



NEXUS LOGISTICS SOLUTIONS  
DELIVERING EXCELLENCE

**To:** Strategic Analytics Initiative Teams

**From:** Nexus Logistics Solutions, Employee Development Program

**Date:** November 12, 2024

**Subject:** Next Phase in Strategic Initiative: Targeted Flyers for EDP Engagement

Thank you for the valuable insights and segment analysis on employee motivations for participating in the Employee Development Program (EDP). Building on these findings, we are advancing to the next phase of the project: leveraging Generative AI to develop personalized promotional materials tailored to each employee segment.

### **Objective**

Our goal is to increase EDP engagement by producing targeted flyers that resonate with the distinct motivations of each employee segment identified in your analysis. Each flyer will emphasize key benefits relevant to the segment's interests, encouraging them to participate in EDP courses.

### **Project Outline**

To achieve this objective, we are exploring OpenAI's Custom GPT capabilities to generate localized, personalized content that resonates with our employees' specific motivations. By designing a custom GPT model dedicated to creating messages for each segment, we hope to efficiently produce high-quality, compelling content tailored to each group's interests. Given that this is our first project with Custom GPT, please document your process thoroughly, capturing any insights or adjustments that could guide future projects.



## **Deliverables**

- Draft Flyers
  - A draft flyer for each identified segment, with messaging that aligns with their specific motivations for participating in the EDP as well as highlights the opportunities offered by our EDP courses.
  - Each flyer should be a concise, engaging promotional piece (100–300 words) tailored to the unique motivations of each employee segment.
  - Suggested design elements for each flyer:
    - Headline: Capture attention with a headline that resonates with the segment's primary interest (e.g., growth, community, skill-building).
    - Intro: A brief introduction that highlights why the EDP is beneficial for the segment.
    - Benefits Overview: A few key points that outline the value of EDP participation, framed around the segment's unique motivations.
    - Visual Suggestions: Description of relevant visuals to enhance engagement, such as images of team collaboration, skill-building symbols, or growth metaphors.
  - Our immediate focus for this project is on the content of the flyers. Therefore, you do not need to produce fully designed flyers with complete graphic layouts. Please provide draft text for each flyer along with a brief description of any visual elements you recommend, such as suggested images or graphics. This approach allows us to refine the messaging first before moving into the design phase.
- Executive Summary of project
  - An executive summary highlighting the project goals, approach, and initial outcomes, as well as an evaluation of the Custom GPT's effectiveness in generating targeted content.
  - This summary should be no longer than 1 single-spaced page and include:
    - Key insights or learnings from the project.
    - Observations on the model's performance in generating content for different segments.
    - Recommendations for future use of Custom GPT in similar projects.
- Custom GPT Documentation
  - A document that includes the instructions, descriptions of any knowledge base attachments, and any other parameters used in creating the Custom GPT.