

# Why We Use AI, and Why It Matters How We Use It

AI is already changing the way information is produced and shared. For many, that creates unease. If a piece of work looks too neat or too structured, suspicion quickly follows. Was it written by a person or by a machine?

At The Gaming Boardroom, we want to be clear. AI is part of our workflow. We use it to surface data, structure research, and maintain pace. But it is never the full story.

⚠️ There is a lazy way to use AI, what we call **PCP**: *prompt, copy, publish*. That is how inboxes and feeds fill up with slick but shallow content, and it is why suspicion about AI is rising.



## Our Process is Different

Every briefing, report, or insight we publish is built using **CRAFT**:



### Check

The sources we rely on



### Refine

The raw output into structured work



### Add Context

Drawn from experience and practice



### Fact-check

Every claim against trusted, public material



### Take Responsibility

For the finished work

This process is not fast. It is slower and more demanding than writing from scratch. But it is the only way to produce work that stands up to scrutiny and helps executives make better decisions.

## The Exception: Daily News Briefings



There is one exception. Our contributor **Steve Tyler** produces daily news briefings. He scans recent articles, identifies those most relevant to senior executives, and explains *why* they matter.

We cannot always be certain whether the original news articles were created through PCP or not, but we minimise the risk by drawing only on credible, verified sources and excluding recycled press releases.



### AI is not the value

Technology serves as a tool, not the end goal



### Judgement is the value

Human expertise and critical thinking drive quality

AI simply helps us reach more data and more perspectives than we could alone. What matters is the discipline that follows.



### Our Commitment

Everything you read on The Gaming Boardroom has been through the **CRAFT** process, or, in Steve's case, through careful source selection and relevance filtering. In both cases, responsibility and rigour come first.