

# Creating compelling intranet content with AI

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# hello

MY NAME IS

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# Who we are

Leading science-based AgTech company

We help millions of farmers around the world to grow safe and nutritious food while taking care of our planet.

## Our ambition

We will be the **most collaborative and trusted team in agriculture**, providing leading seeds and crop protection innovations to enhance the prosperity of farmers, wherever they are.



# What I'll talk about today

✨ What AI can do for intranets

✨ How you can leverage it

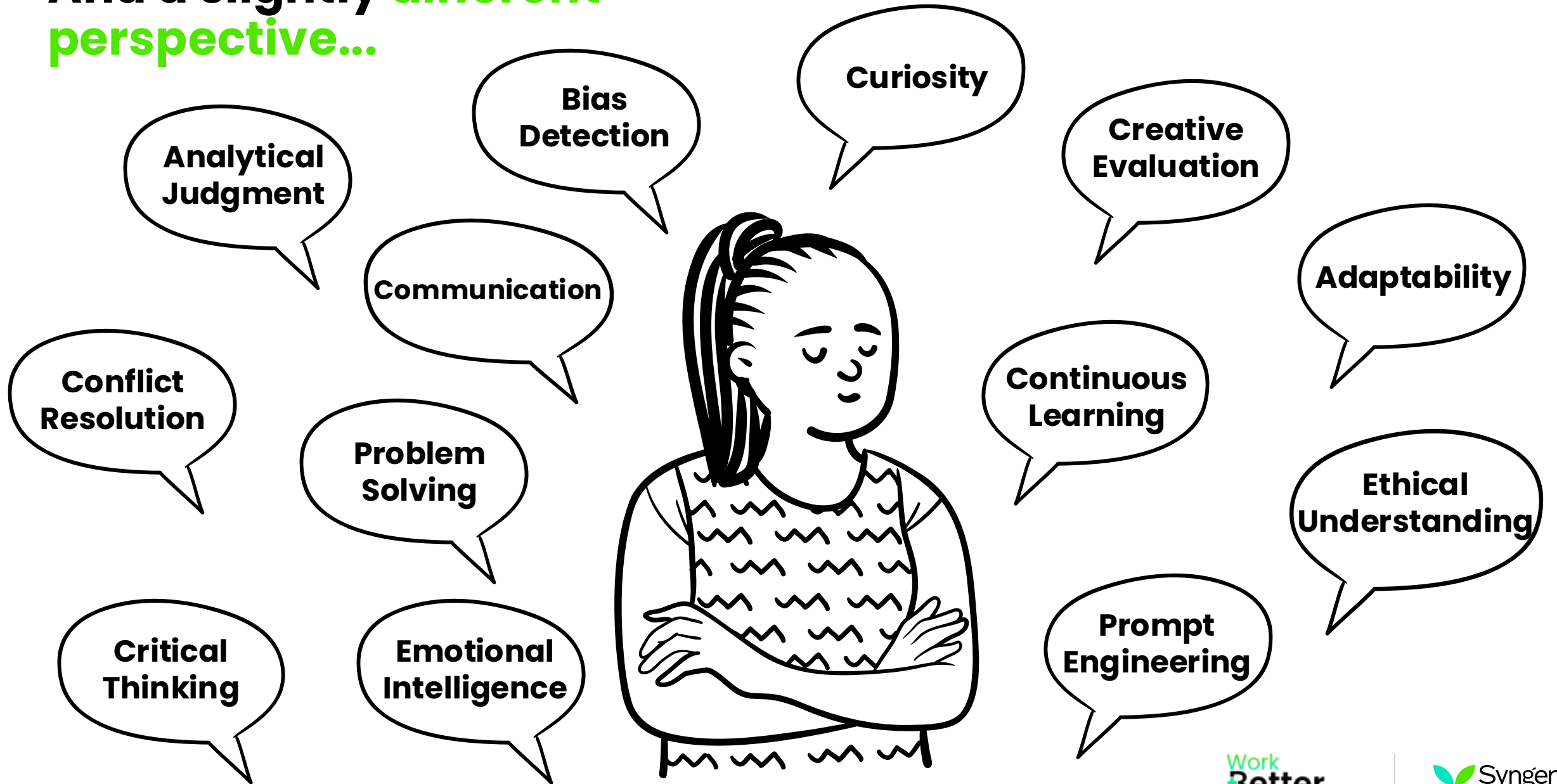
✨ Why you should



# Use Cases for internal communicators: some quick ideas!

- Content creation and editing
- Communication planning
- Multilingual communication
- Media monitoring and analysis
- Internal communication strategies
- Brand messaging and consistency
- Summarize information
- Content repurposing
- Presentation and speech writing
- Training and development materials
- Market research and competitor analysis
- Data visualization assistance
- SEO and content optimization
- Reputation management
- Keep SharePoint pages up-to-date
- Research and Analysis (use your SWOOP data!)

# And a slightly **different perspective...**



# Using AI to enhance intranet content

ChatGPT → We use our version of it called SynGPT

Models include: **GPT4, Sonnet, Claude, Dall:E, Gemini & DeepSeek**



Chat: Document Summaries, key messages, text refinement & improvement, research



Document Translation



Image Generation



Computer Vision



Knowledge Bases

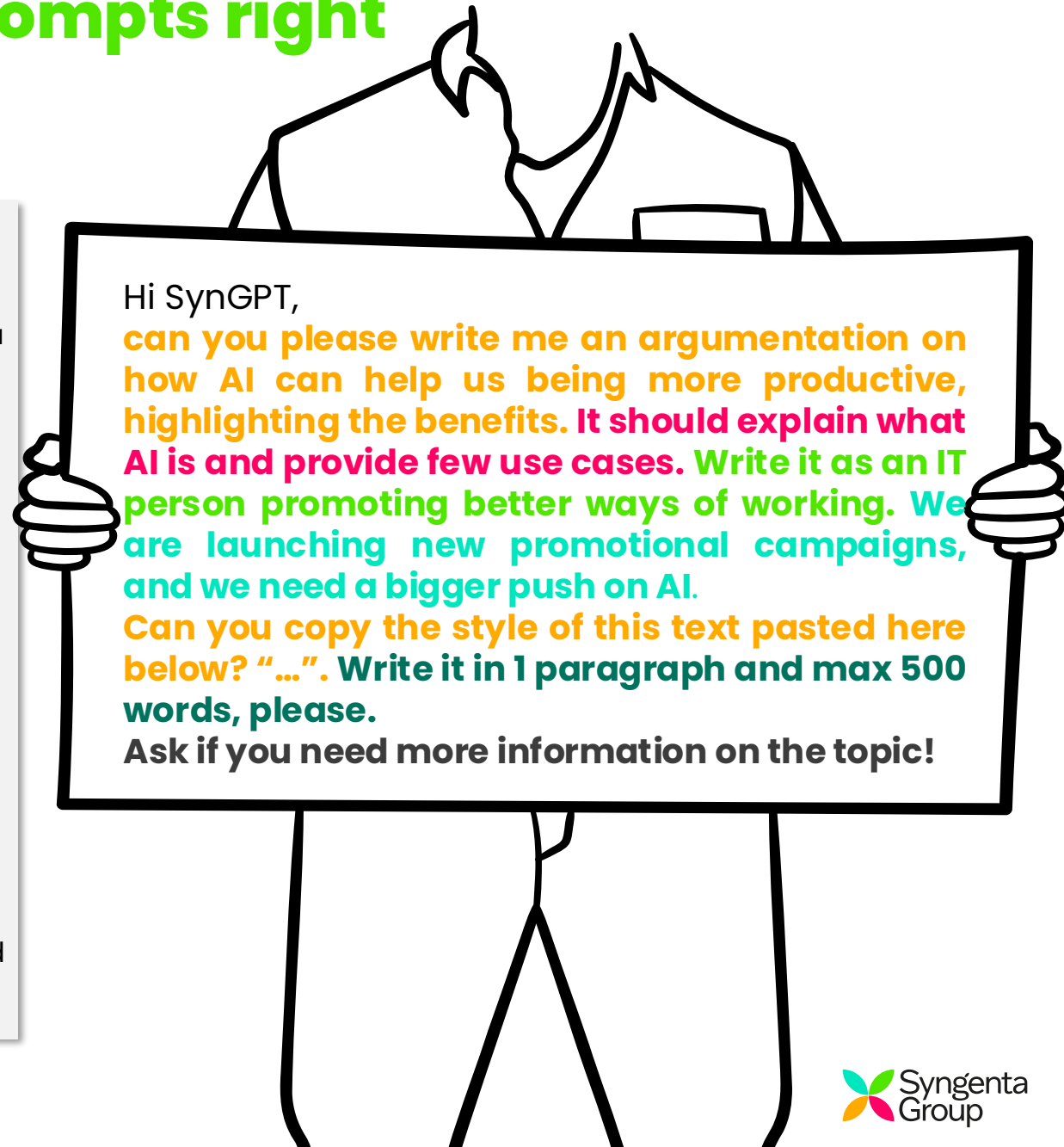
# Benefits of using AI in intranet content

- ✦ Inspiration
- ✦ Efficiency and speed
- ✦ Consistency
- ✦ Content enhancement
- ✦ Productivity
- ✦ Quality control
- ✦ Cost-effectiveness!



# Key Components: **Write your prompts right**

Key component	What does that mean?
★ <b>Action to take</b>	What should SynGPT do for you? What do you need? What's your intent?
★ <b>Steps of the action</b>	Is there any specific element you need in this action? Any specific structure?
★ <b>Assume an Identity</b>	Is there any specific perspective SynGPT should take for you?
★ <b>Your Context</b>	Is there any context information to help SynGPT getting this right? About the action and/or situation?
<b>Examples</b>	Are there previous examples you can share, for SynGPT to replicate the style?
<b>Constrains</b>	Should SynGPT limit to a certain number of words or text length?
<b>Clarifying Questions</b>	Even if you tried to cover them all, there could still be some questions need to help you better – propose it!



Hi SynGPT,

**can you please write me an argumentation on how AI can help us being more productive, highlighting the benefits. It should explain what AI is and provide few use cases. Write it as an IT person promoting better ways of working. We are launching new promotional campaigns, and we need a bigger push on AI.**

**Can you copy the style of this text pasted here below? "...". Write it in 1 paragraph and max 500 words, please.**

**Ask if you need more information on the topic!**

# Careful: it's different for Image generation

- ✓ Generates totally unique images through prompting
- ✓ DALL-E's image capabilities range from simple icons and patterns to illustrations, artwork, and even photorealistic images and depictions of 3D objects.
- ✓ Experiment to get the best results
- ✓ Utilize SynGPT for even better prompts!

## ✦ Be specific in your prompting

*Example:* A few specific details about the object or character. Info about the setting or background to use for the image. The medium style in which it's depicted, such as oil painting, digital photo, or even marble statue. Other adjectives, such as "colorful," "swirling," "playful," "happy," "minimalist," "geometric," "vibrant," "dramatic," "ornate," "austere,".

Colour pallet if needed such as HEX #FF0064



## A few things to avoid in descriptions:

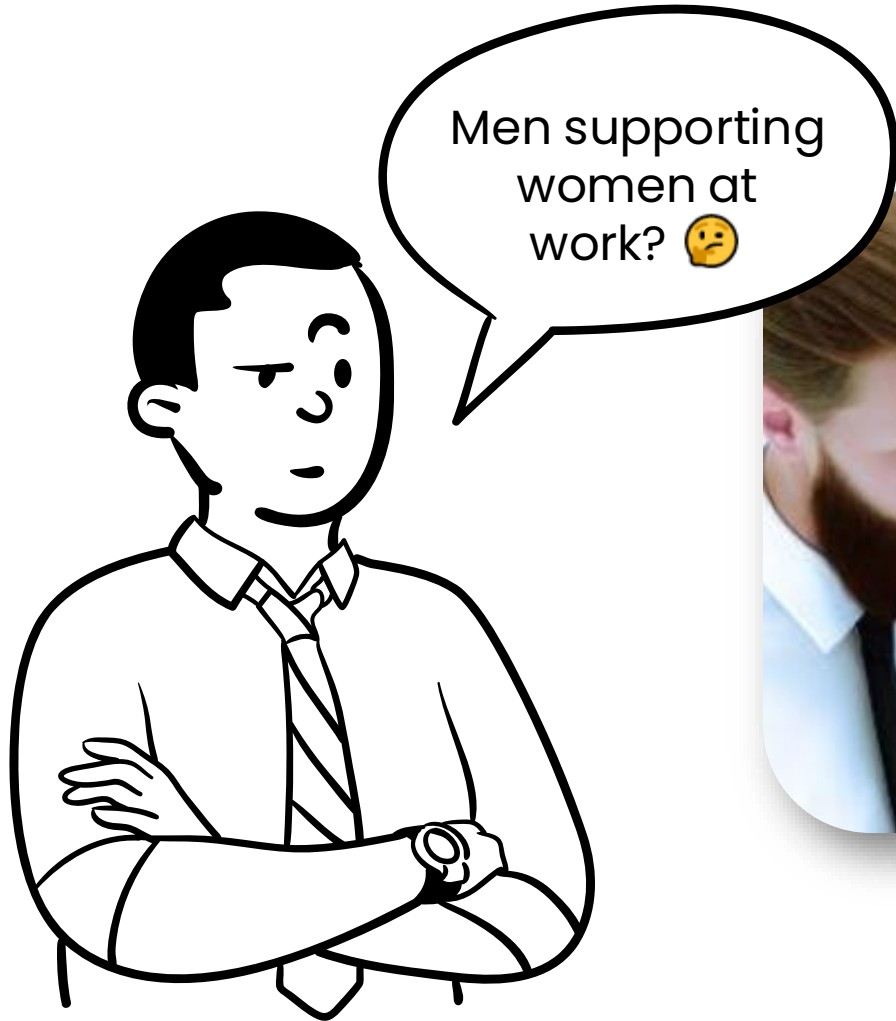
- ✗ Complex scenes with multiple subjects
- ✗ Detailed layout requests (for example, "A big red Object X on the left, friendly Object Y on the right, a small Object Z wearing Item A above them")
- ✗ Images with multiple faces (these are often distorted)
- ✗ Requests for long texts

# Example: Image Generation

A virtual conference from SWOOP....



**Remember to always use your own judgement!**



# Example: Document Translation

## Key modules in the training

1. AI at Syngenta
2. How is Syngenta leveraging AI already
3. What is AI
  - The importance of data and AI
  - What is FAIR data
  - AI terminology
  - AI core concepts
4. Where can AI help you now?
  - Day-to-day productivity gains
5. Our Syngenta Group AI Manifesto
  - 10 commitments to ensure the safe and responsible use of AI
6. The EU AI Act
7. What is the EU AI Act and why does it affect Syngenta Group?
  - Why do we need rules on AI?
8. Generative AI Tool Code of Practice
  - Risks associated with use of AI tools externally
  - Risk Assessment of new tools
  - Intellectual Property
  - Compliance with our COP
9. Further reading and training

## Schlüsselmodule der Schulung

1. KI bei Syngenta
2. Wie nutzt Syngenta KI bereits?
3. Was ist KI
  - Die Bedeutung von Daten und KI
  - Was sind FAIR-Daten?
  - KI-Terminologie
  - KI-Kernkonzepte
4. Wo kann KI Ihnen jetzt helfen?
  - Tägliche Produktivitätssteigerungen
5. Unser KI-Manifest der Syngenta Group
  - 10 Verpflichtungen zur Gewährleistung eines sicheren und verantwortungsvollen Einsatzes von KI
6. Der EU-KI-Rechtsakt
7. Was ist der EU-KI-Act und warum betrifft er die Syngenta Group?
  - Warum brauchen wir Regeln für KI?
8. Verhaltenskodex für generative KI-Tools
  - Risiken im Zusammenhang mit der externen Nutzung von KI-Tools
  - Risikobewertung neuer Tools
  - Geistiges Eigentum
  - Einhaltung unserer COP
9. Weitere Lektüre und Schulungen

# Example: Create a PowerPoint presentation

**First:** Ask SynGPT to create a presentation outline for you...

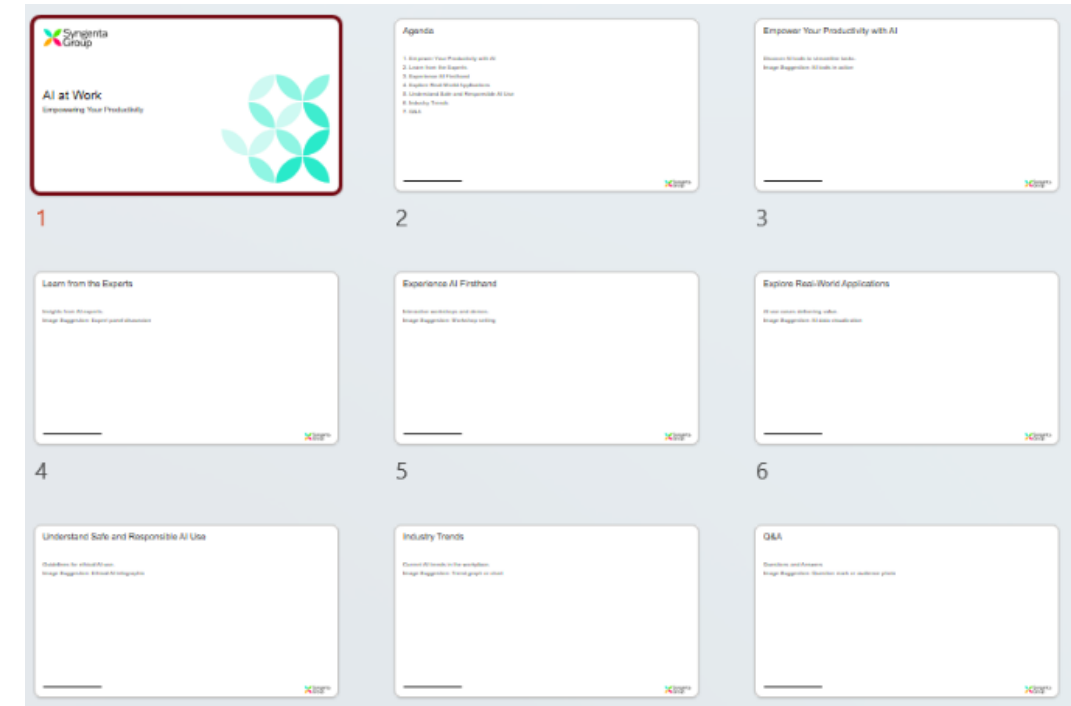
Your prompt should include: **the topic, audience, purpose** (consider using a PO3), **key points & messages, number of slides, tone, style** and **any other requirements**.

✨ You could even ask it to give you image suggestions (it won't give you an image, but you could take the suggestion and turn it into a prompt to be used in the image generation tool to create one separately).

**Second:** Ask SynGPT to create the presentation for you in PowerPoint

You will need a VBA code for creating Microsoft Office PowerPoint presentation.

Copy the code, insert into Macro Module in PP and voila!

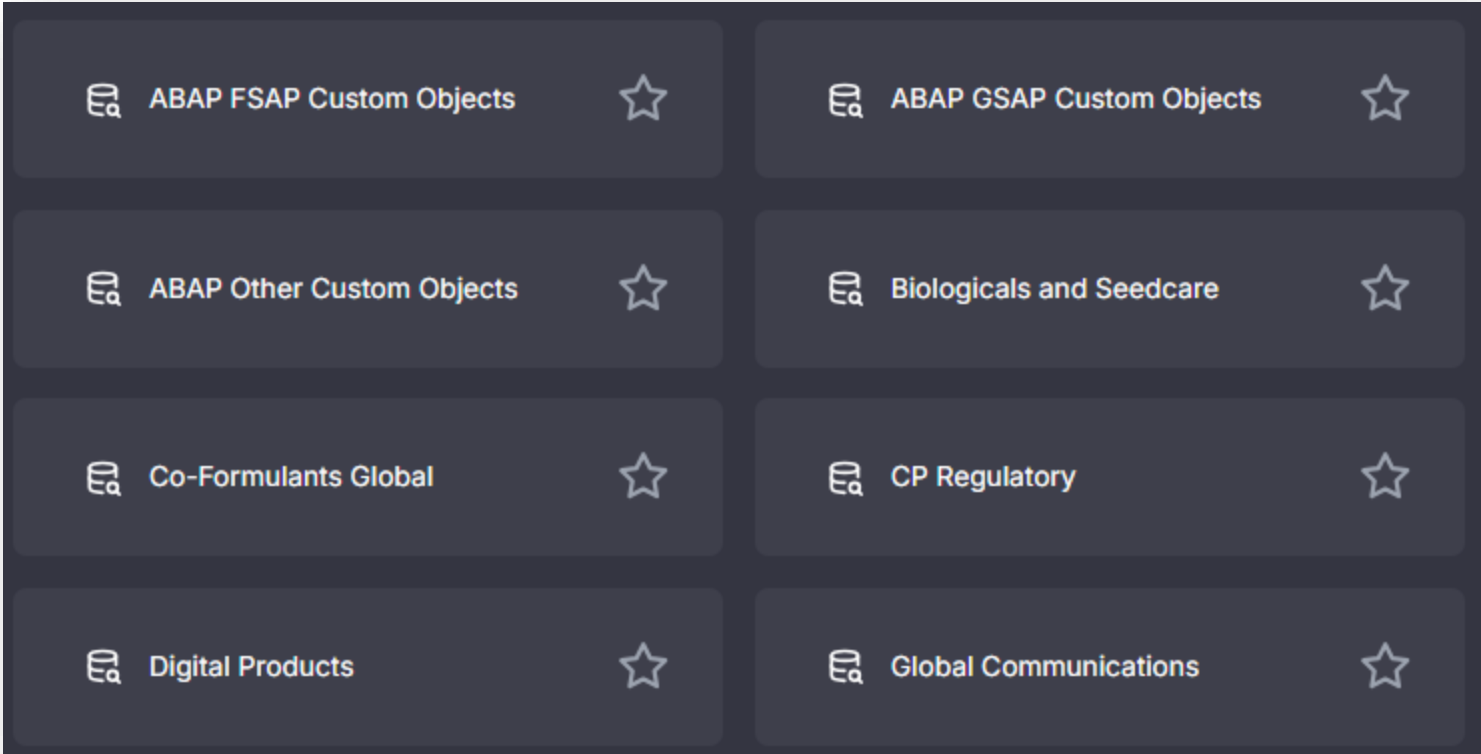
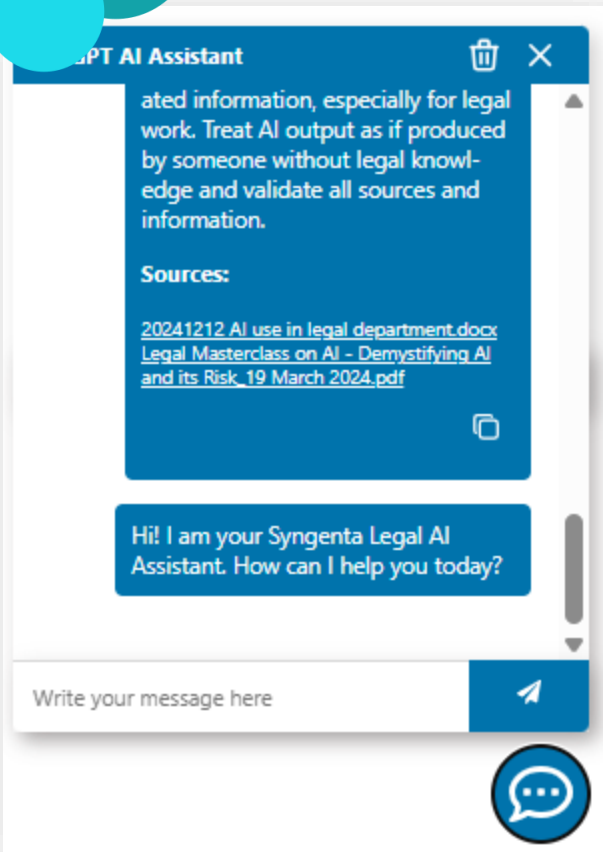


*If you'd like the step-by-step instructions ping me!*

# Example: Knowledge Bases

**How it works:** draws from a knowledge source, in this case, the site itself!

Via SynGPT: via the Knowledge Base area



# Leveraging **SharePoint** capabilities

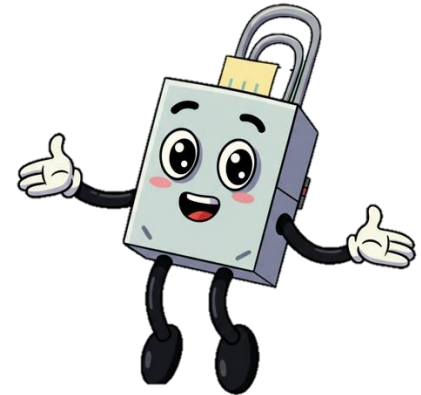
Agents (on trial until June): Agents are powerful tools to help your team or help users quickly surface and gain insights from your content. Much like the chatbot in the previous slide!

## **Why is this a game-changer? Let's look at an example use case:**

Finding accurate soil health data quickly is imperative for providing answers when needed (media request or opportunity, speech from CEO, etc). With SharePoint agents, our comms teams can use their mobile devices to instantly access and verify latest data coming from our tools/research/analyses at the tip of their fingers.

## **The Agent can provides:**

- Immediate access to verified soil testing results (requires some data management)
- Real-time retrieval of regional soil health trends
- Quick reference to historical soil data comparisons
- Instant translation of technical soil parameters into media-friendly language



# Other **SharePoint AI capabilities** to leverage

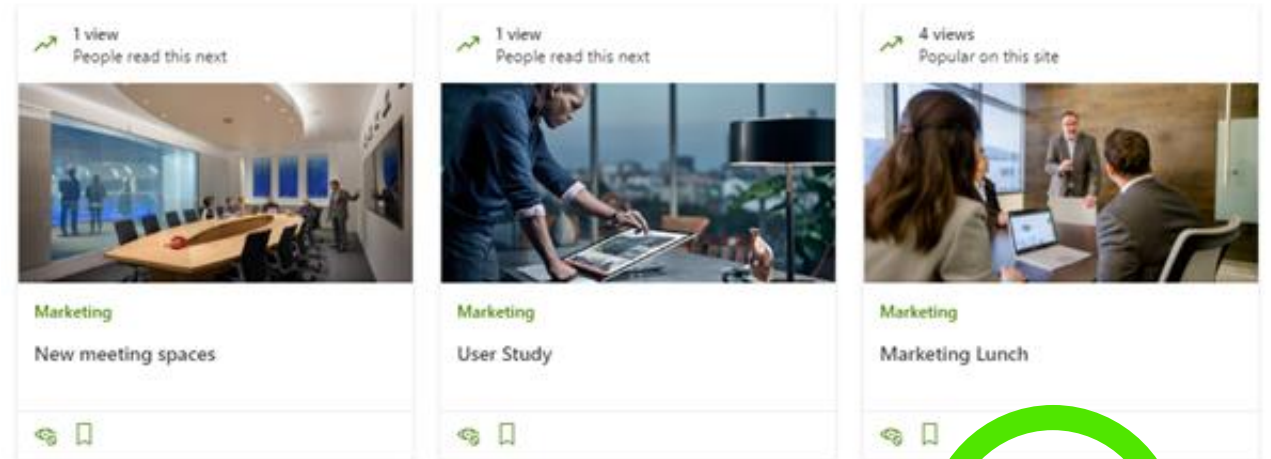
**Smart content discovery:** SharePoint uses AI to deliver more relevant search results based on the user's previous activities and interactions.

**Customized news and content feeds:**

SharePoint uses AI to tailor news feeds and content suggestions based on user interactions and preferences.

**Automated workflows:** AI Builder allows users to create custom AI models that can be integrated into workflows to automate processes like data entry, content approval, and more.

You may also be interested in



# AI Manifesto and Code of Practice

We are committed to enhancing productivity, with AI playing a pivotal role.

Recognizing the importance of responsible AI use, we mandate strict adherence to ethical principles in using AI technologies. This commitment extends to all employees **and suppliers**, who are expected to uphold these standards.

✨ The Syngenta Group AI Policy provides a governance framework for the responsible, ethical and safe use of AI within our company.

✨ The Syngenta Group AI Manifesto, emphasizes the need for human oversight, ethics, transparency and fairness in AI systems. It also includes Guidelines for permissible use of AI.

✨ Fully aligned with the EU AI Act and other legal and safety requirements.

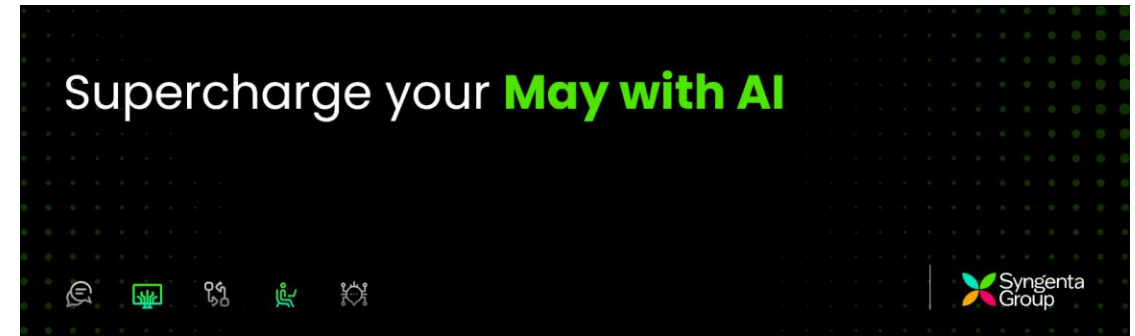


# Supporting colleagues in adopting AI functionality

## Key pillar under our Work Better initiative

### Trainings:

- Weekly training
- Targeted training to specific use cases
- Mandatory
- Learning paths
- Awareness (constantly proving value)
- Resources for information, FAQs, demos, use cases
- Measurement and adapting content accordingly
- Don't under-estimate the change management required (ways of working, building trust, tool adoption, update skills, capability building)
- Story telling (sometimes a little bit of click bait doesn't go astray!)
- Keep on top of trends





## AmplifAI Better

We're upskilling the organization on 'what is AI', and how they can leverage this transformative technology in our everyday tools including our own SynGPT. We'll launch new features, run organization-wide trainings and ensure Syngenta fulfils its legal obligations when it comes to the EU AI Act. We business partner in functions to guide use case creation and best practices.



## Automate Better

With a dedicated community of evangelists and power users, we'll continue to upskill the organization on automation for productivity gains. We'll cover new features in our current tools such as Power Automate, Power Apps and Smartsheet, as well as other tools that carry automation capabilities including SharePoint, Outlook, Teams and even your smartphone.



## Secure Better

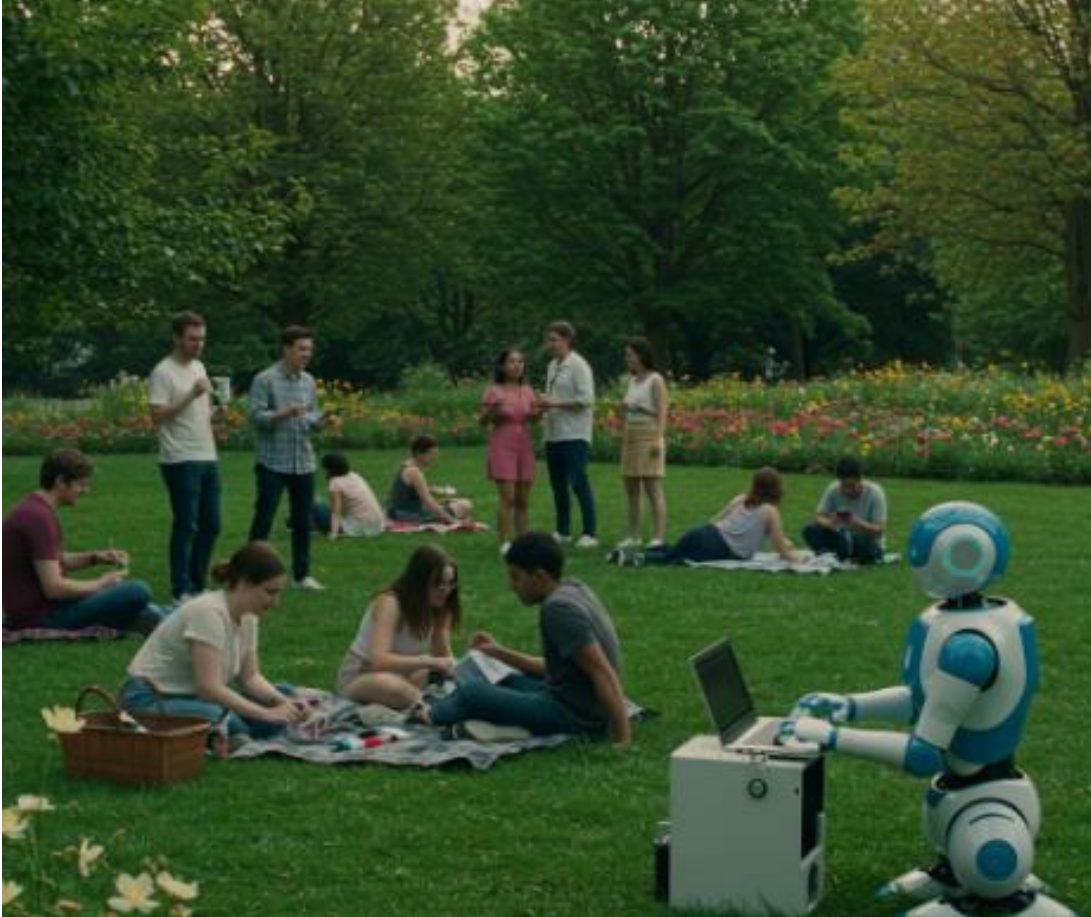
The number of digital security threats globally has increased 110% YoY and Cloud intrusions have increased by 75%. The best way to avoid a cyber crime attack is to educate your employees on what it looks like – prevention is better than cure and this year we'll be focusing on what to look out for, how AI is helping the bad guys and what you can do to protect yourself, and Syngenta.



## Collaborate Better

There has never been more collaboration tools available to us at work. This year we're focused on helping our employees navigate the clutter and decide what is the best tool for the job at hand. We'll also launch NEW Teams, Windows 11, MS Loop, and continue to show you how to use all our tools better to improve your productivity and look after your digital wellbeing.

# The future ...



**...of intranet content...and any channel for that matter**

Think about all the problems you currently have with the intranet.

Now think about how they could be solved with using AI.




# Watch outs

- Trust and transparency (yourself & others)
- Human oversight
- Look out for key words – get around it with better, more specific prompting
- Be aware of which model is being used and the last date it was update
- Be aware of biases and hallucinations (know the limitations of the tool)
- Have a COP
- Accuracy and reliability
- Quality
- Data security (when using external tools)
- End user experience (remember the video...you sound like AI!!!)

**Imagination knows no bounds! Think of creative ways how you can incorporate GPT in your workday. But practice creativity with caution**

We used AI to write this article! 

Our very own [SynGPT](#)! 

For more great uses cases visit the [SynGPT Information Hub](#).

Always use **Human Oversight** when using AI. Read more from our [AI Manifesto](#) and [Code of Practice for AI](#) here.



# Reimagine your approach to work!

## Follow up

**<Enter task>**

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