Best Practices for Using ChatGPT (Sources, Research, and Disclosure)

Always keep a human in the loop: AI is a tool. It is not a replacement for human judgment. All outputs, whether text, data, or recommendations, must be reviewed, edited, and approved by a Zeno team member before being shared externally. It is strongly encouraged to set up an added layer of quality control to make sure any inaccuracies or errors are detected.

Researching PDFs or reports: Before using any insights from an uploaded PDF, ask ChatGPT to provide exact page numbers, section titles, or direct quotes to ensure its accuracy. Don't rely on summaries alone—verify that the information exists in the document and is represented accurately. AI "hallucinations" do happen, so be prepared to detect them.

Verify sources, especially facts and stats: ChatGPT may fabricate citations or misrepresent data. Cross-check any data points or references with reliable sources (e.g., primary research, client data, or trusted third-party sources).

Avoid using AI-generated quotes or named references without verification: ChatGPT might produce content that includes made-up quotes or attributions. Do not use these unless you've confirmed them to be real.

Add context—don't just copy/paste: When using AI for early drafts, research summaries, or creative inspiration, contextualize the output with our expertise and understanding of the client's industry, tone, and strategic goals.

Use it as a starting point, not an endpoint: Let AI help you brainstorm or structure ideas, but ensure the final message, story, or recommendation reflects our POV and strategic rigor.

Flag anything AI-generated in internal drafts: If you're submitting work that includes AI contributions, add a note like "initial draft generated with ChatGPT, edited and verified" so reviewers know to look closely.

Disclose AI use in client work: Always inform clients when AI has been used in the development of deliverables, and confirm that all outputs were reviewed and approved by a Zeno team member.