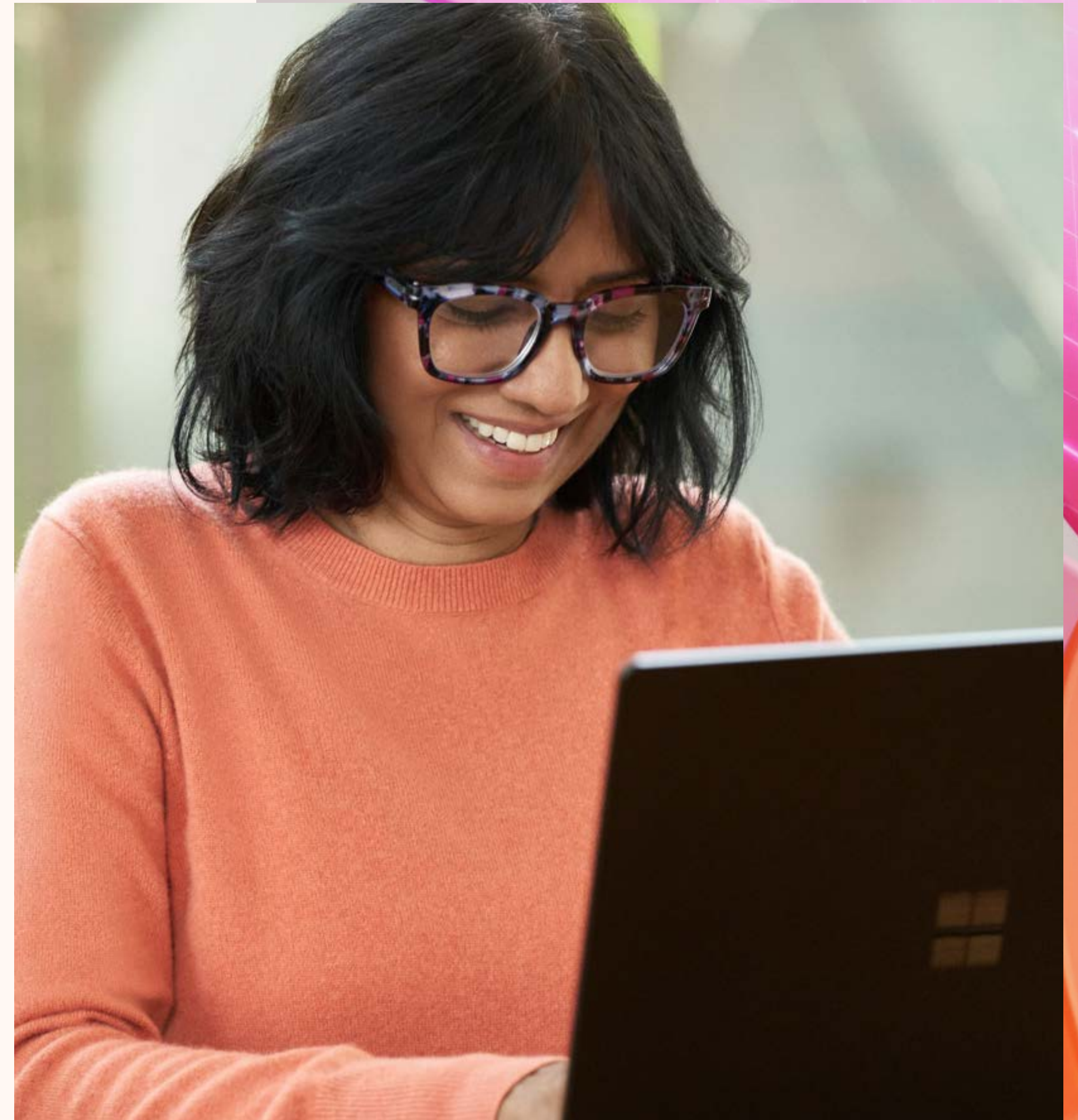


# The Superpower Behind AI Is You

A guide to what Microsoft Copilot for Microsoft 365  
can help you do and what remains irreplaceably human



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01

The  
transformative  
potential of  
generative AI



The way we work is changing quickly with the introduction of generative AI tools. And people's excitement is striking—in just two months, ChatGPT reached 100 million users. In comparison, it took 16 years for the same number of people to use mobile phones, seven years for the internet, and five years for X (formerly Twitter).<sup>1</sup>

Like those other transformative technologies, generative AI isn't innovation for the sake of innovation. It's a response to a real need that people experience in their daily work lives. Think about it—employees are constantly juggling tasks, attending meetings, managing overflowing inboxes, and processing an avalanche of information. It's no surprise that many feel burnt out.

In fact, one survey found that **64% of employees say that they don't have enough time or energy to do their jobs effectively, and 70% say they'd delegate as much work as possible to AI if it means lightening their workloads.**<sup>2</sup>

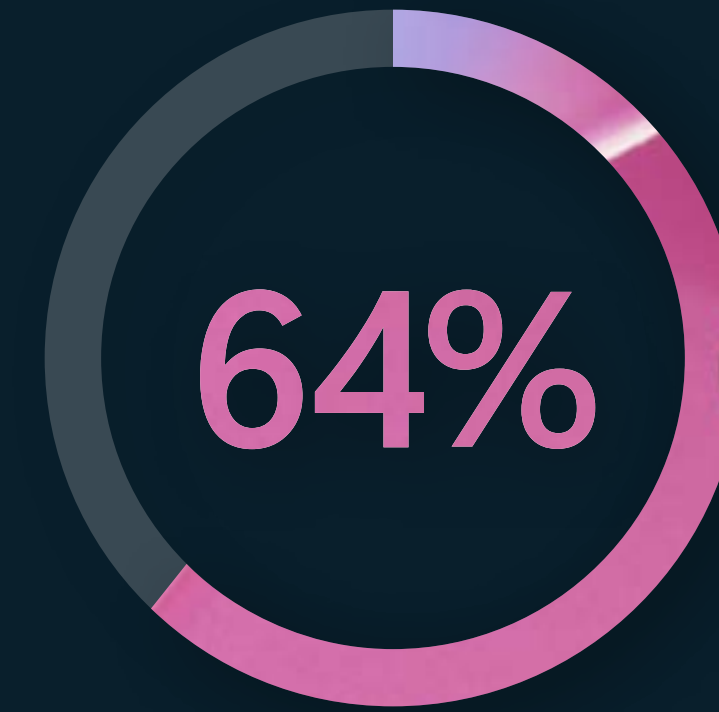
Now here's the paradox. Even though there's this pressing need for help, nearly half of people (49%) are worried that AI might take their jobs.<sup>2</sup> But the reality is, when you ask business leaders

what they value most about AI in the workplace, they're two times more likely to say, "increasing employee productivity" than "reducing headcount."<sup>2</sup>

This is where generative AI like Microsoft Copilot for Microsoft 365 truly shines. It's here to help you, the pilot, navigate your work life more efficiently. How? By taking care of those repetitive, time-consuming tasks, simplifying communication, and even helping you brainstorm. Copilot was given its name with intention. You're in the driver's seat—you set the goals and objectives. You write the prompts and lead the way. And you choose what content is strong as is and what needs your help.

A first look at early Copilot use proves what a difference it can make—**70% of people say that they're more productive with Copilot, and 68% say that it improves the quality of their work.**<sup>3</sup> When given a series of tasks to complete, people worked 29% faster searching, writing, and summarizing with Copilot than without it.<sup>3</sup>

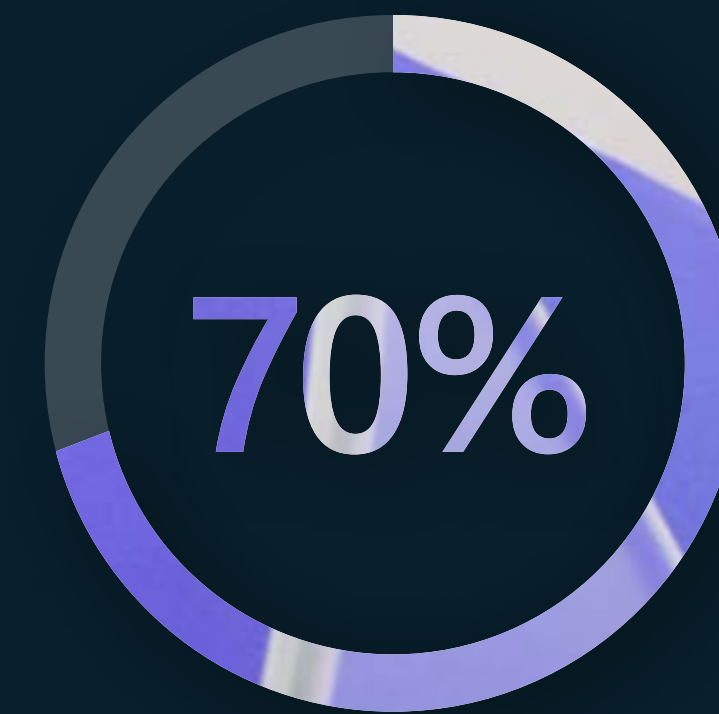
Copilot isn't about replacing you; it's about enhancing your capabilities. The AI is simply your trusty copilot, making your journey through the future of work smoother and more productive.



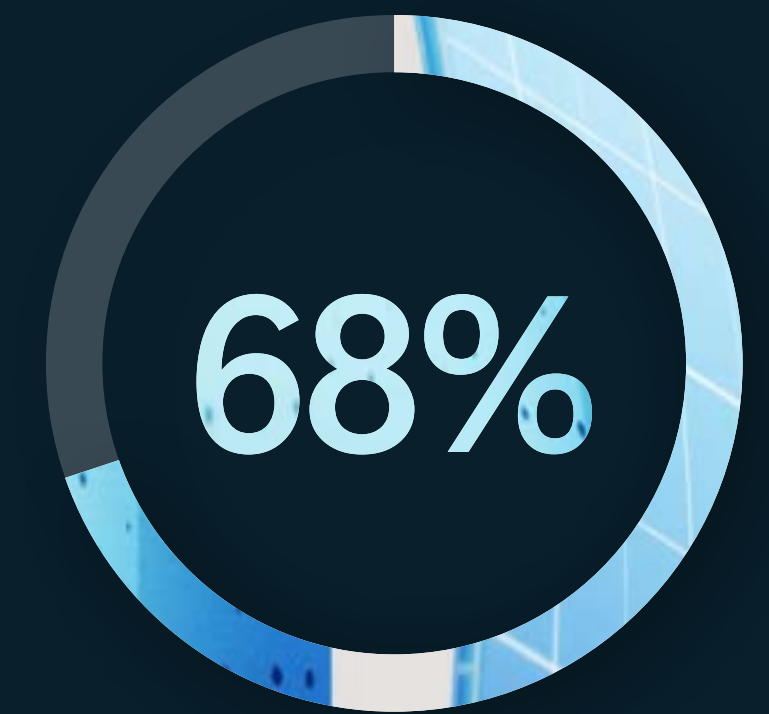
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68% say that Copilot improves the quality of their work.<sup>3</sup>

02

Understanding  
the human and  
AI dynamic



”

With Copilot in Outlook, I can type *summarize*, and boom—I have a pretty accurate rundown of the highlights of a long [email] thread.

Sumit Chauhan

Corporate Vice President,  
Office Product Group, Microsoft\*

Generative AI excels at certain tasks but needs more human expertise for others. Knowing how to work with it is an important step to getting useful results.

### Where AI excels

#### Connecting the dots

AI tools search far and wide to find the strongest combination of information for what you need. Copilot, for example, combs across your entire universe of data—internal emails, meetings, chats, and documents, as well as the web—to make connections and offer solutions that could take hours to do manually.

#### Summarizing content

Consider all the information and tasks that fill your workday. Generative AI can be your ally here. It excels at taking all that information and distilling it into clear, concise summaries. No more sifting through lengthy emails or meeting notes. Just get the key takeaways in a flash.

#### Getting started with new content

Whether you're writing emails, articles, social media copy, reports, or proposals, AI can help. It can generate text that's coherent, structured, and tailored to your needs with just a few simple prompts. This means more time for you to focus on the big picture, while AI handles the basics.

#### Analyzing and visualizing data

In today's data-driven world, the data analysis and visualization capabilities of AI are gold. Copilot can crunch numbers, spot trends, and create compelling visual representations of your data. This not only saves time but also helps you make data-driven decisions with ease.

### Where AI needs more human help

#### Creating highly creative or nuanced content

When it comes to crafting emotionally resonant pieces, making ethical decisions, or dealing with politically sensitive content, AI needs more guidance from the person prompting it. These are tasks that require an in-depth understanding of context, culture, and the intricacies of human emotions.

#### Generating specialized expertise

If you're in a field that involves specialized expertise, such as medical diagnosis, scientific research, or legal documentation, AI can assist you, but human oversight is essential. These areas demand a high level of knowledge, and AI works best with an experienced professional leading the way.

#### Using personal judgment

Once you've used AI for an initial task, the direction beyond that is up to you. AI can uncover insights, patterns, and connections within content, but you need to decide what to do with that information. Is it helpful and worth exploring more, or is it loosely connected and not bringing you closer to your goals? In this way, AI complements your creativity and productivity while leaving the decision making and next steps up to you.

AI is an incredible tool, but it's not infallible. It's vital to have a human expert review and refine content to make final judgment calls. In the end, it's about combining the strengths of AI with human smarts to create the best possible outcomes.

03

AI can make your  
work shine—but  
not without you



To get the most out of AI, remember that context is everything; the quality of your input directly affects the quality of the output you receive. Follow these guidelines to help Copilot understand what you need.

#### **Craft precise prompts**

Your prompts are the steering wheel of your AI experience. Make them clear, specific, and detailed. Including relevant details in prompts makes a world of difference. For example, when asking Copilot to draft a project proposal, saying “Please write a project proposal to convince my manager to allocate resources to a new initiative,” helps ensure a more suitable outcome than “Write a project proposal about a new initiative.”

#### **Remember to look within**

Copilot not only pulls information from online sources but also allows you to search within your organization to generate outputs based on internal material and information. For example, “What’s the latest from Jill, organized by emails, chats, and files?”

#### **Understand your audience and context**

Prompts should reflect not just what you need but also who you’re speaking to and why. Use your knowledge about the audience, context, and business goals when forming prompts. For instance, “Please write a client brief for this product that speaks to working mothers in large cities in Spain” will get you much closer to what you’re looking for than “Please write a client brief for this product.”

#### **Embrace revision**

If the initial output isn’t exactly what you were hoping for, simply ask Copilot for specific revisions. For example, “Please add a paragraph that captures the argument of this document” or “Please rewrite the slide to be more persuasive.” Keep revising and iterating with Copilot until you’re satisfied—the feedback will help Copilot progressively learn to adapt to your expectations.

#### **Specify length**

Whether you need a brief, one-paragraph email or an entire white paper draft, let Copilot know the length you want. This helps ensure the output aligns with your requirements.

#### **Be polite**

AI is all about mimicking, so it’s worthwhile to provide prompts in the tone that you want to receive back. It may seem silly, but a polite “please” before your prompt helps Copilot understand where you’re coming from. And, if you receive an output that you’re happy with, saying “thank you” is a small yet useful input that helps teach Copilot that it did a good job and encourages similar performance in the future.

”

When I’m reading an article, I get better summaries when I say, *summarize this article for a Microsoft executive with a particular interest in research* than when I just ask for a summary.

Jaime Teevan

Chief Scientist and Technical Fellow,  
Microsoft<sup>4</sup>



04

# How to use Copilot



## One of the most exciting things about Copilot is the impressive range of tasks that it can tackle. Here are some popular examples.

### Unblock writers' block

Generate a list of potential names for a new product, ideas for a presentation, or a rough draft of a white paper.

Please suggest 10 names for a new brand of yogurt that will be marketed for kids.

### Prevent information overload

Summarize lengthy text in email threads, chats, and documents.

Please summarize today's group chat with Gabe, Elena, and Raj, including any action I need to take.

### Customize customer content

Automatically draw from customer data to tailor content, such as a proposal, specifically for them.

Please draft a sales proposal customized for customer Juana Rojas at Woodgrove Bank.

### Easily parse through data

Find what you're looking for in a spreadsheet or analyze what a dataset means more broadly.

Please highlight key trends and insights.

### Uncover similar themes

Examine specific documents and identify common themes between them.

Please identify common themes among these files: [file links].

### Be more present in meetings

Focus on and participate in the conversation, not on jotting down notes, by having Copilot summarize meetings for you.

What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names.

### Ask better questions

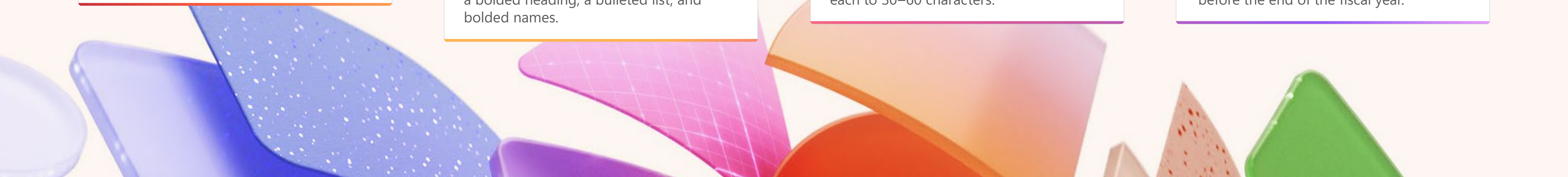
Generate a list of insightful questions to ask about a new project or in a creative brainstorming session.


What questions can the group ask to generate more ideas and insights? Limit each to 30–60 characters.

### Get clarity

Reduce the noise by compiling Microsoft Teams messages on a specific topic—with bullet points and all.

Please summarize Teams messages from this month about closing out projects before the end of the fiscal year.





”

You can use AI to jump-start  
the creative process

so you never start with a  
blank slate again.

Jared Spataro

Corporate Vice President of Modern Work  
and Business Applications,  
Microsoft<sup>5</sup>

05

## Tips for using Copilot



”

Time is our most precious resource, and Copilot helps me reclaim some of that time at work. During a busy day, my most frequently used prompts start with *find me*.

Colette Stallbaumer

General Manager,  
Microsoft 365 and Future of Work<sup>4</sup>

TIP

1

### Experiment and be curious

A major strength of Copilot is its adaptability. Try experimenting with what you ask it, or tinker with different prompt styles to see where the results take you. If you're feeling stuck about how to get started, look to [Copilot Lab](#) for prompt ideas and inspiration. Whether you're crafting content, summarizing complex technical information, or simply brainstorming, the versatility of Copilot can be your secret ingredient. Different prompts offer distinct angles of approach, allowing you to tailor content to your precise needs.

TIP

2

### Try different points of view

Maybe you're swamped by a sea of highly technical data, and all you really want is a clear, straightforward summary. Or maybe you're a subject matter expert who needs detailed, in-depth insights. Copilot can help with both and everything in between. Ask it to generate results in the style of a high schooler for simplicity or channel the wisdom of a college professor for that deep dive. The beauty of Copilot is that it's like a chameleon, ready to change to meet your specific requirements.

TIP

3

### Keep the conversation going

When you interact with Copilot, the experience can be conversational, not a strict question and answer format. For example, if you ask it to write a blog post on the benefits of sustainable fashion, it might reply "Sure, I can help you with that. What kind of blog post do you want me to write?" This opens the door for you to add more details, such as "I want it to be informative, engaging, and persuasive." Lean into this feature to get higher-quality content that's customized for your goals.

TIP

4

### Understand that AI is often "usefully wrong"

It's essential to understand that Copilot isn't here to perform at a human level independently. It's here to work alongside you and provide suggestions that serve as your launch pad. Sometimes it will offer ideas or suggestions that aren't perfect, and that's OK. These "usefully wrong" suggestions can spark your creativity and get your thought process flowing. It's about taking that first step and encouraging you to refine and enhance the ideas further.

TIP

5

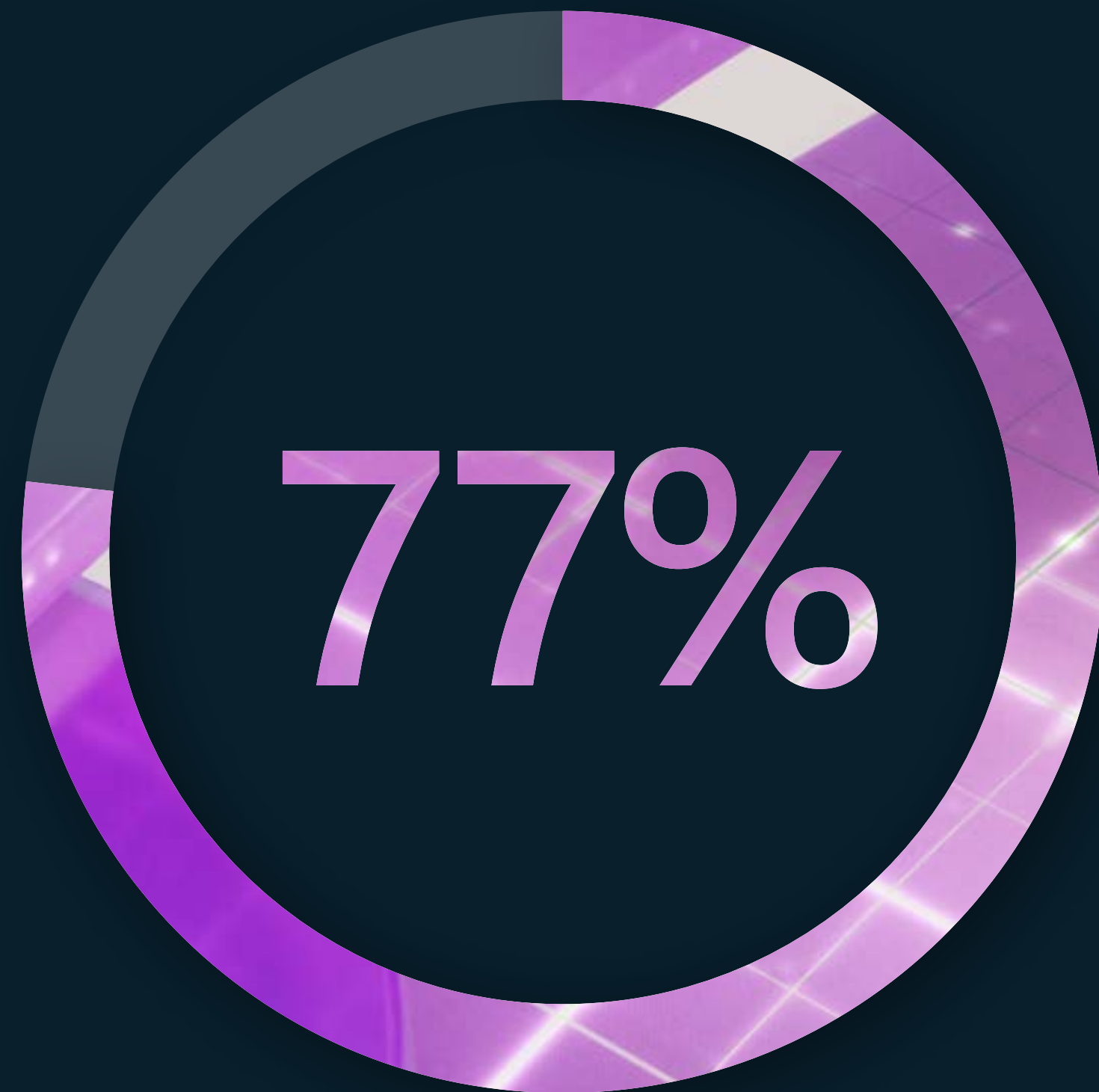
### Always fact check

Because Copilot pulls and compiles information from a multitude of sources, it can sometimes get things factually wrong. As a best practice, fact check any output you generate, especially when you've asked for a specific tone, to help ensure you're using accurate information. This extra layer of diligence will keep your content credible and trustworthy.

06

Things for  
business leaders  
to consider





77% of early Copilot users say that they don't want to go back to working without it.<sup>3</sup>

Just like any new technology, Copilot comes with a learning curve, but the rewards it offers are well worth the effort. Here's how to make the transition to Copilot smooth and successful.

### Highlight the timesaving benefits

Showcase the undeniable timesaving benefits of Copilot to your employees. The versatility of Copilot can transform the way your team works. Whether it's simplifying content creation, streamlining data analysis, or making collaboration more efficient, Copilot gives your employees more time to focus on tasks that truly matter. In fact, **77% of early Copilot users say that they don't want to go back to working without it.**<sup>3</sup>

### Provide learning support

To ease the learning curve for your employees, provide them with training and support resources, such as [Copilot Lab](#). It's a hands-on way to familiarize people with the capabilities of Copilot. Encourage your team to experiment, try out different prompts, and gradually build their confidence. Learning by doing is often the most effective way to master a new skill.

## Address ethical concerns

Understandably, many people have worries about the ethics of AI. It's vital to reassure your team that responsible AI is at the core of Copilot. When discussing Copilot implementation within your organization, make sure to share the six Microsoft principles that prioritize human agency in AI:

- **Fairness.** Actively working to reduce and eliminate bias.
- **Inclusiveness.** Building intentionally diverse and equitable frameworks to deliver equal empowerment.
- **Reliability and safety.** Maintaining consistency in design and delivery while avoiding harm.

- **Privacy and security.** Prioritizing the protection of users' data and information.
- **Transparency.** Sharing improvement efforts openly with users and ensuring AI is understandable.
- **Accountability.** Owning the impact of our technology and guiding users on how to do the same.

By explaining that these principles form the foundation for Copilot, you'll help create a sense of trust and responsibility in its implementation. This, in turn, will help your employees welcome the technology with confidence.

”

AI is going to adapt to each individual. It's going to help bring teams together to work better together. It's going to give everyone a superpower they've never had before.

Jon Friedman

Corporate Vice President of Design and Research,  
Microsoft<sup>6</sup>



07

What makes  
Copilot different



# Copilot meets you where you are

**Unlike other generative AI models, Copilot meets you right where you work—within the apps you use every day, such as Outlook, Word, Excel, and Teams.** This seamless combination is designed to make work life naturally more productive. You don't have to jump through hoops or switch between platforms to use Copilot. It's there, ready to assist, wherever you are. It's like having a sidekick who knows your workplace inside and out.

**Copilot was developed with OpenAI's GPT technology,** which many people are already familiar with. This means some employees won't need to start from scratch or face a steep

learning curve. And if they're new to the world of AI, the user-friendly interface in Copilot is designed to be simple and straightforward.

**Security is a top priority.** Copilot is backed by enterprise-grade security. The information contained in your prompts, the data the prompts retrieve, and the generated responses stay within the Microsoft 365 service boundary—keeping with Microsoft privacy, security, and compliance commitments.



**Explore more about Copilot**

#### Endnotes

<sup>1</sup>[ChatGPT witnesses massive rise. Chatbot gains 100 million users in two months](#), *The Economic Times*, March 2023.

<sup>2</sup>[Will AI Fix Work?](#), Work Trend Index Annual Report, Microsoft, May 2023.

<sup>3</sup>[What Can Copilot's Earliest Users Teach Us About Generative AI at Work?](#), Work Trend Index Special Report, Microsoft, November 2023.

<sup>4</sup>[How I Prompt: 11 Leaders Share Their Favorite AI Time-Savers](#), Microsoft.

<sup>5</sup>[How Marketers Can Use AI to Unlock Breakthrough Creativity](#), Microsoft.

<sup>6</sup>[AI: A Whole New Way of Working](#), Microsoft.