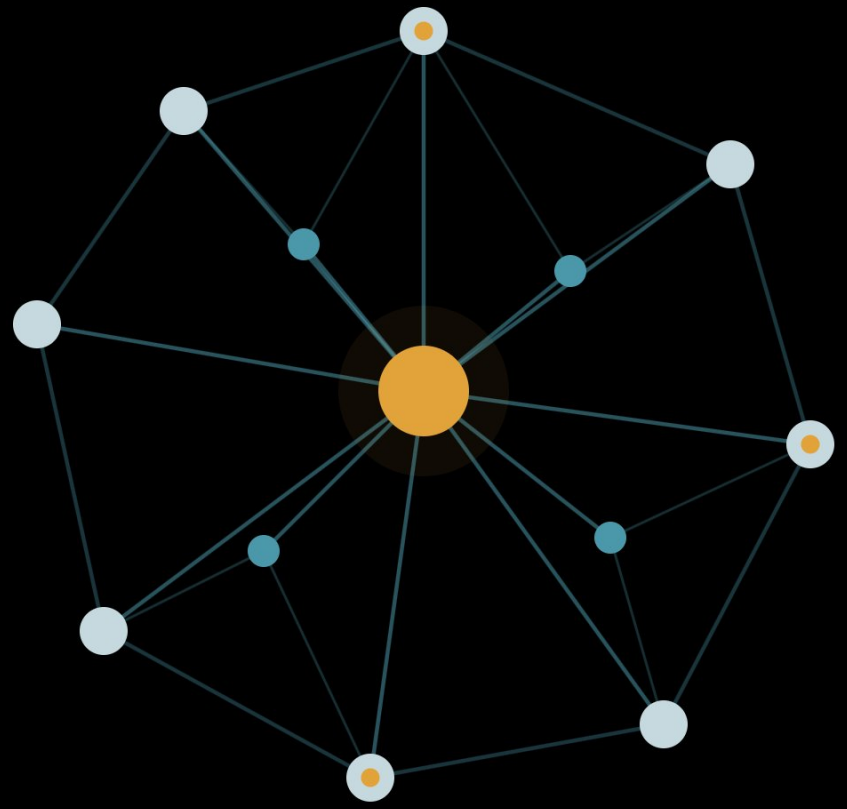
FourLakes

AI Without the Hype

Practical wins for small businesses



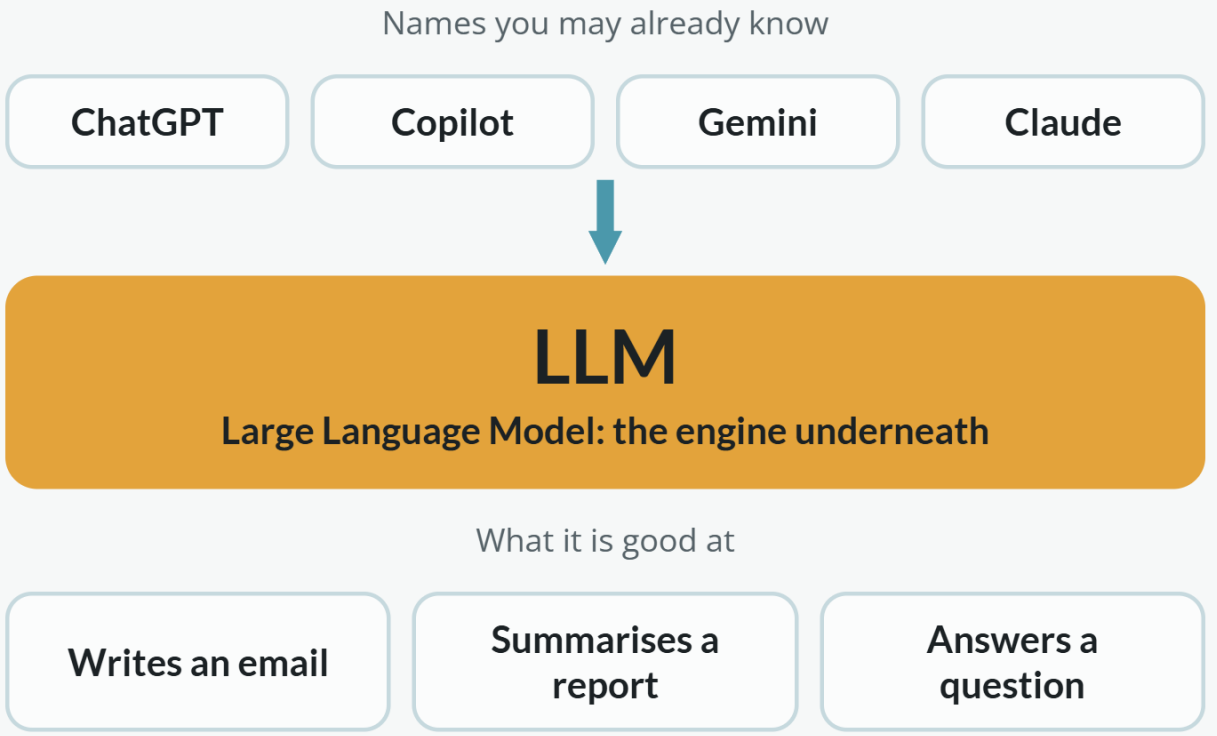
Colman Carpenter · Wealden Business Group · 25 November 2026

FIRST, A QUICK INTRO

What is an LLM?

Software that has read a huge amount of text, so it can read and write like a person.

Think of it as a very well-read new starter.



MEET THE ASSISTANT

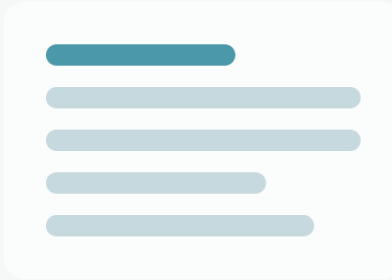
Meet Ellie



Has read a vast amount



Ellie, an “LLM” (large language model)



Drafts in seconds

Knows nothing about your business, yet.

STRENGTHS AND LIMITS

What Ellie does well, and where to take care

Good at

- First drafts
- Summaries
- Tidying messy text

Needs watching

- Facts and figures
- Legal or financial advice
- Anything she hasn’t been told



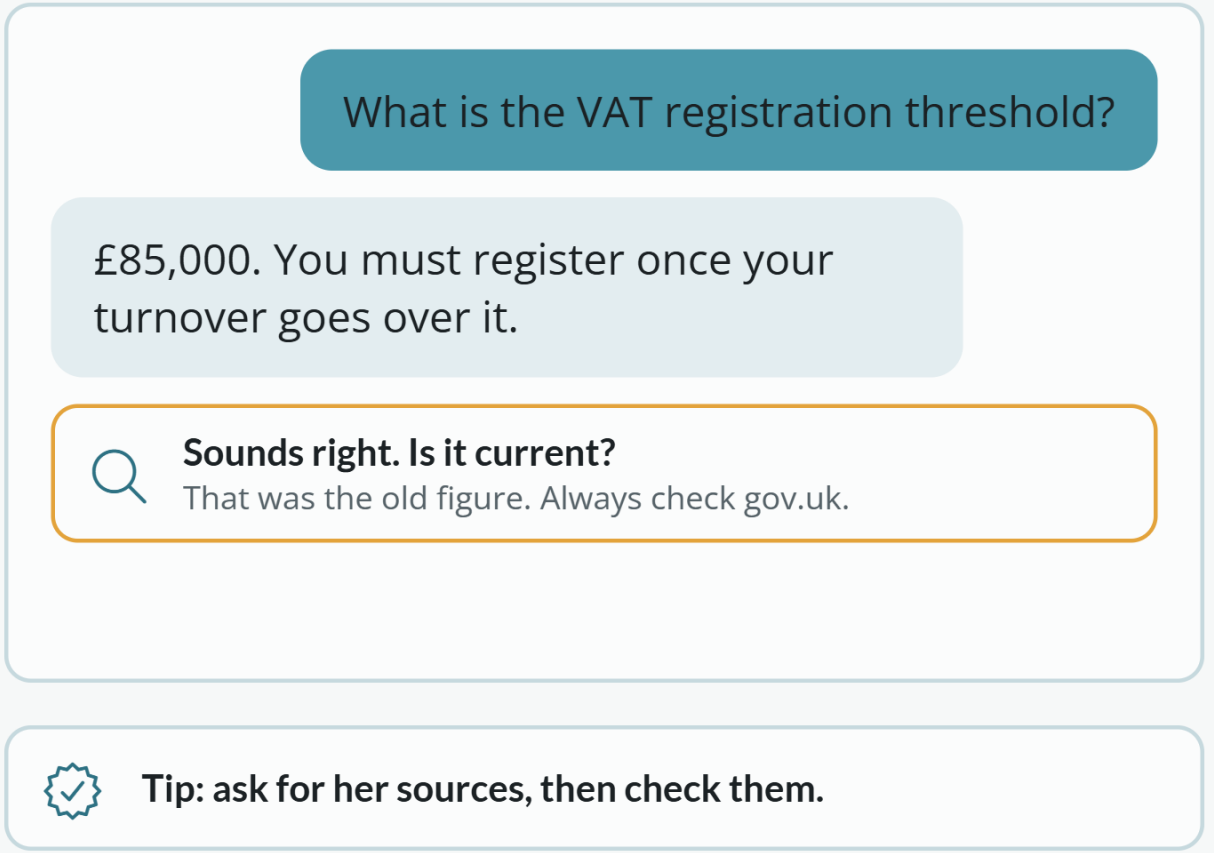
Ellie drafts. You decide.

WATCH OUT

Confident, not always right

Ellie can sound certain and still be wrong.

Facts, figures, names and dates: always check.



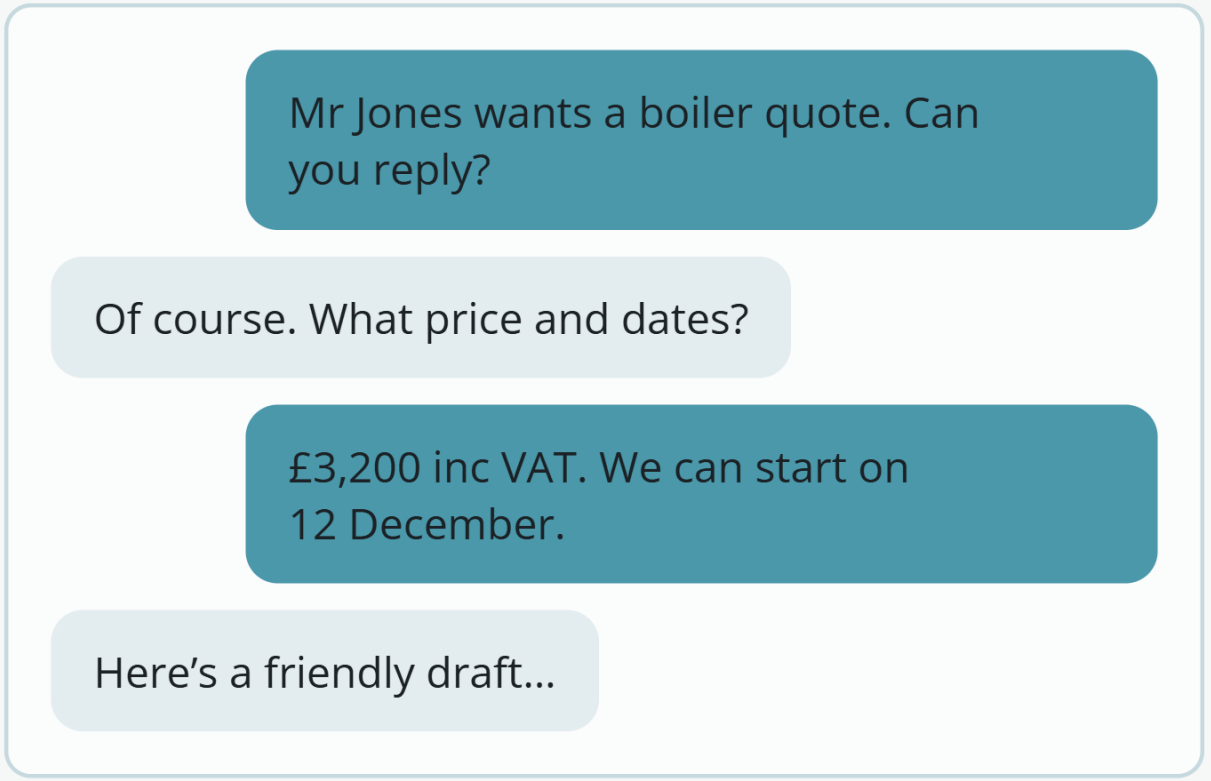
Tip: ask for her sources, then check them.

STEP 1 OF 4: ADDING CONTEXT

Chat

Mr Jones wants a boiler quote.

Every chat starts afresh. You explain everything each time.



Context in this chat

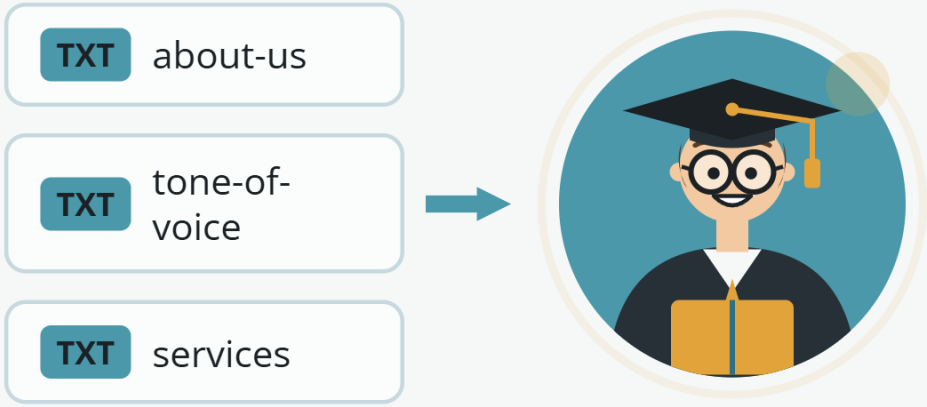
A new chat starts empty again.

STEP 2 OF 4

Briefing Ellie

A few text files about your business.

Write the basics down once. Mr Jones's quote now comes out in your tone, with your prices and guarantee.



For Mr Jones I'll use your prices, your 12-month guarantee and your friendly tone.

STEP 3 OF 4

Connect Ellie

Connectors and skills.

Connectors let her see other systems, like your email, calendar, files and website. Skills teach her how you like a job done. Now she can read Mr Jones's email, check 12 December in your calendar and draft the reply.



STEP 4 OF 4

Delegate to Ellie

From well-read to working assistant.

Ellie gets on with it. You stay in charge.



Once tested, works day and night without anyone pressing a button

You approve before anything important goes out

USING IT SAFELY

Four simple rules

RULE 1

Keep private data out of free tools

RULE 2

Check before it goes out

RULE 3

Be open about it

RULE 4

Write a staff guideline

UK data protection rules still apply.

Regulated work? Use AI for the admin around the advice, not the advice itself.

WHERE IT HELPS

Where could Ellie help you?

Finance, legal, HR

Client emails, summaries

Trades and property

Quotes, enquiries, listings

Hospitality and retail

Customer questions, posts

Everyone

Newsletters, copy, admin

Look for tasks that are repetitive, wordy and rule-based.

CASE STUDY: MARA AMORE

The same questions, again and again

A fused glass shop, studio and workshops.

What workshops are on in December?

Can my child attend?

What gift for £30?



Often asked after closing time.

WHAT WE BUILT

Meet Benny, Heather's chatbot



Customer asks

On the website, any time

Benny answers

Only from Heather's information

Hands over

Points to Heather when unsure

Customers are told it's an AI

Transcripts stored and reviewed

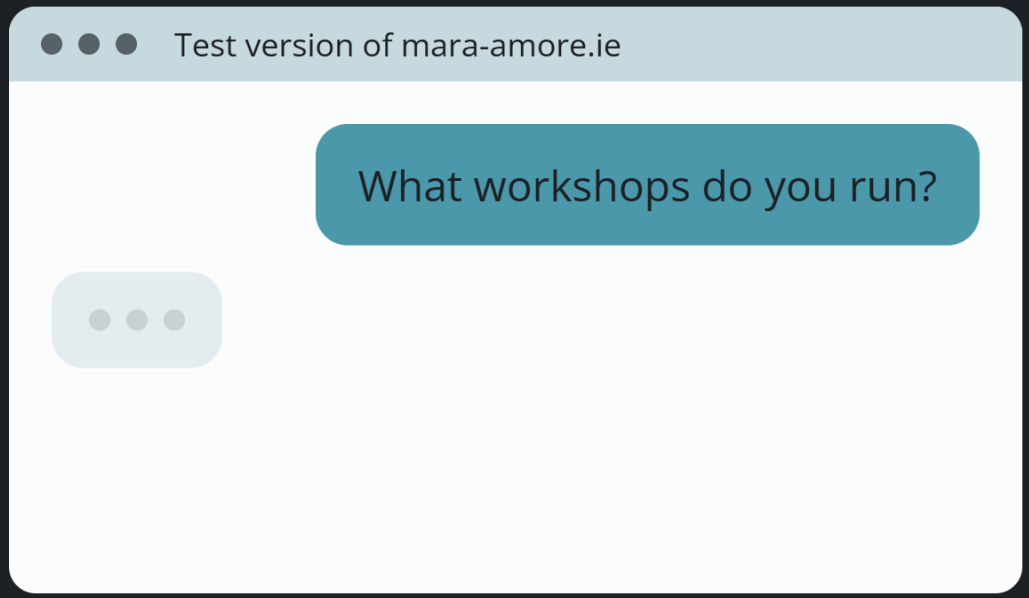
Private to Heather

Early days. We'll measure and report back honestly.

LIVE DEMO

Ask Benny

The Mara Amore chatbot, on its test site.



GETTING STARTED

A simple way to start

1

Pick one repetitive task

2

Try it for a month

3

See what it saved

No strategy and no big budget needed.

FourLakes

Where could AI help us?

Let’s have a chat

Let’s talk it through.

A free 30-minute conversation about where AI could help your business. No obligation.

Talk to me today, or get in touch afterwards

01233 888240 · info@fourlakes.co.uk