lawyer Uses ChatGPT

A lawyer representing a man who sued an airline relied on artificial intelligence to help prepare a court filing. It did not go well.

 Share full article    1.1K



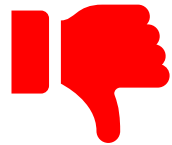
PROMPTS

A prompt is a **carefully constructed input or question** provided to the AI that serves as the foundation for generating responses.

It is critical to getting the best from generative AI because a well-crafted prompt:

1. Guides the AI
2. Sets Expectations
3. Optimises Creativity
4. Enhances Efficiency
5. Mitigates Bias

The importance of Prompts



Write a blog post entitled “Using AI to get ahead in business”.

The importance of Prompts



Compose a 500-word blog post titled 'Using AI to get ahead in business', discussing how small to medium enterprises can leverage artificial intelligence for operational efficiency, customer satisfaction, and competitive advantage. Please include real-world examples and ensure the tone is engaging and accessible for a non-technical business audience."

How do I get a great prompt?

- Create a “starter” and then **iterate**
- Ask AI for **help**: “help me write a prompt for...”
- Use **internet search** to see what others have done: “Great ChatGPT prompts”

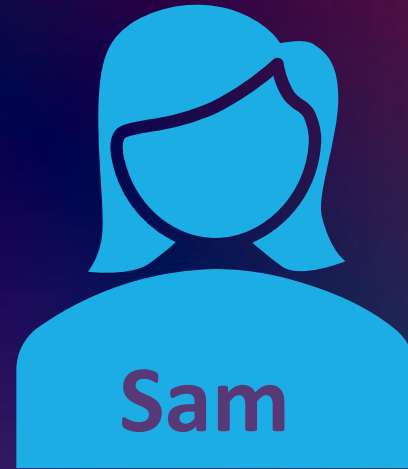
DEMONSTRATING AI IN ACTION

1. Self-evaluation
2. Industry review
3. Self-marketing



Sam is a mid-career professional wanting management consulting. Sam has an engineering degree, a strong career in operations to middle management level and a recent MBA.

PROMPT



Sam is a mid-career professional wanting management consulting. Sam has an engineering degree, a strong career in operations to middle management level and a recent MBA.

I have created a pretend job seeker called Sam. Sam is a mid-career professional looking to find a first position in management consulting. Sam has an engineering degree and a strong career in operations. Sam has moved from company to company, each time with a slightly more senior role. Please make up a detailed CV for Sam, which showcases his career, lots of information about each job role and has achievements listed in the bullet points. Have a personal summary at the top and a skills section below this. The CV must be no longer than two pages. Company names must be pretend. Please add an interests section at the bottom.

This is a great start, but it isn't specific enough. Write the CV again and state what each company does. With this clear company mission in mind, include actual examples of what Sam has done in each of his job roles. Please use UK spelling.

SAM SPECTACULAR

spectacular@gmail.com

Personal Summary:

Dedicated and results-oriented engineering professional with a proven track record in operations management. Possesses a strong analytical mindset and a keen eye for optimizing processes to drive efficiency and profitability. Seeking an opportunity to leverage my experience and leadership skills in the field of management consulting.

Skills:

Operations Management	Strategic Planning	Stakeholder Engagement
Process Improvement	Project Management	Problem-Solving
Data Analysis	Cross-functional	Lean Six Sigma Certified
Team Leadership	Collaboration	

Professional Experience:

Pinnacle Manufacturing Ltd | Operations Manager | 2020 – Present

Company Mission: Pinnacle Manufacturing is a leading manufacturer of precision-engineered components for the aerospace industry, committed to delivering excellence in quality and innovation.

- Spearheaded a comprehensive process optimization initiative, resulting in a 15% reduction in production costs and a 20% increase in overall efficiency.
- Developed and implemented a data-driven inventory management system, reducing excess inventory by 25% and improving cash flow.
- Led a team of 20+ employees, fostering a culture of continuous improvement, and achieving a 98% employee satisfaction rate.

BlueSky Innovations Ltd | Senior Operations Specialist | 2016 – 2020

Company Mission: BlueSky Innovations is a technology company dedicated to creating sustainable solutions for renewable energy, with a focus on reducing the world's carbon footprint.

- Played a key role in the successful launch of a new product line, exceeding sales targets by 10% within the first year.
- Collaborated with cross-functional teams to streamline production processes, resulting in a 12% reduction in lead times.
- Implemented Lean Six Sigma principles, leading to a 30% reduction in defects and an annual cost savings of £500,000.

Harmony Logistics Group | Operations Analyst | 2013 – 2016

Company Mission: Harmony Logistics Group is a global logistics provider committed to delivering seamless supply chain solutions and exceptional customer service.

- Conducted in-depth data analysis to identify bottlenecks in the supply chain, leading to a 15% increase in on-time deliveries.
- Collaborated with senior management to develop and execute a strategic plan that increased market share by 8%.
- Played a key role in the successful integration of a newly acquired company, ensuring a smooth transition of operations.

TechWorks Ltd | Junior Engineer | 2011 – 2013

Company Mission: TechWorks Ltd is an engineering consultancy firm specializing in cutting-edge technology solutions for various industries.

- Assisted in the design and implementation of production processes, resulting in a 10% increase in manufacturing output.
- Conducted root cause analysis on equipment failures, reducing downtime by 20%.
- Developed and delivered training programs for new hires, improving team productivity by 15%.

Education:

- Bachelor of Science in Engineering, University of Pretendville, Graduated 2011
- Masters in Business Administration (MBA), Extraordinary Business School, 2020 - 2023

Interests: In my free time, I enjoy exploring new hiking trails, volunteering at local community events, and keeping up with the latest developments in technology and business strategy.



DEMONSTRATING AI IN ACTION

1. SELF-EVALUATION


Let's explore how well AI can help us be more self-aware.

Can it help us to create a strong list of our own skills, values, interests, personal characteristics and culture fit?

How well does it do this and how does it compare to an expert human?

< 2 / 2 >



My CV is attached below. Please list all of my specific skills including technical skills and soft skills. Use your knowledge of the different between skills and expertise to not include my expertise in the list, only my skills. 

...

SAM WILSON

Personal Summary: Dedicated and results-oriented engineering professional with a proven track record in operations management. Possesses a strong analytical mindset and a keen eye for optimizing processes to drive efficiency and profitability. Seeking an exciting opportunity to leverage my experience and leadership skills in the field of management consulting.

Skills:

- Operations Management
- Process Improvement
- Data Analysis
- Team Leadership

< 4 / 4 >



You are a careers coach. Please create five questions which will help clarify my self-awareness so that I may better understand my skills, values, and interests.

My CV is attached below so that you can understand where I am in my career, and more about me in general.

...

SAM WILSON

Personal Summary: Dedicated and results-oriented engineering professional with a proven track record in operations management. Possesses a strong analytical mindset and a keen eye for optimizing processes to drive efficiency and profitability. Seeking an exciting opportunity to leverage my experience and leadership skills in the field of management consulting.

Skills:

- Operations Management
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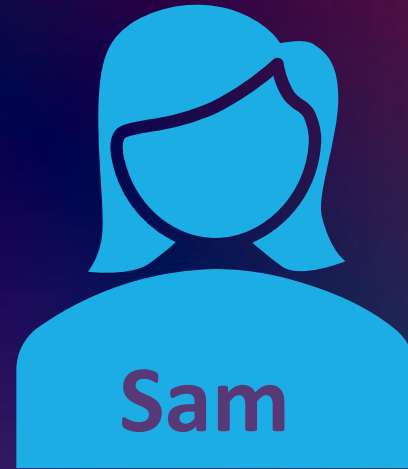
2. MARKET APPRAISAL

Let's explore what's happening in the Consulting marketplace.

Which are the key players, second tier, third tier and boutiques? Sam wants to create a target list of companies and understand the differences between what these companies offer.

How well can AI do this and how does it compare to an expert human?

PROMPT



Sam is a mid-career professional wanting management consulting. Sam has an engineering degree, a strong career in operations to middle management level and a recent MBA.

Please provide a current appraisal for the management consulting industry. It is important that your appraisal is up-to-date, please do not include any outdated information. I want to know the names of:

- the global leaders,
- the top 10 second tier organisations,
- the top 10 third tier,
- the top 20 boutiques.

For each one, I want you to tell me their specialist functions, industry, and geographical reach. Include example job titles for each company.



It takes time...
so here's one we
prepared earlier...

DEMO with Bing **web search**

Please provide a current appraisal for the management consulting industry. It is important that your appraisal is up-to-date, please do not include any outdated information. I want to know the names of:

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- the top 10 second tier organisations,
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- the top 20 boutiques.

For each one, I want you to tell me their specialist functions, industry, and geographical reach. Include example job titles for each company.

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Finished browsing



I've gathered detailed information regarding the management consulting industry. Below is a comprehensive analysis based on your request:

Global Leaders:

DEMONSTRATING AI IN ACTION

3. SELF-MARKETING

Let's explore how well AI can create compelling sales documents

Sam now needs a tailored CV for Consulting companies. It must match the Job Description, so Sam needs to spot any gaps. Sam also needs a strong Cover Letter and be ready for interviews.

How well can AI do this and how does it compare to an expert human?

SAM SPECTACULAR

spectacular@gmail.com

Personal Summary:

Dedicated and results-oriented engineering professional with exceptional decision-making and collaborative leadership skills. Adept at operations management and innovative problem-solving, underpinned by a focus on transparency, stakeholder engagement, and sustainability. Seeking an opportunity in management consulting to leverage multifaceted experience and enact meaningful change.

Skills:

Operations Management
Process Improvement
Data Analysis
Team Leadership
Strategic Planning

Project Management
Cross-functional Collaboration
Stakeholder Engagement
Problem-Solving
Lean Six Sigma Certified

Quantitative Analysis
Ethical Decision-Making
Transparent Communication
Innovative Problem Solving
Sustainability Awareness

Professional Experience:

Pinnacle Manufacturing Ltd | Operations Manager | 2020 – Present

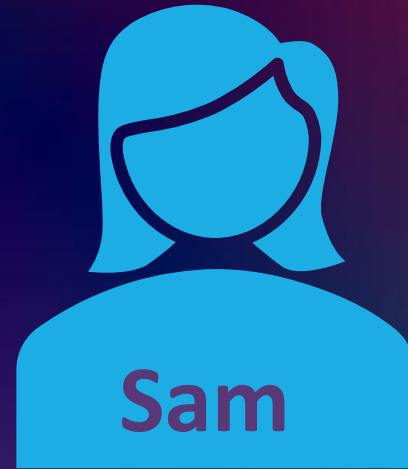
Company Mission: Pinnacle Manufacturing is a leading manufacturer of precision-engineered components for the aerospace industry, committed to delivering excellence in quality and innovation.

- Spearheaded a comprehensive process optimization initiative, leading to a 15% cost reduction and a 20% efficiency increase. **Employed transparent communication with team and stakeholders to facilitate decision-making.**
- Developed and implemented a data-driven inventory management system, reducing excess inventory by 25% while improving cash flow. **Utilized quantitative skills to maximise operational effectiveness.**
- Led a team of 20+ employees, achieving a 98% employee satisfaction rate through strong, collaborative leadership and ethical considerations in decision-making.



We told
ChatGPT
exactly how
to do this

PROMPT



Sam is a mid-career professional wanting management consulting. Sam has an engineering degree, a strong career in operations to middle management level and a recent MBA.

Here is a job description for a management consultant position specialising in Operations. Please compare my CV to this Job Description and provide a list which contains all the following:

- 1: all keywords from the job description which are missing from my CV;
2. all essential requirements for the role which are missing from my CV, please be specific.
3. any recommendations about how I can stand out from other candidates applying for this role.

Please do not be generic, please make sure all your responses are specific to a management consultant position.

LIVE DEMO #1

Here is a job description for a management consultant position specialising in Operations. Please compare my CV to this Job Description and provide a list which contains all the following:

- 1: all keywords from the job description which are missing from my CV;
2. all essential requirements for the role which are missing from my CV, please be specific.
3. any recommendations about how I can stand out from other candidates applying for this role.

Please do not be generic, please make sure all your responses are specific to a management consultant position.



LIVE DEMO #2

Here is the Job Description for an operations consultant at Supreme Consulting UK, and my CV. I want to write a short Cover Letter for this position. Please create a focused, detailed Cover Letter containing three paragraphs only, which outlines my reasons for applying, the value I bring to the company with evidence, and my personal attributes. The Cover Letter MUST all fit on one page. The first paragraph must include a list of three selling points of Supreme Consulting UK that attract me. Please adopt a businesslike style, and use British English.



LIVE DEMO #3

I have three rounds of interviews for an Operations Consultant position at Supreme Consulting UK which is a second tier firm in the management consulting industry. Here is the Job Description and my CV. Please create a list of likely interview questions which will come up in the first three rounds of interviews and explain why they are asking these questions.

Please state clearly how I need to reply, what content I need for my answers and if there are useful frameworks for my answers.

Please also include three useful websites which can give me additional support for my interview preparation.

Who
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Embracing AI in your career search

An exciting tool with huge potential

- **Very useful** for many career management tasks
- Provides **excellent starting points** for written materials
- **Prompts are key:** give required information and clear instructions, and **iterate**
- Pay for ChatGPT Plus to get access to **GPT-4, the best current AI assistant**



What do
you
think?

But remember...

- **Carefully check all AI output**
- It's **not perfect**, and makes mistakes
- Output can be **generic**, and **lack full insight**
- **Fabricates facts**, so check!
- Training data not up-to-date, so provide the latest information in your prompts
- It feels like a person, but is **not a person**
- Career decisions require rich, diverse and supported **reflection**

Questions

Self-awareness and reflection

Lists of skills and values, coaching questions

Offer acceptance and onboarding

Onboarding support

Self-evaluation

Psychometric test options

Offer management and contract negotiation

Example contracts, definitions, contract review, negotiating skills

Marketplace review/industry research

Specific company appraisals

Self-marketing: CV/CL, LinkedIn, interviewing

Personal profile/bio, thank you emails, case interview solutions

Career objective clarification

More ideas
Example job descriptions

Job search and networking

Networking questions, effective strategies

Open University Business School

Hi, and welcome to the resources page for the Career Maximiser course.

From here you can create your personal Career Maximiser account so that you can work through the course and build your career strategy.

Just click on the link to register and get started.

If you've already created your personal account, use the login link to go straight to the login page for the course (you can also use this link if you've forgotten your password).

Below the links there is a video which will give you more background on the course and how it can help you, and below the video you will find a link to other careers resources.

[Click here to REGISTER for the Career Maximiser course](#)

[Click here to LOG IN to your Career Maximiser account](#)



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To Register:

<https://thecareerfarm.com/oubs>

A short video to explain what the course is all about and how it can help you...



THE CAREER FARM
GROW YOUR OWN

Alumni Webinar Programme 2023 - 2024

Please feel welcome to join us for the upcoming webinars:

21 November 1pm – 2pm UK local time Kim Morgan
Coaching skills for leaders and managers

25 January 1pm – 2pm UK local time Panel
Portfolio careers

Thank you for joining us today

Please tell us what you think by accessing the feedback link after this session