Assist for senior leaders: Championing AI in your teams

How senior communications leaders can drive AI adoption, support their teams to use Assist effectively, and ensure responsible innovation in government communications.

5 ways you can champion Assist effectively:

- Lead by example: Use Assist yourself to, for example, review campaign plans, prepare for meetings, or brainstorm approaches. Share with your team how you are using Assist.

- Embed in workflows: Discuss with your teams which routine tasks could benefit from AI support. Identify quick wins where Assist saves time for strategic work.

- Create space for learning: Include the use of Assist and AI in Personal Development Plans. Encourage team members to dedicate time to exploring Assist capabilities and sharing effective approaches. Support colleagues by protecting their AI experimentation time.

- Drive experimentation: Create a culture where you encourage the testing of new approaches within Assist. Share successes and learnings within your team and via the Assist Community Forum. Recognise effective use in development discussions.

- Ensure responsible use: Regularly remind your team about the Government Communications Generative AI Policy, propriety requirements, and that it is essential all AI-generated outputs are critically reviewed and refined by subject matter experts.

💡 Remember:

- Assist supports government communications work but does not replace professional judgement, creativity and expertise.
- All Assist outputs must be reviewed by a human, for accuracy and appropriateness.
- Up to and including official-sensitive and personal information can be used within Assist.
- Use of Assist must align with the Government Communications Generative AI Policy.
- Assist helps with routine tasks to give you more time to spend on creative work.

For further information and support on using Assist, please contact: ai.gcs@cabinetoffice.gov.uk