JEFF ARNOLD

HANDS-ON HR SESSION



Two ways to bring it to your event: a breakout that shows it, or a half-day workshop that builds it.

AI That Works: A Practical Playbook for HR

How to set it up, check it, track it, and know where to trust it

THE IDEA

Many HR teams have tried AI, gotten an average answer, and gone back to doing the work by hand. The tool is rarely the problem. The setup and the habits are.

Jeff Arnold uses AI every day to run his consulting company. In this session he shows exactly what he does: how he sets it up, how he keeps it from flattering him, how he has one AI check another, how he keeps a record of what it does, and where a person still makes the call. None of it is theory, and every idea is something an attendee can try the same day.

WHY THIS SESSION

HR audiences keep asking one question: how do we actually do this?

This session is the answer: the setup, the checks and the habits, shown step by step.

AT A GLANCE

#	FORMAT	LENGTH	HOW IT RUNS
1	**Breakout Session**	45-60 min	Jeff shows each idea on screen, from his own work
2	**Half-Day Workshop** · capped at 40	3-4 hours	Attendees do each step on their own laptops

WHAT ATTENDEES LEAVE WITH

- A plain map of automation, AI and agents, and what each one needs from a person
- Standing instructions for their AI tool, written for their own role
- A one-line fix for the flattery problem
- A cross-check routine for anything important
- A one-page AI use log to track what their team does with AI
- A short list of HR tasks to hand to AI first, and what stays with a person
- A first step they can take within seven days, using tools they already have
- Workshop only: an account type matched to their company's data rules

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Fees and availability on request. Custom formats and topics available.

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THE TEN IDEAS

Each idea comes from how Jeff works with AI every day. The breakout shows eight of them on screen. The workshop puts all ten into practice.

1 Know which kind of help you are using.

Automation follows rules and does the same thing every time. AI drafts, summarizes and answers, and a person checks its work. An agent works through several steps on its own, so it needs the most guardrails. The session covers what agents are and the guardrails they need, not how to build one.

2 Set it up once.

Write standing instructions: who you are, what you do, and how you want answers. Every conversation then starts informed instead of blank. Jeff dictates his instead of typing them, and they come out longer and more detailed.

3 Tell it not to flatter you.

One builder Jeff works with starts his onboarding-plan agent's instructions with four words about himself: “Joel is a liar.” AI agrees with you by default. One line telling it to push back changes every answer after it.

4 Never trust one engine.

For anything important, have a second and a third AI check the first. Jeff runs Claude's work past Gemini and ChatGPT. Where they disagree, go to the source. Agreement is not proof, so anything legal ends at the primary source.

5 Make it show its source.

Ask for the exact line a claim came from before reading the explanation. Separate what it read from what it remembers.

6 Check the result, not the report.

“Done” and “success” are what the AI says. Open the letter, read the policy, check the number.

7 Let it look before it acts.

Start with analysis and drafts. Anything that sends, changes or deletes stays with a person until the tool has a track record. Agents need this rule most, because they can do all three on their own.

8 Know what never goes in.

Start with your company's AI policy. Employee and candidate data stay out unless the policy and the account type allow it. Attendees leave with a plain never-paste list to check against their own policy.

9 Keep a record.

Governance is a habit, not a committee. For each AI use, write down the task, the tool, the account, the data that went in, who checked the result, and the date. One page, kept current. When someone asks what the team is doing with AI, or an answer turns out wrong, the record shows what happened.

10 Ask your own files.

Point AI at the handbook, the policies and past answers, so it answers from what the company actually says.

WHAT THE ROOM NEEDS

Breakout: a projector, a screen, audio and a microphone. Jeff brings his examples recorded, so wi-fi helps but is not required.

Workshop: wi-fi, a laptop for each attendee, and tables instead of rows. Before the day, attendees set up a free account on at least two AI tools and find out which AI tools their employer allows. Jeff supplies a one-page pre-work sheet.

No product pitches and no vendor demos. Jeff names a tool only when an example needs one.

ABOUT JEFF

Jeff Arnold is the Founder and CEO of 4Spot Consulting. He has spent 40 years in leadership, from a supervisory role at McDonald's at 16 through Branch Manager, National Director, COO and CEO. He has built automation hands-on since 2007, with 1,000+ automations shipped. He is a three-time Amazon #1 Best Selling author whose books include **The Automated Recruiter** and **The Automated Law Firm**, an approved SHRM Recertification Provider, and a graduate of HEROIC Public Speaking.

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1 BREAKOUT SESSION 60 minutes, 45-minute version available

Jeff shows each idea on screen, from his own daily work, so the room sees exactly how it is done. Nobody needs a laptop. Each attendee leaves with a written plan for their first week.

BEST FOR

Concurrent breakout tracks at HR and SHRM conferences, and chapter programs where the audience wants to see AI used step by step.

HOW THE HOUR RUNS

- The three kinds of help, and why AI answers feel average (7 min)
- Eight of the ten ideas, each shown on screen from Jeff's own work. Jeff picks the eight that fit the room, and keeping a record is always one of them (38 min)
- Each attendee writes a first-week plan: one task, the steps, and what gets handed off (15 min)

The 45-minute version covers six ideas.

2 HALF-DAY WORKSHOP 4 hours, hands-on, capped at 40

Attendees do every step on their own laptops while Jeff works the room. They leave with their AI set up, one real task built and tested, and an AI use log already started.

BEST FOR

Pre-conference workshops, HR team offsites and leadership programs where the group wants to leave with the work done, not just a plan.

HOW THE HALF DAY RUNS

- **Opening.** The three kinds of help. Attendees sort the AI they use today into automation, AI or agent. (15 min)
- **Choose your account.** Personal, team and business accounts compared: who owns the account, who can see what, who controls the settings, and how data is handled. Attendees match one to their company's data rules. (30 min)
- **Set it up.** Attendees write their own standing instructions and add the flattery fix. (40 min)
- **Check it.** Attendees run one real HR task through two AI tools, compare the answers, and trace every difference to a source. (45 min)
- **Break.** (15 min)
- **Use it.** Attendees pick one task, build and test the instructions for it, mark what stays with a person, and name the guardrails an agent would need for the same task. (45 min)
- **Track it.** Attendees start their AI use log with the task they just built, and write a short approved-use list and a never-paste list. (30 min)
- **Plan it.** Each attendee writes a seven-day plan and shares it with a neighbor. (20 min)

The 3-hour version moves account types to a handout and tightens each block.

"In the first minute Jeff is on stage, you know he's been where you've been and is here to help! His useful expertise and actionable tips are only matched by his genuine likability."



Julie Laperouse
Speaker, Founder; former Chief Talent Officer

"Jeff is one of those rare speakers who makes you feel like the content was built specifically for your team. He brings real credibility, practical frameworks, and a delivery style that keeps the room engaged from start to finish."



Ciera Parks
MHRD SHRM-CP, CEO

"Jeff Arnold is the real deal when it comes to technology and automation. What sets him apart isn't just his vast knowledge, it's his ability to make complex systems feel accessible and relevant."



Susan Filan
Former MSNBC Senior Legal Analyst

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