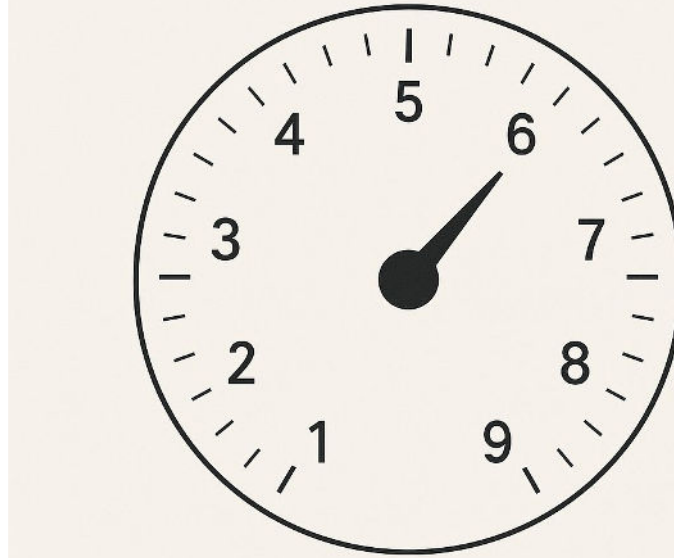


Ensuring Authenticity and Avoiding Pitfalls with AI

**Approaches to Enhance Your AI Results and
Ensure Your Messages Land with Your Audiences**



First, let's set expectations



AI is a 5 out of 10

The Four Key Challenges

AI Slop

The low-quality content often created by AI. Ranges from benign but inauthentic, to tone deaf and harmful

AI as “Yes Man”

AI tends to tell you what you want to hear and reinforce your point-of-view.

Bias

AI can reflect and amplify societal biases stereotypes.

Hallucinations

AI makes stuff up but makes it sound convincing.

A New(er) Challenge: AI Workslop

Have You Been Workslopped Yet?

AI is making you clean up your colleague's mess. Here's what should you do about it.



Cassie Kozyrkov

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9 min read · Oct 3, 2025

"AI generated work content that masquerades as good work, but lacks the substance to meaningfully advance a given task."

(Source: [BetterUp](#))

- Of 1,150 U.S.-based full-time employees across industries, **40% report having received workslop in the last month**
- 34% of people who receive workslop notify teammates or managers of these incidents, potentially eroding trust
- One third of people (32%) who have received workslop report being less likely to want to work with the sender again in the future

(Source: [Harvard Business Review](#))

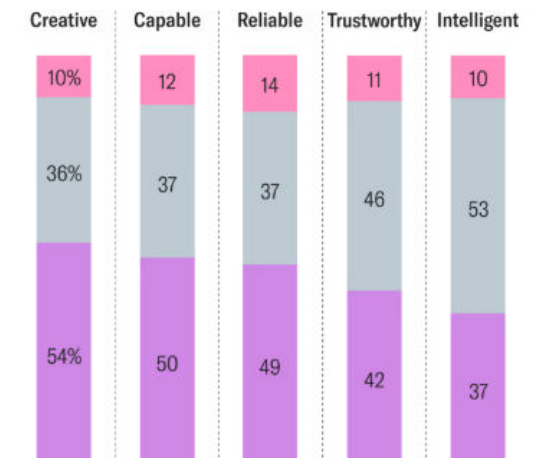
Workslop Makes Colleagues Think Less of Each Other

Respondents report that receiving low-effort, AI-generated work lowers their opinion of colleagues across five traits.

How did receiving this work change your perception of your colleague?

I saw them as:

LESS THE SAME MORE



Source: Kate Niederhoffer et al.



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Avoid All of That with Authenticity

How to be authentic when using AI:

- Disclose when you're using AI
- Monitor and review AI outputs, especially if there are sensitive topics involved
- Never use AI to deceive or impersonate real people
- Be transparent about the limits of AI

Authenticity isn't just an AI best practice, it's increasingly necessary for your organization's reputation.

Example in Action: Crisis Holding Statement Agent

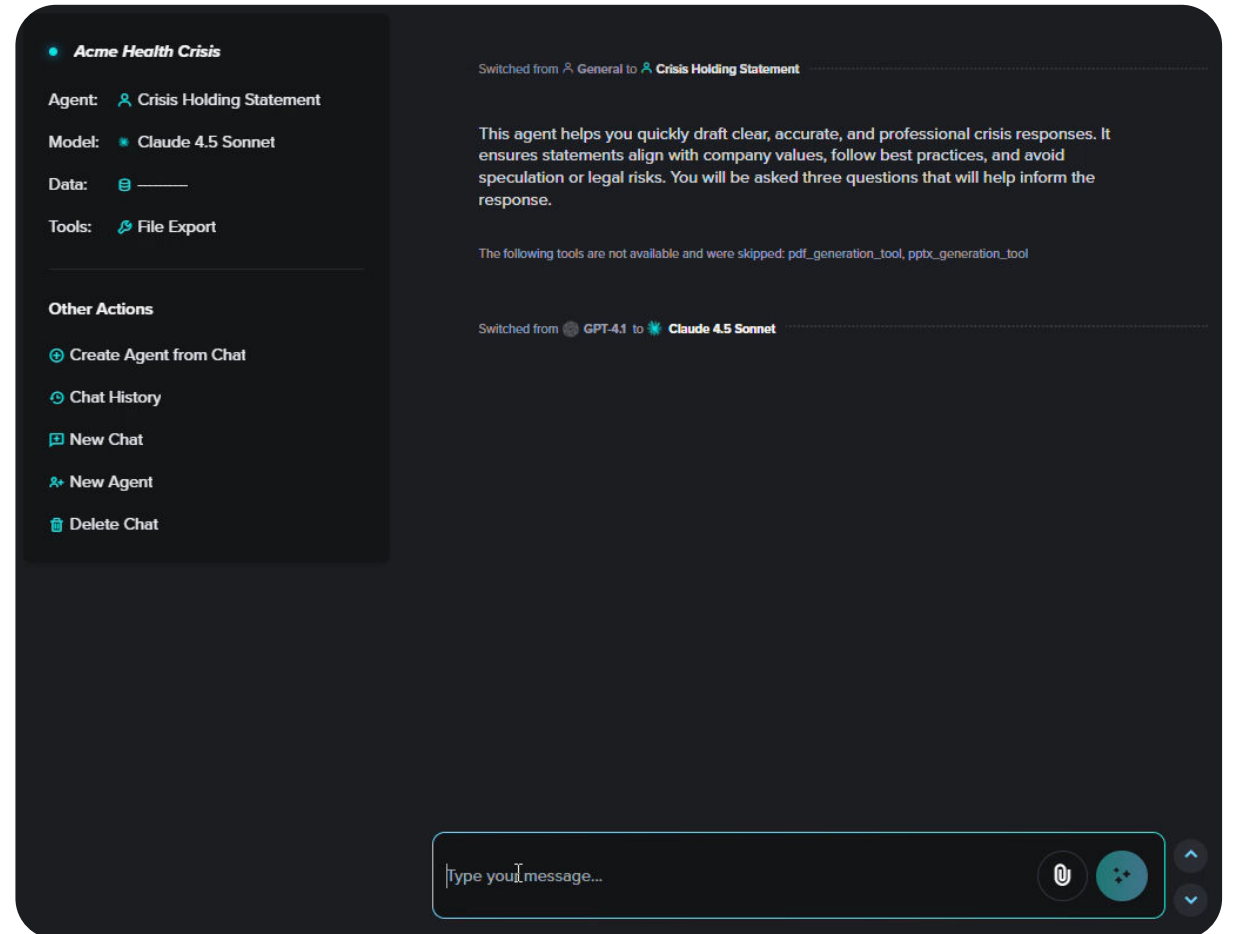
What: Crisis Holding Statement Agent develops a reactive statement for any given crisis. Pre-trained to understand what a holding statement is and the best practices to follow (e.g., don't speculate, make promises you'll have to walk back later).

Mock Example Situation: HHS Sec. makes comments against acne product during a media interview. Company wants a statement that reassures customers while appropriately navigating the politics.

Resulting Statement Produced:

"We are aware of the comments made today by the Secretary of Health and Human Services regarding Acme Acne Treatment. Our product has undergone rigorous testing and scientific review, and we stand behind its safety for continued use by our customers. We remain committed to working constructively with the Administration and health officials to address any questions and provide transparent information about our product. At Acme Health Company, trust matters, and we will continue to share accurate updates to ensure our customers and communities have the facts they need."

Agents: Tools designed to perform specific tasks by following pre-defined instructions. Often pre-loaded with "knowledge" to refer to (e.g., best practice documents, approved messaging, etc.).



The Basics: Writing a Strong Prompt

Core Principles:

- State clearly what you are looking for.
- Provide context (including data or supporting materials, if necessary).
- Specify output (e.g., length, style, tone, etc.).
- Give positive instructions (do this...) instead of negative (don't do...).
- Have an iterative discussion.

Additional Best Practices:

- Give it a persona (e.g., you are an expert copywriter, designer, etc.).
- Understand the tool (e.g., prompting for video is different).
- Provide an example of the output you want.
- Ask whether the tool is capable of doing what you need, and what would be the best way to approach the problem.

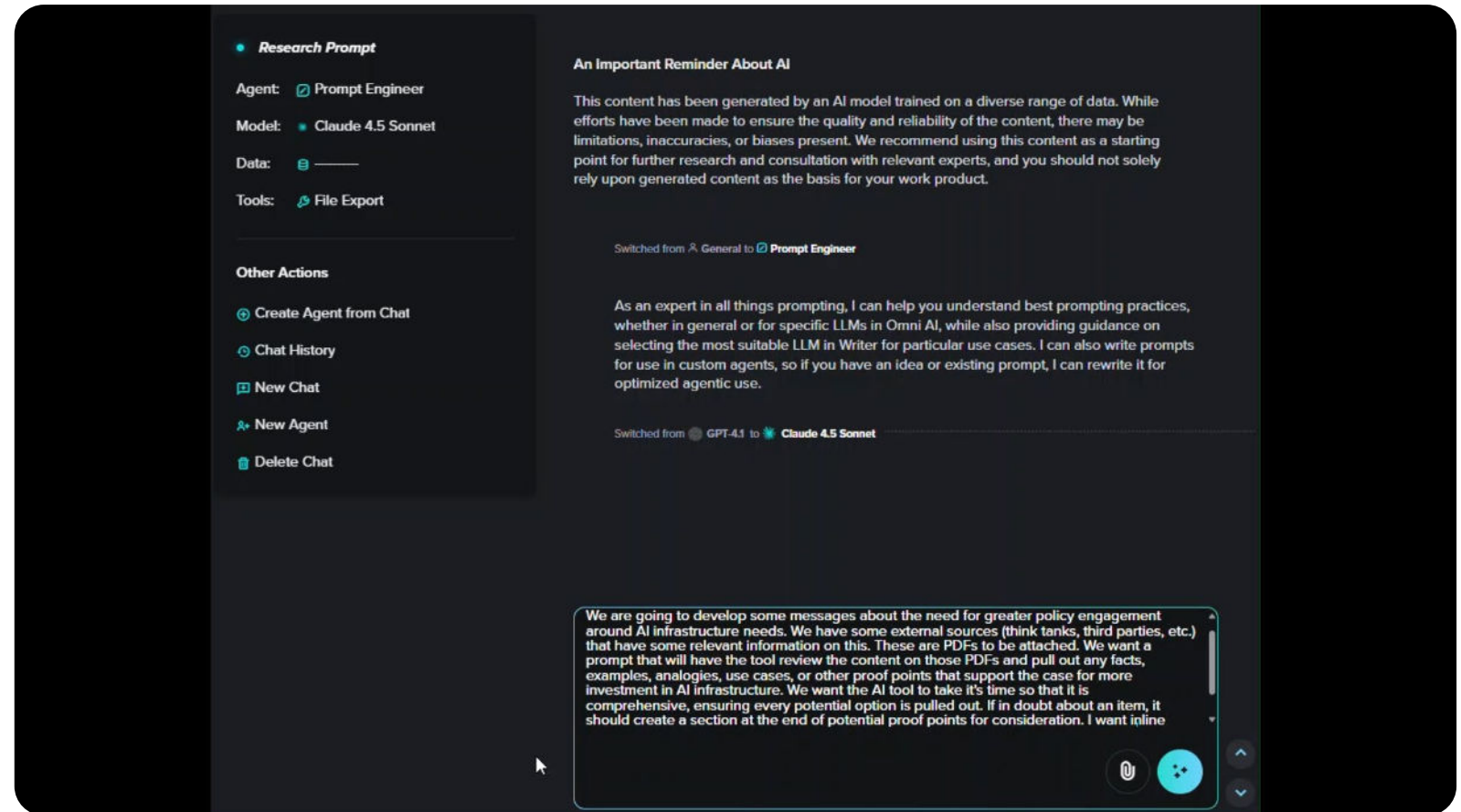
Example of a successful prompt:

“You are an expert content strategist. Write a 250-word or less post for LinkedIn announcing the launch of our new initiative. The attached material provides additional background on the initiative and our approved key messages. Use an enthusiastic tone. Include a compelling headline, key messages, and a call-to-action. Avoid unnecessary jargon and keep it concise.”

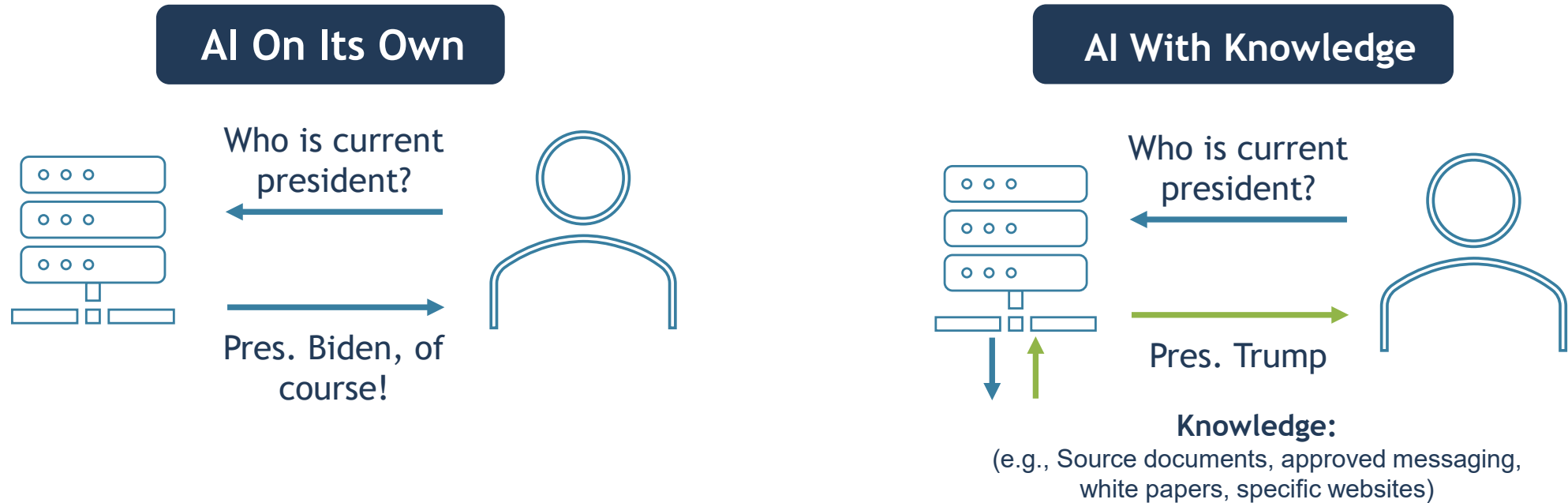
Prompting for Better Results: Have AI Write Your Prompts

Open a chat, explain what you're trying to do, and ask it to critique your approach – then recommend improvements.

Once you're good, ask it to draft your prompts.



Prompting for Better Results: Point it to Knowledge



Myth:

AI searches its knowledge for the perfect, up-to-date answer.

Reality:

AI isn't browsing a library of perfect knowledge or intently reasoning through your question by default. It's making educated guesses based on patterns from its training.

Prompting for Better Results: Take it Step-by-Step

- Mentally break down the steps YOU would take if you were to do the project manually.
- Start with the first step.
- Once you have that complete, continue with the rest, one at a time.



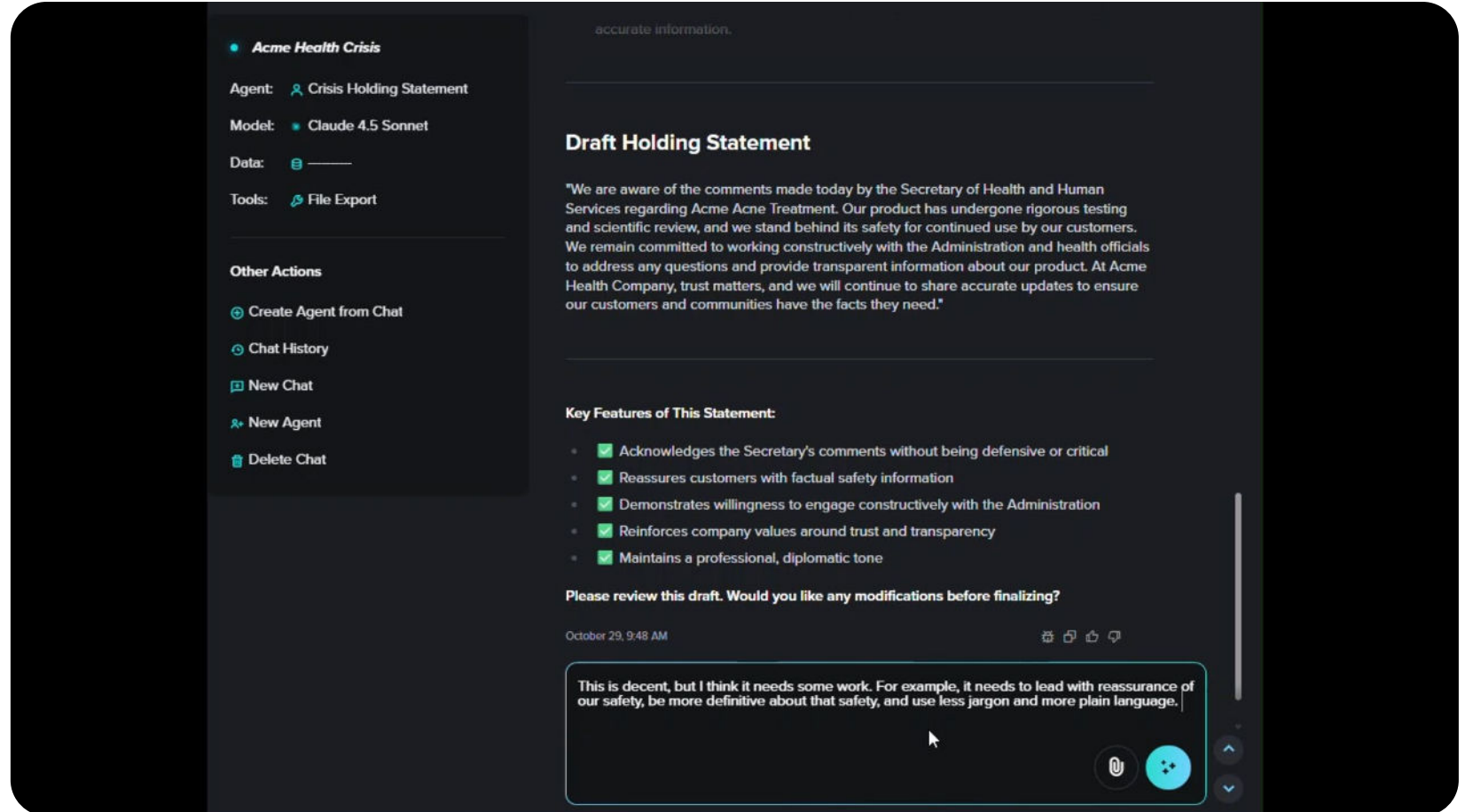
Refining Results: Have A Chat

The first draft “eliminates the blank page”. **That doesn’t mean it has to be the final draft.**

Reply to that draft and give feedback, refining the results based on what you are seeing.

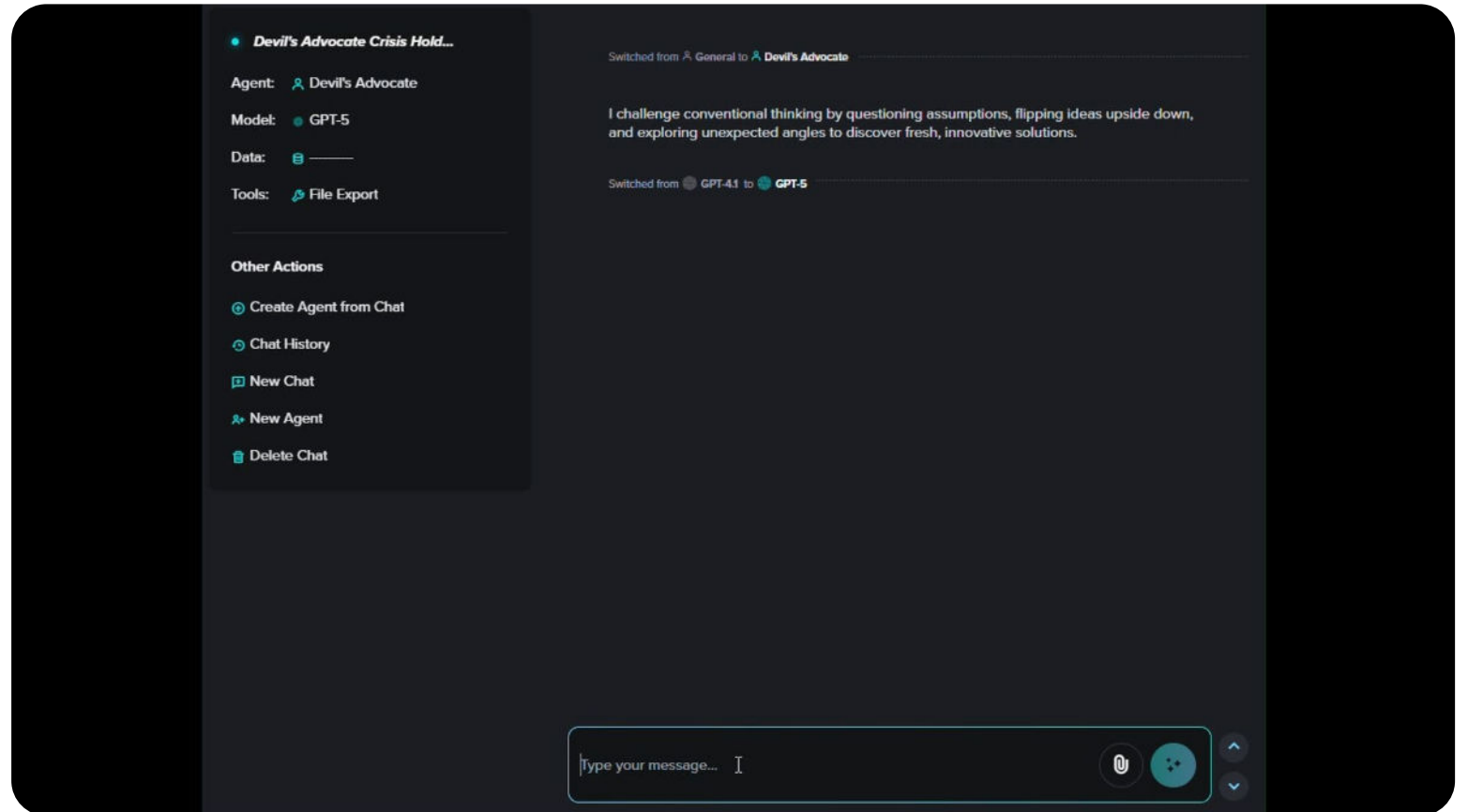
“The first draft of anything is s*#t.”

- Ernest Hemingway



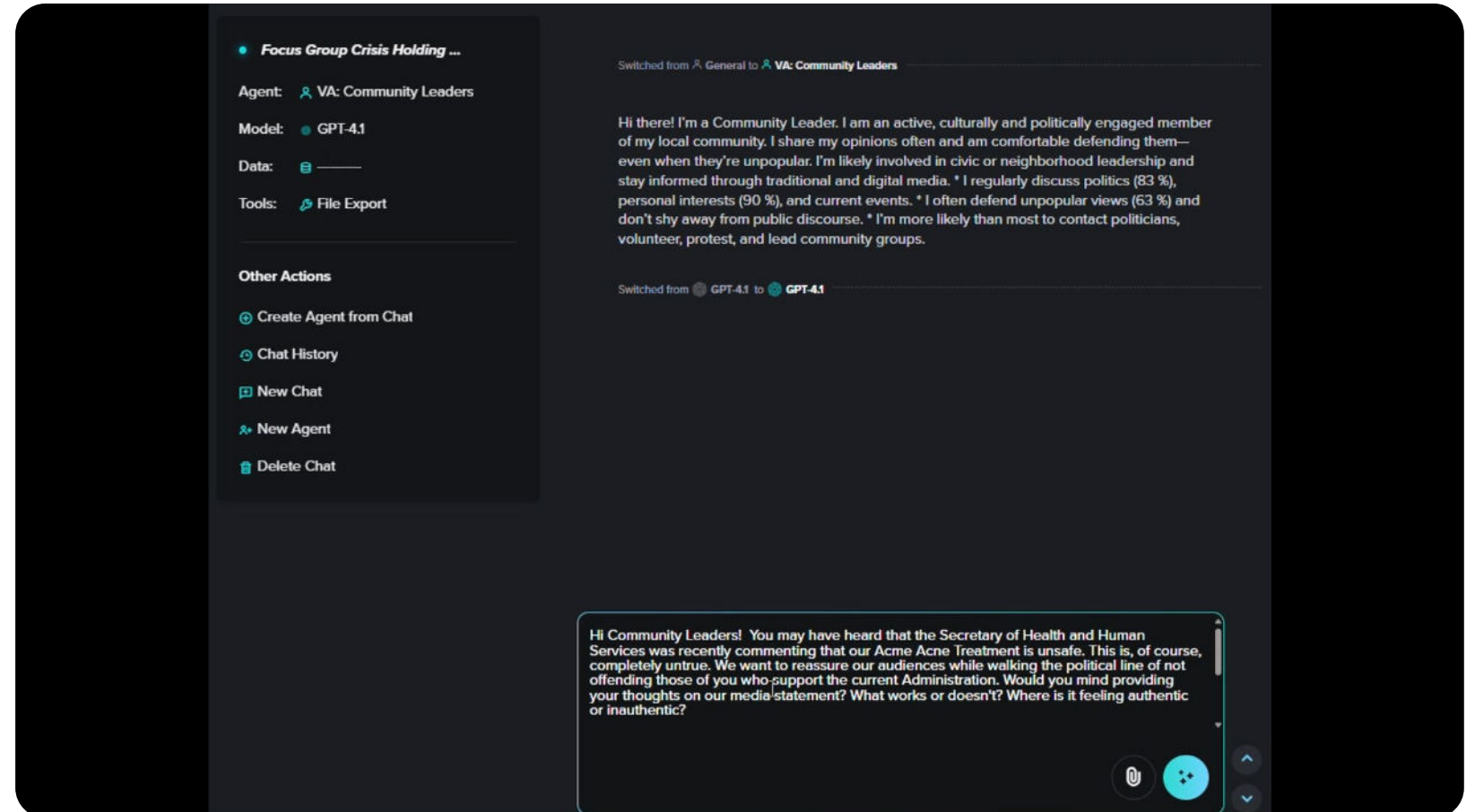
Refining the Results: Have AI Be Your Devil's Advocate

- Ask AI to challenge your result.
- Assume there's something wrong about this. Prove it.
- Assume my audience finds this inauthentic or offensive, what is causing that?



Refining the Results (Advanced): Ask Your Audience (Virtually)

If you have a synthetic audience for your target audience, **ask them for their opinion on your content.**



Refining the Results: Use Your Judgement

1. Review the facts, spot check the sources.
2. Assume it was your intern who gave the draft to you to review before it goes anywhere. What would you change?
3. Be your own devil's advocate: why do you think it's not quite right?
4. Have something to add! Always assume that a "human touch" is necessary. Find the value in taking it to a higher level.

P.S. The fact that it's not perfect is good for our jobs!





Thank you!