

Expanded Outline - ChatGPT for Business

Introduction

- What AI workflows mean for real businesses
- Why prompting, not programming, is the on-ramp
- How to read this book: as inspiration, as instruction, and as a partner in practice

Chapter 1: Customer Experience

- Theme: Using AI to scale empathy, speed, and personalization
- Original Stories: WelcomeWell, StackHaven, FlexTax, LeadFleet, BriteTeam
- Topic Explanations: Onboarding, Ops Planning, Email Triage, Reporting, Knowledge Extraction
- Bonus Topics: Voice of Customer, Multilingual Support, Journey Personalization
- Outro: GPT doesn't replace people-it lets them focus on what matters

Chapter 2: Process Automation

- Theme: Redesigning the invisible machinery of how work gets done
- Original Stories: WestBridge, BrightPath, DeltaCore, CleanStream
- Topic Explanations: Automation targets, email chains, logic mapping, chatbots, SOP visualization
- Bonus Topics: Doc cleanup, Form redesign, Drift detection
- Outro: GPT restores clarity to broken processes

Chapter 3: Data-Driven Decision Making

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- Theme: From dashboards no one reads to insights everyone can use
- Original Stories: AetherMetrics, LumaHealth, JetRoute, PrismTech
- Topic Explanations: Dashboards, Reports, Forecasts, Informal data, Translation
- Bonus Topics: Meeting prep, Executive summaries, Data triage
- Big Box: Natural Language to Insight Pipelines
- Outro: Data becomes action when it becomes shared language

Chapter 4: Innovation and Product Development

- Theme: Embedding GPT in the creative loop
- Original Stories: CartFluent, Onboardly, TaskBright, ShieldStack, SprintBoard
- Topic Explanations: Feature gen, UX sim, Support mining, Messaging, Journey maps
- Bonus Topics: Patent drafts, Feature sunsets, Competitor analysis
- Big Box: GPT for Design and Ideation
- Outro: You don't need a lab-you need a loop

Chapter 5: Workforce Transformation

- Theme: Augmenting humans, not replacing them
- Original Stories: CareCore, CollabCentric, GrowWell, InfraLoop, Beamline
- Topic Explanations: Training, Meeting summaries, Career dev, SOPs, Message tone

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- Bonus Topics: Role design, Missed meeting recaps, Internal newsletters
- Big Box: Human-in-the-Loop AI Collaboration
- Outro: The best AI works with you, not instead of you

Chapter 6: Risk Management and Compliance

- Theme: Making rules readable, knowable, and liveable
- Original Stories: CredSecure, PageCraft, AeroTrans, DevShield, Pharmaco
- Topic Explanations: Policy roles, Design checklists, Regulation translation, IR plans, Quizzes
- Bonus Topics: Ethics sims, Clause drafting, Regulation digests
- Big Box: Structured Prompting for Regulated Contexts
- Outro: GPT makes the legal more livable

Chapter 7: Prompting AI Transformation

- Theme: From prompting to designing systems of capability
- Topic Explanations: Prompt frameworks, Integrated systems, Prompt platforms, Mindsets, Maturity models
- Bonus Topics: Prompt library, Prompt coaching, Prompt translation
- Big Box: Prompt Architecture and Capability Design
- Outro: You're not just using GPT-you're building with it