LearnAIR

Key elements of creating a Digital Employee

Function

What is the main goal of this digital employee?
- What is the job description?
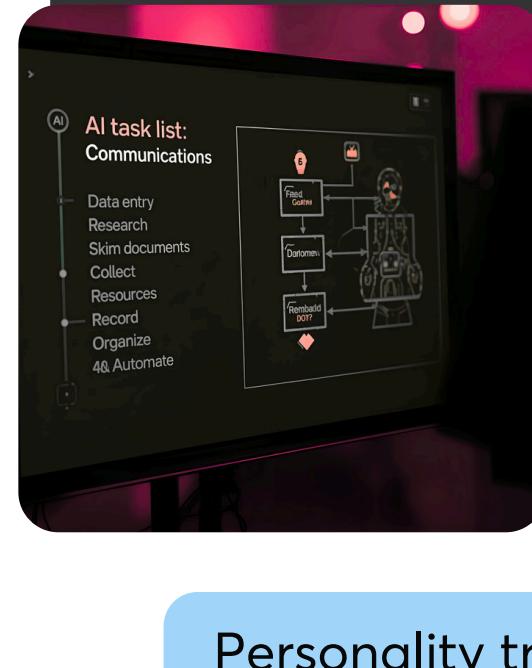
Personality traits

What personality traits describe your ideal digital employee?
- Consider: If you were to hire a new employee, what traits do you look for?
- E.g. Detail-oriented, stoic, discerning, patient, proactive, fun to work with.

Background, skills, and experience

What skills, background, and experience does your digital employee have?
- Don't short change yourself!
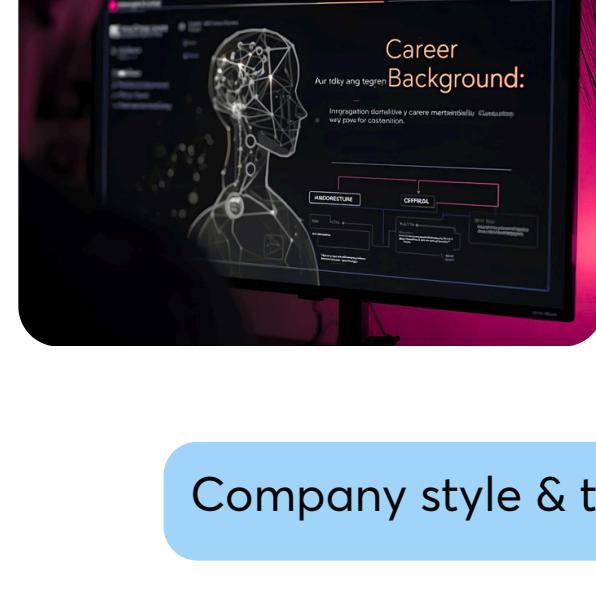
Company style & tone

What is the company style and tone you want your digital employee to embody?
- Does this differ for internal vs. external facing media?

Special Instructions

How will your digital employee fulfill their goal?
- What are the SOPs it must follow?
- Who is the audience? Where is the location?