



OUTCOMES CONSULTING

Kristen Hassen

Using AI at Work for Animal Welfare Professionals

“Always invite AI to the table.” -Ethan Mollick

“Everything you talk about with Chat GPT or other LLMs is being recorded in one, central location where the company can read everything you say to the machine. AI will be able to know you on a level perhaps more intimate that you even know yourself.” -Erik Voorhees, creator of Venice.ai

*****NOTE TO READER:** I created this resource in partnership with Chat GPT 4o in June of 2024. This guidance is true today but the landscape of AI is shifting exponentially. I recommend subscribing to Wharton School Professor Ethan Mollick’s Substack, [One Useful Thing](#) to keep up with the latest.

Common Terms and Concepts

Artificial intelligence (AI): A field of computer science that focuses on creating machines and software that can perform tasks that usually require human intelligence. These tasks include understanding natural language, recognizing patterns, learning from data, making decisions, making predictions, and solving problems.

Machine learning: When computers learn from data and improve over time without being told exactly what to do. Petco Love Lost facial recognition is a good example of machine learning.

Deep learning: A type of machine learning that uses special computer systems called neural networks.

Large language models (LLMs): Advanced AI systems that can understand and generate human language. They are trained on massive amounts of data and can perform tasks.

Training data: Information used to teach a machine learning model.

Prompts: Inputs, commands, or questions given to an AI model, in particular a language model. Prompts help guide the AI to provide information or action you need. They give AI context.



OUTCOMES CONSULTING

Kristen Hassen

Chain of thought: When you provide step-by-step instructions to the LLM to enable it to better mimic a human thought process.

Hallucinations: Instances when an AI system, in particular an LLM, generates information or responses that are not based on data or facts. These fabricated responses often sound real or plausible but they are fabricated, incorrect, and/or misleading.

GPTs: These are customized versions of ChatGPT or another LLM that tailor your assistant to best meet your particular needs. eg: [Dall E](#)

Tokens: In the context of AI, tokens are the individual pieces that make up a sentence. They're the building blocks that AI models use to understand and generate language. Tokens can be words or pieces of words. Tokens are not the same as words and they change depending on the needs of a particular model.

Guidelines for Using AI

Start by using an LLM. Currently, there are three, top-performing LLMs. Each one has strengths, weaknesses, and their own 'personality'. Venice.ai is a bit behind the other LLMs but it does not collect your data and does not censor users, unlike the other models.

- [Venice.ai](#)
- [Chat GPT 4o](#)
- [Claude 3.5 Sonnet](#)
- [Google Gemini 1.5](#)

Think of AI as a creative partner or assistant. In order to effectively use AI, you will need to build a relationship with it. A good rule of thumb is that it takes at least 10 hours of use to learn any LLM. Start using it for all sorts of projects and tasks.

Know enough to know when it's wrong. Start using AI in areas where you have expertise so you can spot its mistakes.



OUTCOMES CONSULTING

Kristen Hassen

AI vs. the internet. If you ask the internet something, you may not be able to find the answer. If you ask AI something, you'll get an answer but it may be incorrect. [Perplexity AI](#) is a conversational search engine GPT that utilizes sources from the web.

Assign AI a role. Give AI context by telling it what role it should play. This helps it provide better responses.

Chain of thought. Give step-by-step instructions rather than asking for a final product all at once.

Provide reference documents. Upload copied text, documents, spreadsheets, and images to offer context.

Ask for what you need. Some things Chat GPT 4o can help you with are forms, spreadsheets, SOPs, checklists, policy documents, emails, letters, and even images. Remember to provide a starting point, draft, or background documents whenever possible.

Check for hallucinations. AI cannot be trusted to be entirely accurate and trustworthy. That is why it's best to work in partnership with AI, thinking of producing a final work product as an iterative process. AI is an assistant who is incredibly helpful, but needs oversight and to have their work double-checked by you, the person.

[Prompting your AI](#)

You are _____.

You are creating _____ for _____.

Your tone is _____. The first step is _____.

Adoption bios

"You are a marketing expert writing for a popular audience. We have 11 pets that have been with us for more than 60 days and urgently need to find a home. Please review their pictures and bios and share one thing about each pet that stands out and may help get the attention of potential adopters. These facts should be in the documents and should focus on a specific



OUTCOMES CONSULTING

Kristen Hassen

aspect of the pet's history or a story about each pet. Please do not use the words cuddly, lap cat, reactive, high energy, or feral. Write in a nonjudgmental tone that conveys something special and unique about each pet."

Operations

"Please be an operations manager specializing in creating standard operating procedures and checklists for teams. Review this standard operating procedure (upload or copy text) and create a checklist that can be completed daily and contains the most important information from this standard operating procedure. Write this checklist in simple language at an eight-grade level."

Forms and templates

"Please review our existing pet adoption application and help me revise it to remove questions that may deter potential adopters and write it for an audience of Gen Z and millennial adopters. Keep the questions short and make multiple choice questions when possible. Make the tone friendly and welcoming."

Analyze data

"Please review this spreadsheet and tell me the number of cat adoptions each year between 2015 and 2023."

"Create a simple line chart to show the changes in cat adoption numbers between 2015 and 2023."

"Now do the same type of line chart with dog adoptions."

Workplace wellness

"You are an organizational psychologist helping me, an animal shelter director, with a behavioral problem at work. My employees continuously call out and talk about burnout and compassion fatigue. It's getting to be a huge problem because we don't have enough people to care for the animals and complete adoptions which makes the problem worse. What do you advise?"



OUTCOMES CONSULTING

Kristen Hassen

“Your idea about peer support groups is a good one. Can you please tell me how a peer support system might work in an animal shelter and how I could get started? Here is my organizational chart so you can see the staff roles and how our shelter is organized.”

“Okay that sounds great. Could you help me draft an email to the leadership team at my animal shelter, explaining what a peer support group is, the purpose, and the first ten steps we need to take to get started? Each step should be simple and easy to measure.”

“Great. Our leadership team meets weekly, so could you help me create a schedule for those meetings, allocating 15 minutes weekly to tackle one step until we get through all ten steps?”

Streamline processes

“You are the inventory manager I have just hired from a major distribution company to work at my animal shelter and manage animal flow. Can you review our current standard operating procedures (upload or copy text) and make recommendations for how we can move animals faster through our system?”

“This is really helpful. Can you identify the specific actions we are taking that may extend the amount of time the animals are spending in the shelter and suggest alternatives?”

“I like the suggestion to set up a real-time tracking dashboard, but we don’t currently have this capability in our shelter software system. What do you suggest?”

Write a letter to donors with a specific ask

“You are a top-rated development and fundraising consultant helping me address an urgent problem. We do not have the funding to continue to save cats from shelters where they face euthanasia. This is very serious because if we cannot take them, they will be euthanized due to lack of space and time. I am providing you with a couple of previous letters so you learn more about our organization and my voice. Please write a letter, using my voice, asking the public to donate immediately so we can save more than 150 at-risk cats who are highly adoptable.”

“Could you please review the story of a cat currently in our care and turn it into a story that can serve as an example of why our work is so important? The tone should be genuine and the message should be that it takes the entire community to help save lives. Though she is just one



OUTCOMES CONSULTING

Kristen Hassen

life, her story matters. While you're at it, be sure to refrain from talking about the eye surgery she had while she was in our care. It's not relevant to this plea."

Encourage critical thinking

"Please be a person who studies logical fallacies and helps people think strategically. I am an animal shelter director bringing you a problem: I have a staff member that says we should not adopt out pets unless we do background checks on the adopters. She said that one time they adopted a cat to someone who abused it and they never want that to happen again. How should I respond"

Reduce meeting redundancies

"I'll give you a \$20 tip if you help me with this. My staff are in meetings all day long. They meet one-on-one, in small groups, and as teams. They meet like 20 hours per week! How do I lead them through a process of streamlining their meetings while still getting done the work they currently do in meetings? Please lay this out in steps or small pieces."

"Thank you. Can you help me create a form that will help my staff go through this process without my oversight?"

"Great. Can you tell me how we will measure success and provide me with a form to track this?"

Transfer handwritten/drawn notes/posters to text

"Please convert the notes from the photos of these handwritten posters to text."

GPTs and other AI-powered technologies

[Midjourney](#) for image creation.

[Perplexity](#) for research.

[Otter AI](#) for voice/meeting-to-transcripts and transcript summaries. Note-taker for meetings.



OUTCOMES CONSULTING

Kristen Hassen

[Read AI](#) for virtual meeting note-taking, meeting summaries, and coaching.

Learning Resources

[How Should I Be Using A.I. Right Now?](#) (Ezra Klein interview with Ethan Mollick)

[Privacy, Censorship, and AI](#) (podcast interview with Venice.ai)

[A jargon-free explanation of how AI large language models work](#)

[Marketing for artificial intelligence](#) (website for AI marketing insights)

[Academy to innovate HR](#) (website for AI and HR)

[Co-Intelligence](#) (book by Ethan Mollick)

[One Useful Thing](#) (blog)

[AI 2041](#) (book by Kai-Fu Lee and Chen Qiufan)

[Which AI should I use?](#) (blog)

[Helpful prompts for work](#) (online resource)

[Ways you are already using AI you might not even be aware of](#) (online article)

[Using AI to predict dog personality types](#)