

RUNEL

Session Two:

Your Story. Your Short.

Bernie Goldbach & Filipe Santos

#RUNEL



Image: Adobe

RDG

0. Your Facilitators



Filipe Santos

Professor Polytechnic Leiria

w: ipleria.pt

e: filipe.santos@ipleiria.pt



Bernie Goldbach

Public Service Technologist

w: topgold.ie

e: innovation@iteration.ie

Authenticity Statement

The content in this presentation was researched by Bernie Goldbach and Filipe Santos. Original research material is stored in their Personal Knowledge Management Systems. AI has been used to cross-check the accuracy of the information and to test the hands-on processes covered in this slide deck.

Be authentic

- PhD Student Expelled for AI usage

all four faculty graders of his exam expressed “significant concerns” that it was not written in his voice. They noted answers that seemed irrelevant or involved subjects not covered in coursework. Two instructors then generated their own responses in ChatGPT to compare against his and submitted those as evidence against Yang. At the resulting disciplinary hearing, Yang says those professors also shared results from AI detection software.

Source: Minnesota Public Radio

Today's Session Outline

1. Recap of Session One & Intro Chat
2. Today's Workshop
 - 2.1 DKM & PARA: A Method For Staying Organised
 - 2.2 Trustworthy Services & A Word of Caution

Breakout One: Create an image. Copyright it.
 - 2.3 Applying The Four-Part Framework
 - a. Purpose
 - b. Programs

Breakout 2: Use AI to summarise and cross-check a PDF
 - c. People
 - d. Protocols
3. Wrap up and preview of our next session



We're Considering These Topics

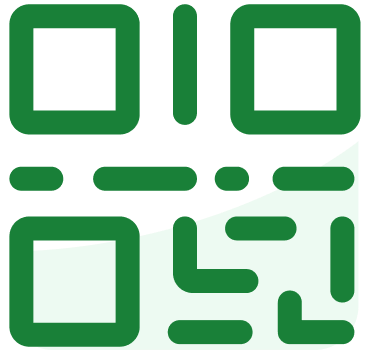
- Use AI to create engaging training
- AI to review funding submissions to improve winning quotes
- Synthesize disparate internal data with market insight data using AI
- Improve market insights with AI tools
- Analyse large data set with AI to find interactions average users doesn't see
- Train AI to improve performance of teams in a project

Quick Discussion

1. What must you have in place so you can use AI every day at work?
2. What would give you confidence to trust the results of an AI?
3. How do you gather the insights that help you with your job?



slido



Join at slido.com
#1191199

ⓘ Start presenting to display the joining instructions on this slide.

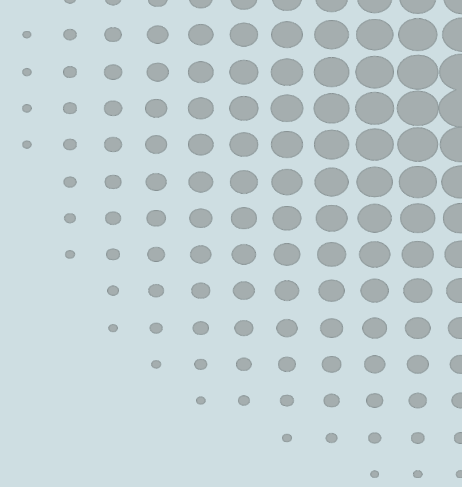
CC-by-SA 4.0 #RUNEUI Tools

slido



Which AI tool do you have?

① Start presenting to display the poll results on this slide.



Recap of Session 1

1. What we covered

- How this Special Advanced Programme is structured.
- You shared your over-arching concerns



1. What you did

1. Joined the Flickr Digital Transformation Group
2. Uploaded avatar selfie to the 02 images folder with your name as part of the file name.
3. Save Tuesday evenings for Zoom Room 3861743369
3. Know how to reach Bernie Goldbach and Filipe Santos.

Selfie Avatars with Food

Most made using Microsoft
Bing Image Creator





TODAY:

**We share
how we source
and use info**

Method-based approaches



2. Today's Session



2. Tools We'll See Today

1. Google Gemini
2. ChatGPT-5
3. Notion
4. Microsoft Copilot
5. Fabric.so
6. Slido

2. Tools With Logos



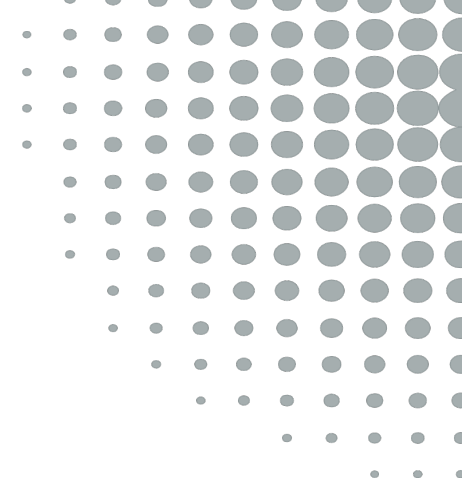


What is your go-to method of finding information on your computer?

① Start presenting to display the poll results on this slide.



In your job you must be able to save and then quickly locate business information.



My searches

Refine

Reset

Date

Between

01/01/2012

15

and

17/09/2013

15

Filename

















System folder

Public

Manually add a refine

278 matching documents on computer

Stand...

Name	Date	File type	File size	Folder
 Europe trip 0457.jpg	8 June 2012 3:12 pm		5,230 Kb	C:\Users\Public\Photos
 Europe trip 0126.jpg	12 May 2013 4:34 am		5,122 Kb	C:\Users\Public\Photos
 All vacation details and plans.zip	2 November 2012 8:01 pm		4,012 Kb	C:\Users\Public\Documents\Plans
 Europe Spain.pdf	14 June 2012 11:12 pm		4,003 Kb	C:\Users\Public\Documents\World Maps
 Europe trip 0883.jpg	15 July 2012 5:52 am		3,211 Kb	C:\Users\Public\Photos
 Vacation plans for London.docx	8 July 2012 2:48 pm		3,158 Kb	C:\Users\Public\Documents\European Va
 Norway Hotels.docx	22 March 2013 1:10 pm		2,809 Kb	C:\Users\Public\Documents\European Va
 Europe trip 0281.jpg	18 November 2012 7:59 am		2,666 Kb	C:\Users\Public\Photos
 Europe trip 0590.jpg	5 June 2012 12:00 pm		2,010 Kb	C:\Users\Public\Photos
 Summer vacation itinerary.docx	8 June 2012 7:02 pm		1,956 Kb	C:\Users\Public\Documents
 Europe Italy.pdf	30 May 2012 3:18 pm		1,888 Kb	C:\Users\Public\Documents\World Maps
 Europe trip 0253.jpg	28 June 2012 8:08 am		1,821 Kb	C:\Users\Public\Photos
 Europe trip 0778.jpg	2 January 2013 2:33 am		1,781 Kb	C:\Users\Public\Photos
 Europe France.pdf	26 May 2012 9:30 am		1,602 Kb	C:\Users\Public\Documents\World Maps
 Western Europe travel guide.docx	14 June 2012 6:17 pm		1,348 Kb	C:\Users\Public\Documents\European Va
 Europe trip 0101.jpg	20 November 2012 9:00 pm		1,345 Kb	C:\Users\Public\Photos

 Summer vacation itinerary.docx
8 June 2012 7:02 pm

C:\Users\Public



2. Google Gemini



2.1 Digital Knowledge Management

Digital Knowledge Management (DKM) is the process that allows you to

- Identify
- Collect
- Documents
- Organise
- Share



DKM: The PARA Method

Digital Knowledge Management.

PARA is system for collaborating and keeping digital information organised



The PARA Method Is

“... a system developed by Tiago Forte for organising digital information across any platform.

“It can be implemented in just seconds by has the power to transform the trajectory of your work and life.”

(Forte Labs, 2020)

Forte Labs PARA method

PROJECT

Short-term efforts in your work or life that you're working on now

AREA

Long-term responsibilities you want to manage over time

RESOURCE

Topics or interests that may be useful in the future

ARCHIVE

Inactive items from the other three categories

Tiago Forte and PARA



How you might use these categories



PROJECTS

- Writing a book
- Designing a course
- Building an LMS
- A workshop or talk
- Developing a new product
- Moving premises
- Hiring for a given role

AREAS

- Work/ Business
- Professional Affiliations
- Personal Finances
- Health & Fitness
- Family & Home
- Sports Coaching
- Hobbies

RESOURCES

- Personal Library
- Research Papers
- Links
- Courses Taken
- Podcasts
- Online Video
- Notes and files

ARCHIVE

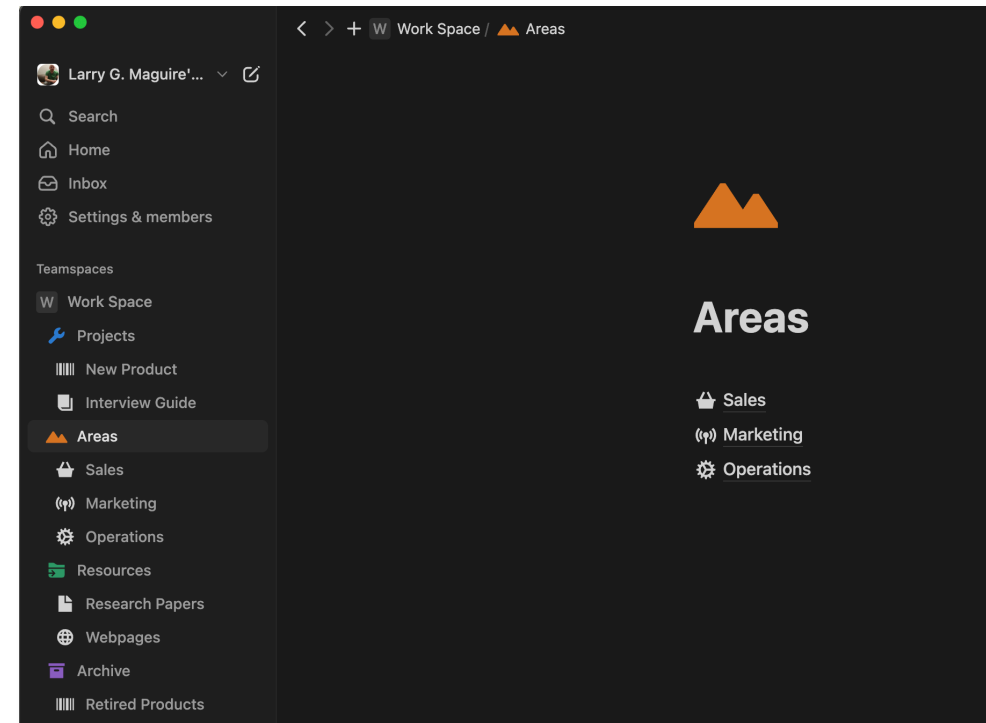
- Any of the
aforementioned

Using the PARA Method with Notion

I use Notion to stay organised

- Projects
- Areas
- Resources
- Archives

Notion is good for collaboration and staying organised. However, you may want something more secure.



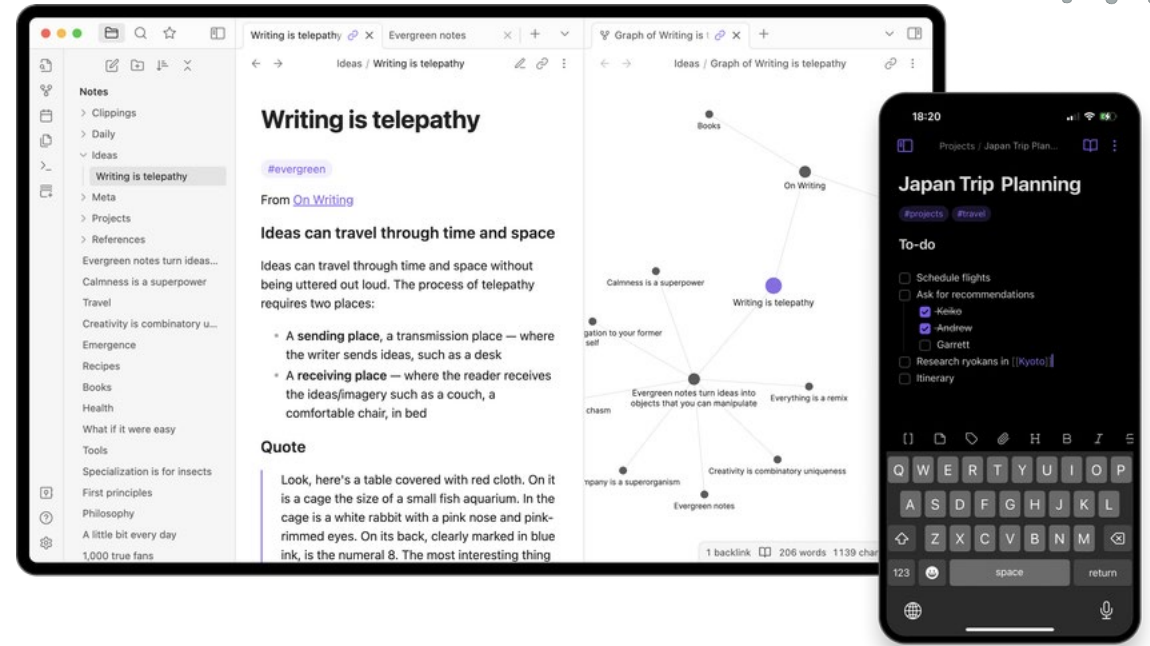
Using the PARA Method with Obsidian

Bernie uses Obsidian to stay organised

- Projects
- Areas
- Resources
- Archives

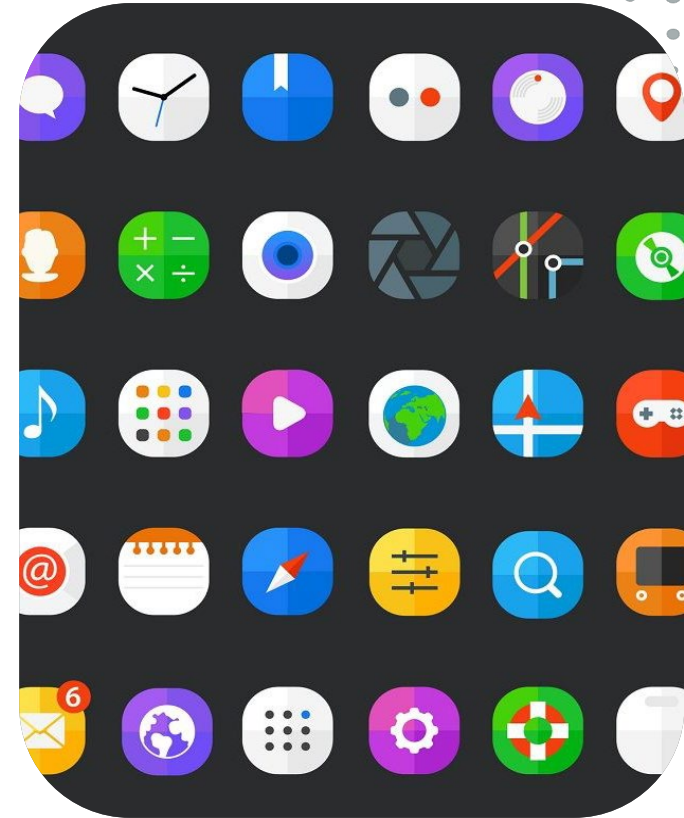


Obsidian is light weight and runs locally good for collaboration and staying organised. You may want something in MS suite.



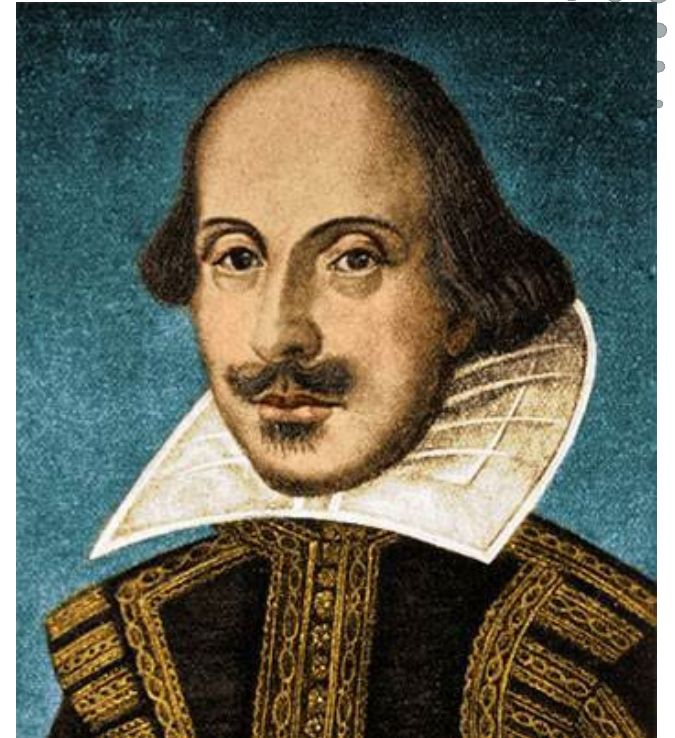
Trustworthy Services?

We use a variety of integrated applications in our lives.
But what is the payoff?



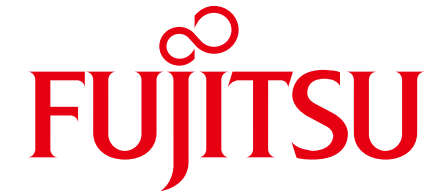
Problem with Trusting Digital

- We give away our data for free
- Or pay them to take it from us – a master stroke!
- We become dependent on their APIs
- We're prone to distraction
- Doom Scrolling & FOMO)
- Client data may be open to server attacks
- Our data is scattered to the four winds
- Risks have increased in the AI race



Data Breaches

- UK Postal Service (Fujitsu)
- Irish HSE data hack 2021, 100k people
- Yahoo 2016, 1bn users
- Marriot Hotels 2018, 500m records
- Google 2018, 500k users



AI Regulation under Trump

- Trump repealed Biden's Executive Order on AI.
- US AI Safety Institute weakened.
- Tension expected with EU AI Act.
- Environmental impacts of large scale AI use in USA will not get attention.



AI Ethics, Safety & Society

- A free course, developed by Dan Hendrycks at the [Center for AI Safety](#)
- An accessible introduction to students, practitioners and others looking to better understand these issues.
- Course textbook is available to read online on this website and print copies can be ordered from Taylor & Francis [here](#).
- Available as an audiobook on [Spotify](#).



Beware of the Sunk-Cost Fallacy

- Master linear processes first.
- Don't jump at everything that moves.
- Accept unpredictable divergence.
- Beware the *Sunk Cost Fallacy* – drop it if it's not working.
- Remain skeptical but curious.

THE SUNK COST FALLACY

WHEN PEOPLE CONTINUE A BEHAVIOR OR ENDEAVOUR AS A RESULT OF PREVIOUSLY INVESTED RESOURCES.



© BLOG.DOIST.COM

Arkes, H. R., & Blumer, C. (1985)

Processes, rather than Outcomes

Develop a simple (as possible) process that works. Use the outcomes only as information to help modify the process.

Experiment

“The very essence of playfulness is an openness to anything that may happen, the feeling that whatever happens, it's okay... you're either free to play, or you're not.”

-- John Cleese



Breakout One

1. Ask ChatGPT to create an image that is a calendar made from a flywheel.
2. Upload your image into Zoom chat.
3. Upload the image into ChatGPT and ask the AI to describe the image in two paragraphs suitable for making a trademark submission.



What Programs or
Applications will you
use?



Apply the Four-P Framework

Reviewing and summarising a large PDF file using ChatGPT

- i. Purpose
- ii. Programs**
- iii. People
- iv. Protocols

Read & Summarise a PDF with ChatGPT

Opened ChatGPT and asked, “What can you do and not do with a PDF?”

What can you do and can not do with a PDF?

Here is a clear and structured summary of what I **can** and **cannot** do with a PDF:

✅ What I Can Do with a PDF















1. Extract Content

- Text from paragraphs, headers, footnotes
- Tables and structured data (e.g. from financial or scientific reports)
- Lists and bullet points
- Metadata (title, author, creation date, etc.)
- Embedded links and basic form data
- OCR (Optical Character Recognition) on scanned PDFs (if readable)



Read & Summarise a PDF with ChatGPT

ChatGPT may give you a summary breakdown. If not, ask it for one.




Summary Table		
Feature	Can Do 	Cannot Do 
Extract text & tables		
OCR on scanned text	 (basic)	 (complex handwriting/images)
Academic summarising		
Rewrite and rephrase		
Export to structured formats		
Edit visual layout		
Add form fields or buttons		
Sign or encrypt PDFs		

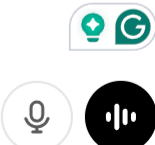
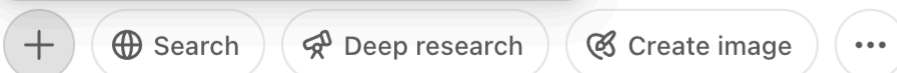
Read & Summarise a PDF with ChatGPT

Upload a PDF and ask ChatGPT to provide you with a summary based on your role

Let me know what you need to do with your PDF, and I'll handle it from there.



-  Connect to Google Drive
-  Connect to Microsoft OneDrive >
-  Add photos and files



Read & Summarise a PDF with ChatGPT

Here's the prompt I used.

I gave some context.



The Technology FallacyPeople Are t...
PDF

I'm a learning and development manager in a large multinational corporation. How can I use the info in this doc to achieve better results from our L&D programs? Give me a summary also

Here is a structured summary and analysis of **how you, as a Learning and Development (L&D) Manager in a large multinational**, can use insights from *The Technology Fallacy: People Are the Real Key to Digital Transformation* by Gerald Kane to improve your L&D programmes.

Read & Summarise a PDF with ChatGPT

ChatGPT provides a summary output

Practical Recommendations for Your L&D Agenda

Focus Area	Recommendation	Supporting Insight
Digital Skills	Launch company-wide digital fluency programme	Digital understanding more important than deep tech skills
Leadership Development	Focus on vision, change management, and forward thinking	50%+ firms say current leaders aren't ready
Culture Change	Use L&D to embed experimentation, agility, collaboration	Culture drives digital adoption
Talent Strategy	Incentivise internal skill growth; showcase development culture	Attracts and retains top talent
Cross-Functional Work	Build cross-team capability programmes	Supports agility and innovation

Iterating Result

Iterate. Ask for more detail.

Prompt: "Give me the key points from each section or chapter of this report and what actions the report recommends"



PDF Insight

Based on the key sections identified in the Table of Contents and the detailed review of the document, here are the key points and recommended actions from each section:

Executive Summary

- **Key Points:** GenAI is distinguished by its impact on high-skilled professional work, marking a departure from traditional automation which primarily replaced physical labor. The report emphasizes GenAI's broad role in augmenting worker productivity and redefining job roles, rather than outright job elimination. A notable projection is the potential for widespread workforce reductions driven by productivity leaps outpacing economic demand growth, alongside significant investments in AI.
- **Recommended Actions:** Leaders are urged to anticipate these changes and develop strategies that mitigate workforce disruptions, such as hiring freezes and reskilling programs.

Background

- **Key Points:** Technological advancements have historically led to labor market transformations, with GenAI expected to extend the automation of administrative and support roles. It highlights the unique challenge GenAI poses to professional occupations previously considered immune to

Suggestions for Testing AI

1. Create a working group that spans all departments
2. Explore ways Gen AI can be used in each department
3. Get input from staff on the ground - they have knowledge
4. Identify the pros and cons with usage
5. Data security: set rules about its use
6. What level of trust?



ChatGPT

ChatDoc



Click or drag and drop to upload.

OCR only supports English and Chinese.



Upload files through URL



Chat with website



**Drag and drop folder
as collection.**

Chat with the docs in a collection.



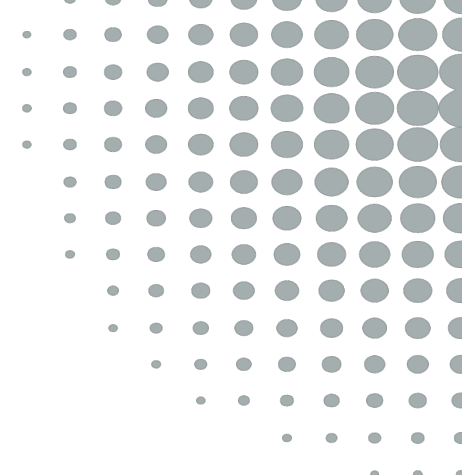
New collection

Support: pdf | doc docx markdown epub txt website OCR

Breakout 2

1. Download the PDF file from the Zoom Chat.
2. Upload to ChatGPT (or try ChatDoc.com) and enter your initial prompt – give context.
3. Next, consider if you have received enough information.
4. Finally, refine your prompt to obtain more detail where necessary.





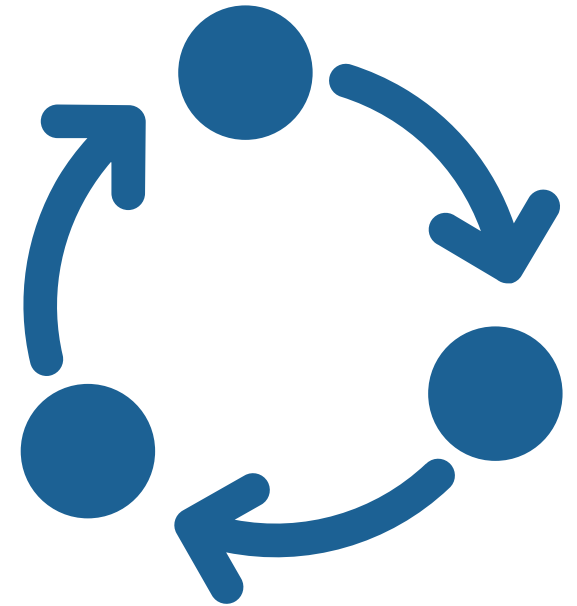
Apply the Four-P Framework

Be purposeful with your use of digital technologies.

- i. Purpose**
- ii. Programs
- iii. People
- iv. Protocols

Purposeful transformations

- Filtering information
- Prioritising notifications
- Generating drafts for text responses
- Quickly producing actionable meeting minutes

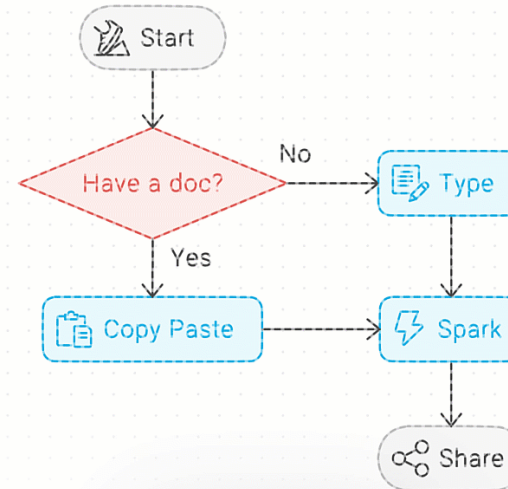
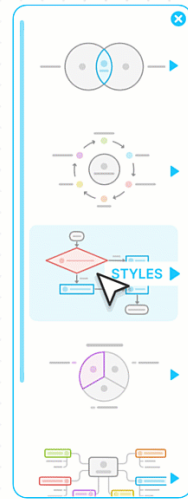


Napkin.ai



Get visuals from your text

Napkin turns your text into visuals so sharing your ideas is quick and effective.



Use Case

You are a knowledge worker. Your calendar contains actionable items with milestones and hyperlink.

You could let an AI listen to your calendar.

About Shadow AI

- End users are outpacing corporate IT, fueling use of risky "shadow AI" accounts.
- Broadening usage of AI encompasses more types of sensitive company data.
- A large volume of sensitive company data is going to "shadow AI" accounts.
- AI-generated content is being used in potentially risky ways.

Let AI listen to your calendar

Claude.ai listens
to calendars

Upcoming meetings

Using Microsoft Copilot with PARA

8:00 – 8:30 AM

Upstream Discoveries with Feedly AI

8:30 – 9:00 AM

115 Emerging Trends AI-enabled Discovery Tools

9:00 – 9:30 AM

Multimodal AI

9:30 – 10:00 AM

Edge AI

10:00 – 10:30 AM

Apple and AI

10:30 – 11:00 AM

Bing Image Creator

11:00 – 11:30 AM

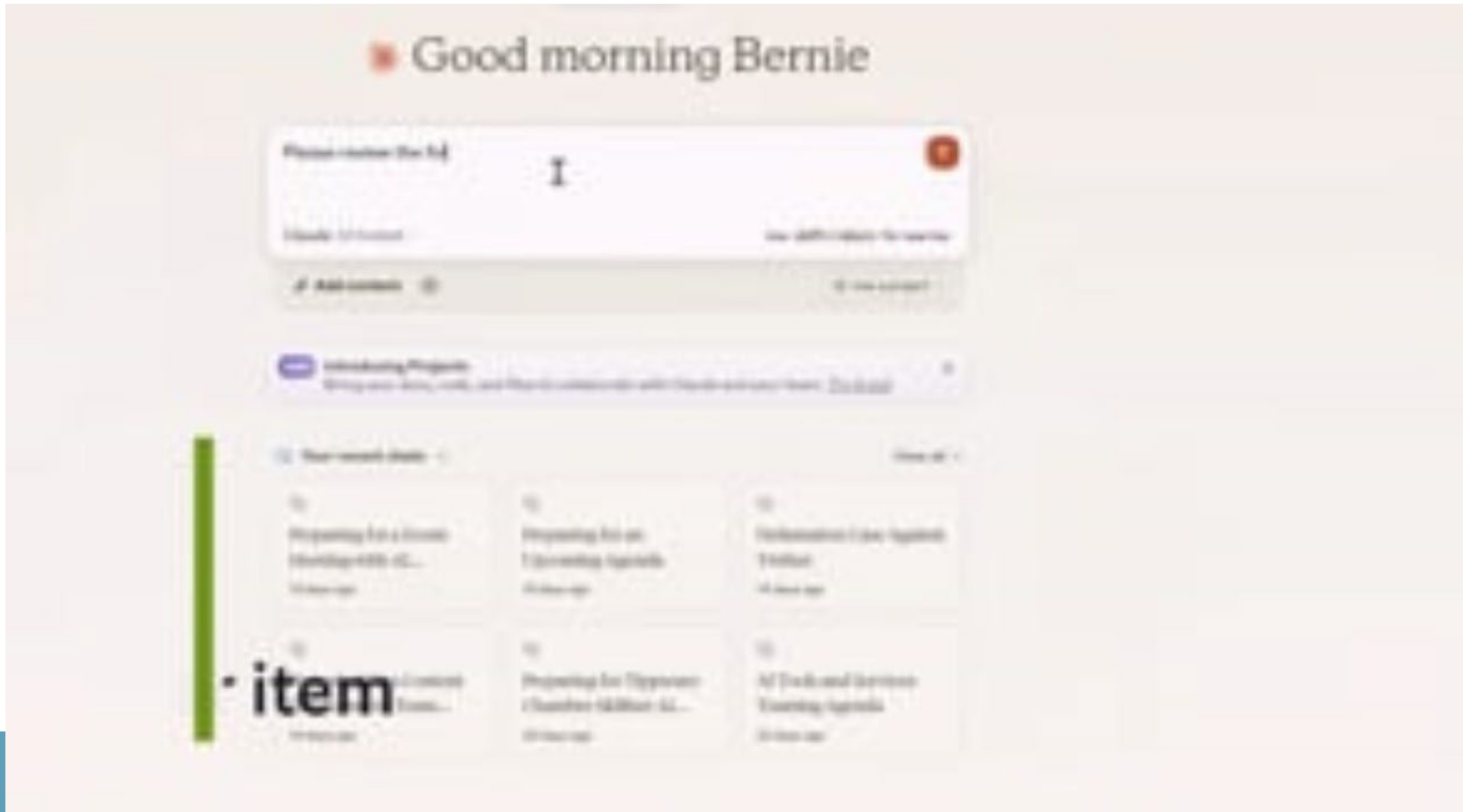
Workplace Psychology & AI

11:30 – 12:00 PM

Claude.ai listens to calendar items

- Claude.ai reads top level calendar items but needs access to meeting agendas.
- Teams Meeting announcements suggest readings beforehand.
- Claude will propose “focus time” for you.

Claude.ai as a Virtual PA



Use Case

As you scroll your phone's screen, you spot actionable items.

You can let an AI scrape items as they scroll on your screen and then revisit them.



Jacqueline Humphries · 1st

entrepreneur.com

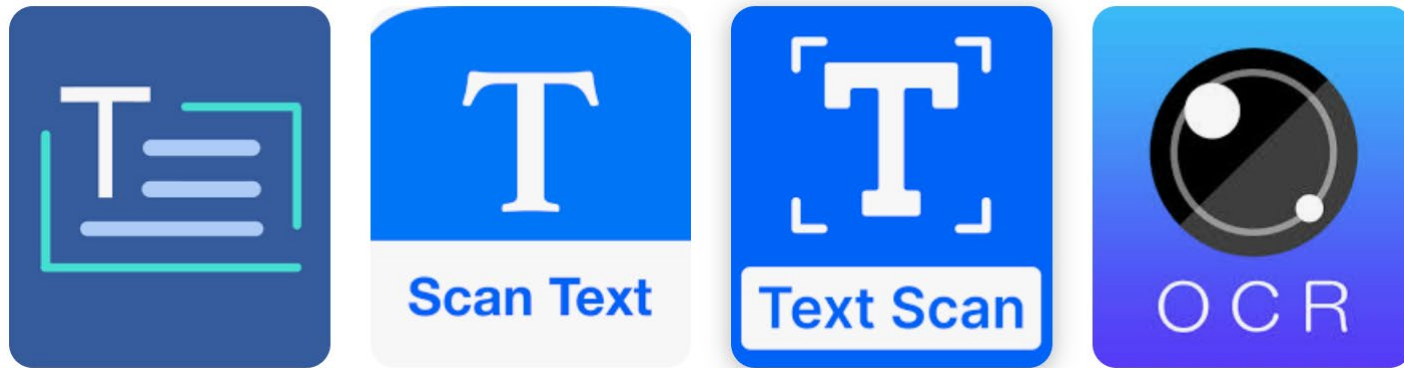
14 · 📷

So honoured to have been chosen by Enterprise Ireland as one of the top ten deeptech innovations coming out of universities this year, and having the opportunity to showcase what we do.

AI-powered assembly assistant MIRA TCI provides context specific real-time guidance and validation to the operator in manual assembly, enabling them to reduce errors as they happen. Its technology prevents human error in assemblies, providing a higher quality yield. Technology developed at Technological University of the Shannon in conjunction with Cook Medical and VistaMed

1. See content.

OCR Text Scanners



Fabric.so

- Fabric.so is a service that can house your info.
- Use it to capture your notes, screenshots, and links
- It can be your second brain.
- Offers folder structure and file explorer in the cloud.



Apply the Four-P Framework

A case study and understanding
why people are more important
than technology

- i. Purpose
- ii. Programs
- iii. People**
- iv. Protocols

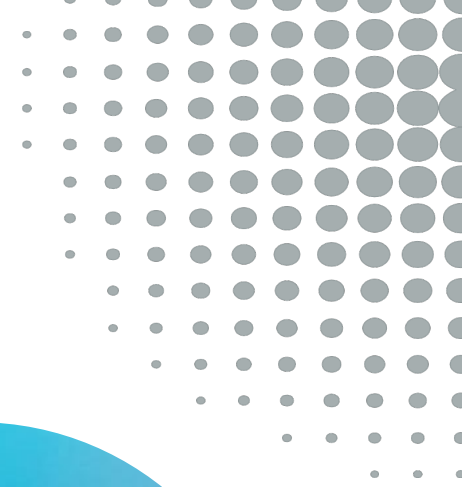
The Skills You Need To Develop

"The most important things you need to do have nothing to do with technology"

- Open mindedness & willingness to learn
- Agility, collaboration, resilience, inclusion
- Increase tolerance for risk
- Digital Literacy, not Data Science
- Transformational rather than transactional leadership
- Concern for people and processes, less about outcomes



Keep People Front and Centre



"In the fixed mindset, everything is about the outcome. If you fail—or if you're not the best—it's all been wasted. The growth mindset allows people to value what they're doing regardless of the outcome. They're tackling problems, charting new courses, working on important issues." - Carol Dweck



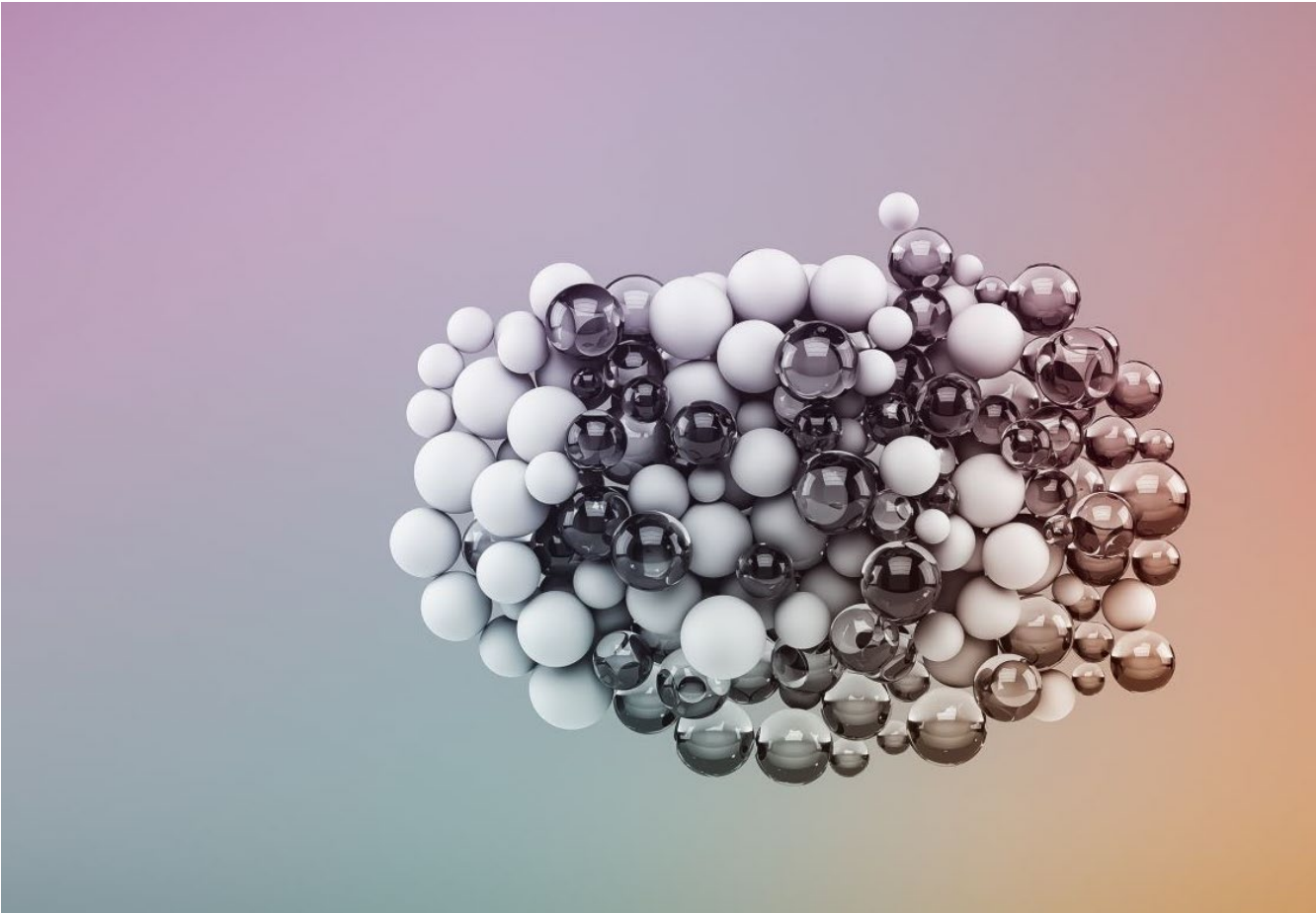
Mindset by Carol Dweck

Apply the Four-P Framework

What is multimodal artificial intelligence and where is it advancing fastest?

- i. Purpose
- ii. Programs
- iii. People
- iv. Protocols**

Multimodal AI



- The integration of diverse modes of information or sensory data to enable reasoning and decision-making akin to human cognition.
- The ability of an AI model to work with different types of data, like text, audio, and images is called multimodality.
- Modern image models are generally built on diffusion models and they generate images from pure Gaussian noise.

Multimodal AI for Good



satyanadella ✓

Together with Mass General Brigham, UW School of Medicine and Public Health, and UW Health, we're exploring how multimodal AI foundation models can accelerate solving some of the biggest challenges in radiology.



msftnews ✓

Microsoft is partnering with Mass General Brigham & University of Wisconsin-Madison to transform medical imaging with AI models built on Azure and integrated through Nuance's suite of radiology applications.

news.microsoft.com/2024...



Multimodal AI on Phones



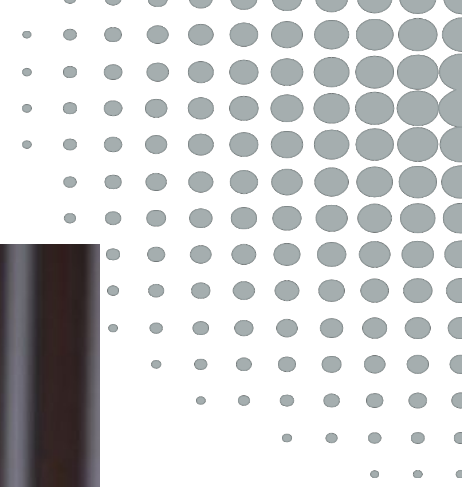
Apple Intelligence



Meta.AI in your Business



Google Gemini with Workspace





3. Recap and Preview



3. Tools Mentioned

1. [Readwise.io](https://readwise.io)
2. [Napkin.ai](https://napkin.ai)
3. [Google Gemini on phone](#)
4. [Chat GPT-5](#)
5. [Chatdoc.com](https://chatdoc.com)
6. [Claude.ai](https://claude.ai)
7. [Slido](#) Q&A
8. [Text Scanner](#)
9. [Fabric.so](https://fabric.so)

slido



What is the most important thing this session has taught you?

① Start presenting to display the poll results on this slide.

3. Next Session: AI Workflows

- Demo of an **AI-enhanced content** compilation process
- More insights about **GPT-5** services
- Workflows and **Process Mapping**
- AI-enhanced **Personal Knowledge Management**
- **Contextual Perception and Data Discovery**
- **AI in the supply chain**

3. Tools for next time

- Chat GPT-5
- Copilot
- Fabric.so
- Gemini
- Claude
- Perplexity
- Slido
- Zoom

3. Primary Sources

Kane et al., (2019) The Technology Fallacy: How People are the Real Key to Digital Transformation

Levy, D. (1994). Chaos theory and strategy: Theory, application, and managerial implications. Strategic management journal, 15(S2), 167-178.

Digital transformation in organisations and people functions. CIPD. (n.d.).

Our work. Institute for the Future of Work. (n.d.). <https://www.ifow.org/our-work>

3. Links to Videos

[Zuck on Meta AI and Business](#)

[Asking Google Gemini on Mobile Phone](#)

[Woz Has Apple Intelligence](#)

[Tiago Forte How to Organise Your Digital Life](#)

[Jeff Su on Google Gemini 2025](#)

3. Final Thoughts

The distinguishing feature of the information revolution is that information and knowledge became increasingly important factors of production, alongside capital, labour, and raw materials.

The Economic Singularity
Calum Chace



3. Homework

1. Upload avatar selfie with food to the Google Drive > 02 images > avatar selfies folder.
2. Add content to the Flickr Digital Transformation Group.

Thank you!

See you next Tuesday 30 September 2025.



A presentation for RUNEU.