



**P5 Methode**  
AI IMPLEMENTATIE

**CHEFS** ★  
**CULINAR**

**If you don't understand AI,  
how can AI understand you?**



**John Wallbrink**



# John Wallbrink

- AI **marketing** and sales strategist



# John Wallbrink

- AI marketing and sales strategist
- AI **prompt** specialist



# John Wallbrink

- AI marketing and sales strategist
- AI prompt specialist
- **Events** and conference speaker



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- AI marketing and sales strategist
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- Corporate **training**



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- AI marketing and sales strategist
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- Corporate training
- **Educational sessions**



# John Wallbrink

- AI marketing and sales strategist
- AI prompt specialist
- Events and conference speaker
- Corporate training
- Educational sessions
- **Creator** of the P5 method





# P5 Methode

AI IMPLEMENTATIE





# P5 Methode

AI IMPLEMENTATIE



Perceptie





# P5 Methode

AI IMPLEMENTATIE



Perceptie



Planning





# P5 Methode

AI IMPLEMENTATIE



Perceptie



Planning



Processing





# P5 Methode

AI IMPLEMENTATIE



Perceptie



Planning



Processing



Prompting





# P5 Methode

AI IMPLEMENTATIE



Perceptie



Planning



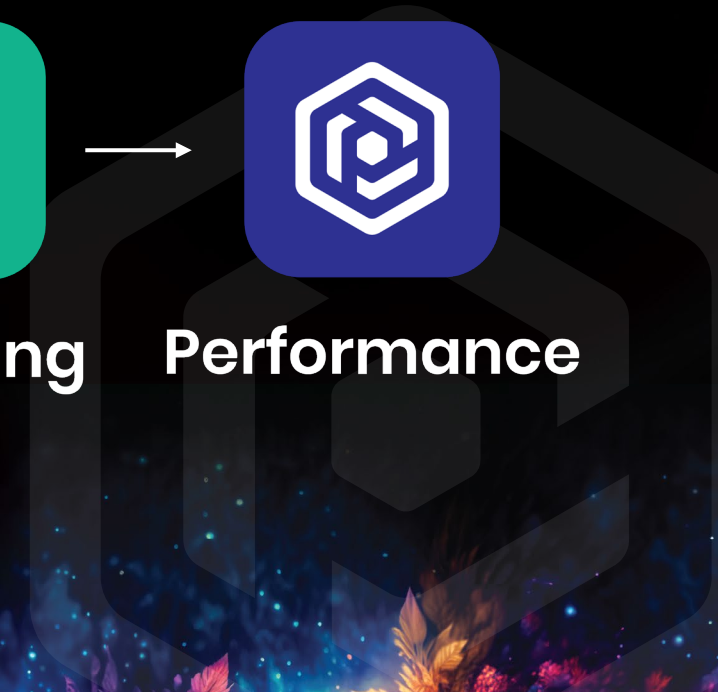
Processing



Prompting



Performance





# P5 Methode

AI IMPLEMENTATIE



**Perceptie**



**Planning**



**Processing**



**Prompting**



**Performance**



# SNEAK PEAK



I FOLLOW OVER **30+** SUCCESSFUL MARKETERS AND **EXPERTS IN INFLUENCE PSYCHOLOGY** WORLDWIDE



Aaron Fletcher



Amy Porterfield



Blake Nubar



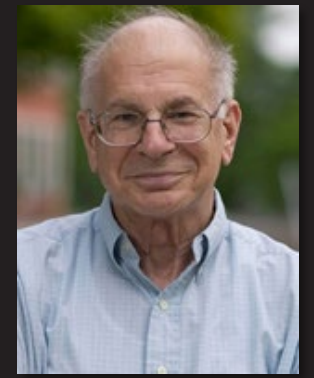
Dan Kennedy



Simon Sinek



Ray Edwards



Daniel Kahneman



Gary Halbert



Russel Brunson



Dan Lok



Jim Edwards



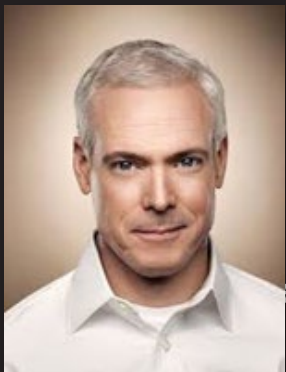
Scott Oldford



Todd Brown



Frank Kern



Jim Collins



Steve Larsen



Ryan Levesque



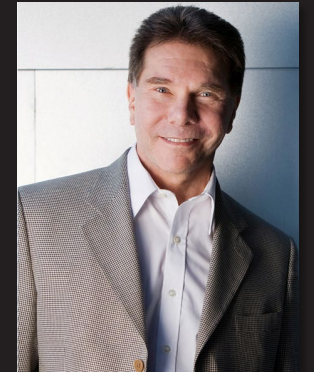
Perry Belcher



Siegfried Vögele



Neil Patel



Robert Cialdini

# From unknown to indispensable



Perceptie

What AI truly is, what it is already capable of (and what it isn't yet), and why it won't take over your job, but will actually enhance it.

Without insight into perception, resistance arises. With insight, you gain control.

CHAT GPT



Claude

DALL-E

Gemini

Space AI



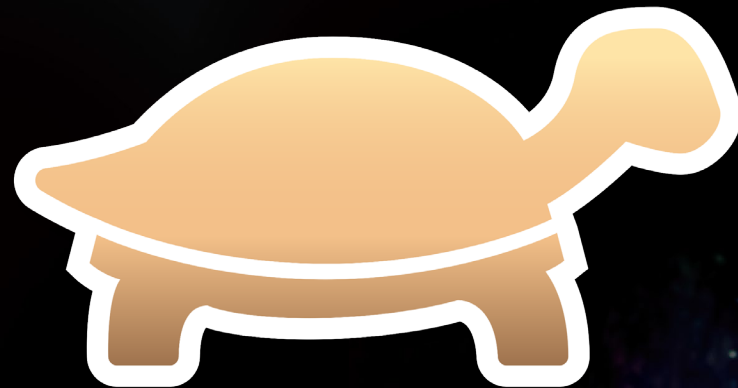


**KEY**  
**STATEMENT =**

INFORMATION IS



**THINKING**



EMOTION IS

**ACTION**



**What if AI could  
boost your  
influence not just  
your numbers?**



**Let me be clear.  
This session isn't  
about tools. It's  
not a product  
pitch. It's a  
mindset shift.**



# Who coined the term AI and in what year?



Perceptie

CHAT GPT



Claude



Gemini





Perceptie

# John McCarthy 1955

Coined the term artificial intelligence. He is considered the “father of AI” and laid the foundation for the field with the Dartmouth Conference in 1956.

# That immediately led to a misconception

John McCarthy coined the term “artificial intelligence” in 1955. A misleading term, because AI is not truly intelligent; it recognizes and predicts patterns based on data.



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# The Hollywood myth



Perceptie

The AI hype causes many misunderstandings. Due to clever marketing and films, AI seems smarter than it is. Companies market it as almost human, and Hollywood fuels that image.

But AI doesn't think for itself. It predicts patterns and acts as if it is certain, even when it is wrong.

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# AI literacy

## What it is:



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Effective use of AI starts with AI literacy. You need to understand what AI is, how it differs from regular software, and why a language model like ChatGPT works based on probabilities, not understanding.

AI makes mistakes, so blind trust is risky. Understanding how models differ helps you to use them intentionally and strategically.

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# How AI thinks and works. Why AI is not Google.



Perceptie

AI is not a search engine, nor is it an encyclopedia. It knows nothing and possesses no real knowledge. Instead, it makes predictions based on patterns and probabilities. AI makes no conscious choices; it predicts what likely follows.

Therefore, you should guide it like a student, not use it as an omniscient answering machine.

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OpenAI

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CROSSMEDIA ACADEMY

# What AI can do (and what it can't)



Perceptie

People often overestimate AI: it seems creative, smart, and empathetic, but that is deceptive. AI reuses patterns, predicts based on probability, and only recognizes emotional language, not real feelings.

At the same time, we underestimate how powerful AI can be if you understand it well and apply it strategically.

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# Underestimated AI Capabilities



Perceptie

AI is sometimes wrongly seen as limited. It can assist strategically, imitate writing styles, and learn from your specific input, provided that you guide it properly with the right context and data.

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# AI and Scientific Summaries

## A Risky Shortcut



Perceptie

6 out of 10 popular chatbots gave inaccurate scientific summaries

Models like ChatGPT and DeepSeek often exaggerate findings or remove nuance

Example: “The treatment was effective in this study” becomes “The treatment is effective”

Reinforcement learning rewards confident answers, not accuracy

Source: Royal Society Open Science, May 2025

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# Latest models = most confident ≠ most accurate



Perceptie

Use Claude for critical summaries – most reliable in tests

Prompt tip: “Summarize in past tense” → more nuanced results

Asking for “no errors” can increase exaggeration

Always verify AI output when stakes are high (e.g. food safety, procurement decisions)

Source: Royal Society Open Science, May 2025

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# Copilot vs ChatGPT

Understanding the Strengths, Gaps and Strategic Use



# Why This Matters

Prompting = the new  
negotiation tool





# Copilot and ChatGPT behave differently

Misuse leads to blind spots in  
contract analysis.





# Key Message

Same task  $\neq$  same prompt

Different systems, different logic,  
different expectations.



# Copilot



Leverages open documents  
and app context

Relies on Microsoft Graph data

Copilot uses Microsoft Graph to access your organization's data, such as emails, documents, and calendar events. Its performance depends on the quality and availability of this internal data.

# What Copilot Does Well



# What Copilot Does Well



- Uses live M365 documents (Word, Excel, Outlook)



# What Copilot Does Well



- Uses live M365 documents (Word, Excel, Outlook)
- Summarizes content and **meetings**



# What Copilot Does Well



- Uses live M365 documents (Word, Excel, Outlook)
- Summarizes content and meetings
- Creates **first drafts** fast



# What Copilot Does Well



- Uses live M365 documents (Word, Excel, Outlook)
- Summarizes content and meetings
- Creates first drafts fast
- **Finds facts** already in the document



# What Copilot Struggles With



# What Copilot Struggles With



- **Can't flag** vague **legal terms** like “case-by-case”



# What Copilot Struggles With



- Can't flag vague legal terms like “case-by-case”
- **No** inline annotation of **risky clauses**



# What Copilot Struggles With



- Can't flag vague legal terms like “case-by-case”
- No inline annotation of risky clauses
- **Can't validate** calculations **across document logic**



# What Copilot Struggles With



- Can't flag vague legal terms like “case-by-case”
- No inline annotation of risky clauses
- Can't validate calculations across document logic
- Weak in **negotiation strategy** or **risk framing**



# What ChatGPT Does Well



# What ChatGPT Does Well



- **Analyses** abstract and **vague language**



# What ChatGPT Does Well



- Analyses abstract and vague language
- **Highlights** negotiation **risks** clearly



# What ChatGPT Does Well



- Analyses abstract and vague language
- Highlights negotiation risks clearly
- Annotates and **rewrites clauses** in plain English



# What ChatGPT Does Well



- Analyses abstract and vague language
- Highlights negotiation risks clearly
- Annotates and rewrites clauses in plain English
- **Supports** multi-turn reasoning **and** comparisons



# What ChatGPT Struggles With



# What ChatGPT Struggles With



- No access to live company data or documents



# What ChatGPT Struggles With



- No access to live company data or documents
- **Needs** full context in **every prompt**



# What ChatGPT Struggles With



- No access to live company data or documents
- Needs full context in every prompt
- Can't open **or modify files** directly



# What ChatGPT Struggles With



- No access to live company data or documents
- Needs full context in every prompt
- Can't open or modify files directly
- **Doesn't** remember **across sessions** unless configured





# Strategic Takeaway

**Use Copilot** for document access, summarizing, drafting

**Use ChatGPT** (or a GPT agent) for deep prompting, risk review, and precision tasks

**What if you could  
see margin leaks  
before the  
negotiation even  
starts?**

**Supplier Agreement**

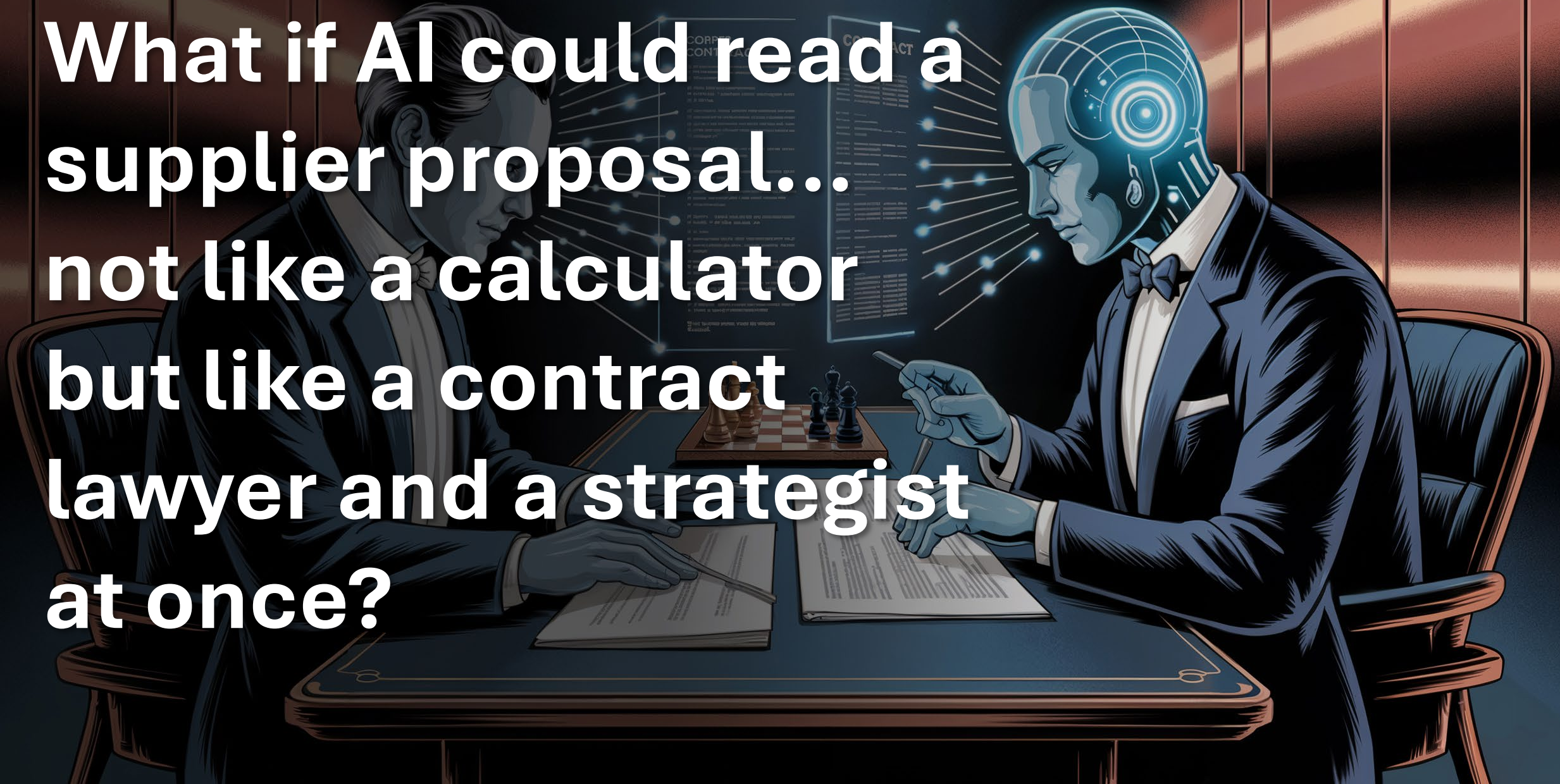
Contract

Contract  
Haltloa firtesdooc...  
Vanaoind veel ffor foetif  
Mriar abroolann...  
andl nul anuatousenl ba tluol oemfoet lom.  
Touwe xcaationg is ceing oada oo.  
For enried...  
ulneal ee weis vfor atm en fricesoom  
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neijonagpavir anna mo eskatimert,  
isili nallat liguicy Akelsocnomim,  
and legntie-Lamitred.



# AI NEGOTIATOR

**What if AI could read a  
supplier proposal...  
not like a calculator  
but like a contract  
lawyer and a strategist  
at once?**



**Let's take a real example. You're reviewing a 12-page supplier offer.**



**You check unit price,  
total price, rebate  
structure everything  
looks fine.**



**But hidden two lines down, the real margin loss is masked in how the freight clause is framed.**



***And we miss it.***

**Not because we're not  
smart but because  
we're human.**

→ MARGIN LEAK ←

→ BUNDLED FREIGHT ←

• CURRENCY MISMATCH •

SUPPLIER CONTRACT

***This is where  
AI shows its  
true value.***





Prompting

# Start Inspiration session

<https://procuro-ai-negotiator.lovable.app/>

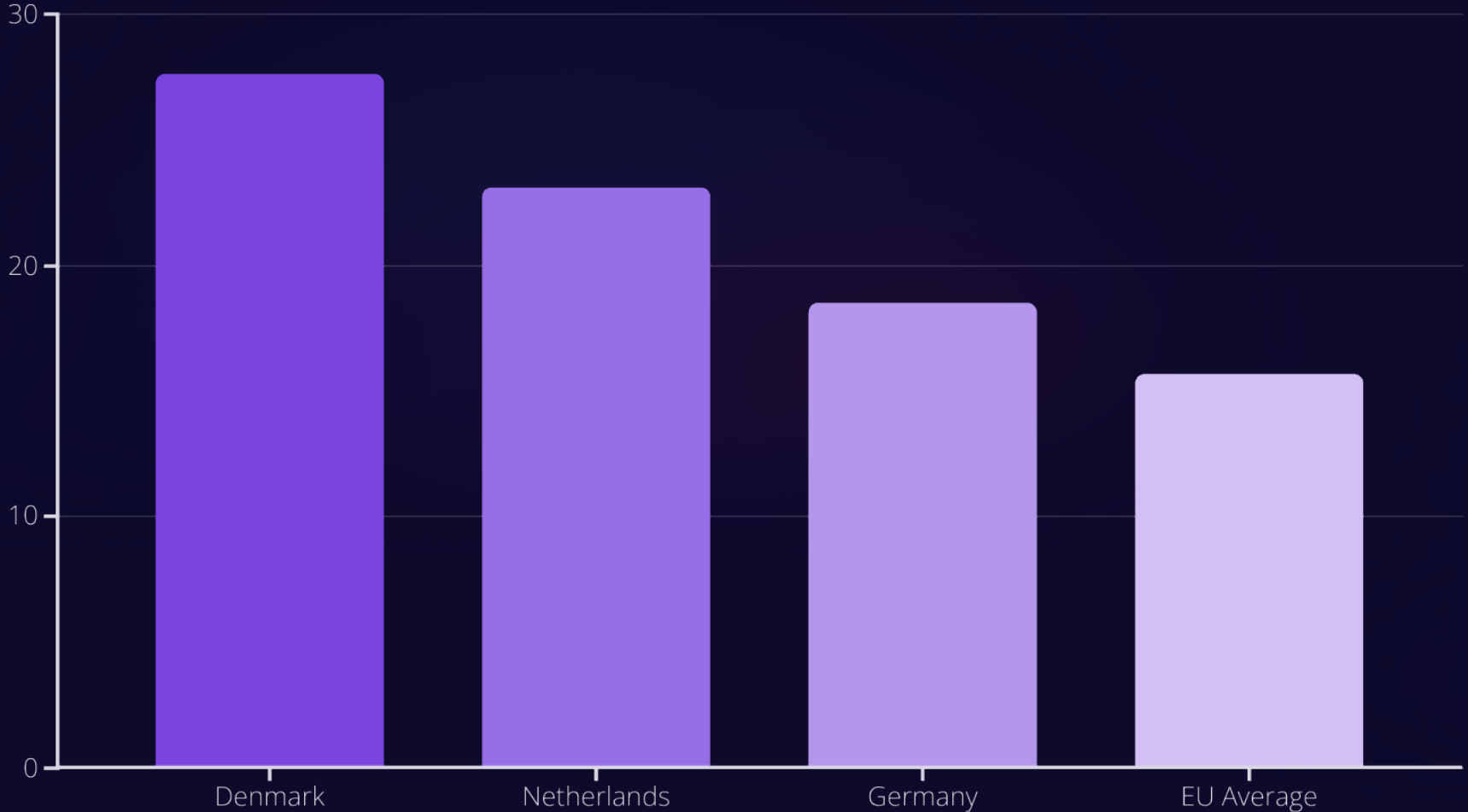


# The AI Revolution in Procurement

This presentation examines the current state, barriers, and opportunities for AI adoption in procurement across Europe.

*Based on verified research from Deloitte, McKinsey, Gartner, Forrester, Eurostat, CBS, and the World Bank. All figures reflect 2023–2025 data from leading EU and global procurement surveys.*

# AI Adoption Across Europe



# Why AI Projects Fail



## Fragmented Data

Information siloed across systems



## Poor Data Quality

Inconsistent, incomplete inputs



## Skills Shortage

Lack of AI expertise



## Governance Issues

Inadequate data management



# AI Failure Rate in Procurement

**15% Success Rate**  
Only 15% of procurement AI projects  
fully succeed (EFESO)

**Integration Challenges**  
Systems not properly connected



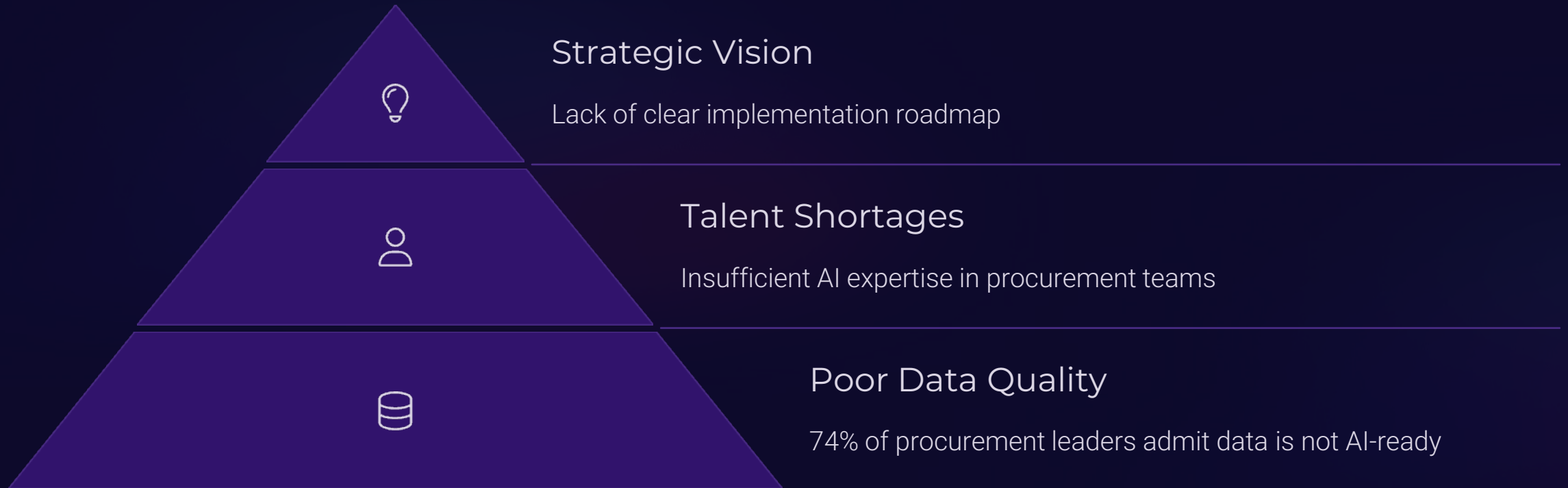
**Data Not AI-Ready**

74% cite poor data quality (Gartner)

**Talent Gap**

Shortage of AI expertise limits  
outcomes

# Key Barriers to Adoption



Data quality remains the foundational challenge. Without clean, structured data, GenAI cannot deliver meaningful results.

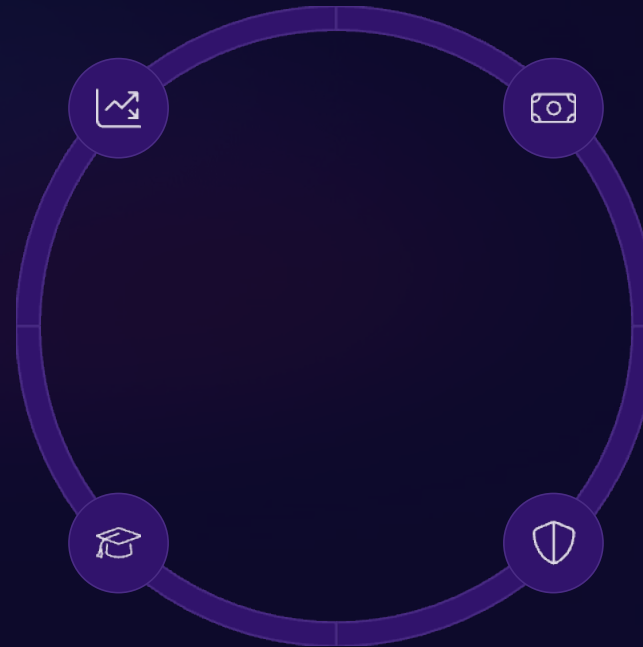
# Digital Enablement Priorities

## Digital Prioritization

12x increase in CPOs prioritizing digital enablement (2% in 2023 to 24% in 2024)

## Upskilling Initiatives

Growing emphasis on procurement team digital capability development



## Investment Trends

AI software spend in EU-5 growing at 2x the rate of general software

## Compliance Focus

50% of large European firms proactively investing in AI compliance

Forward-thinking organizations are prioritizing digital transformation. The EU AI Act is driving compliance investment.

# Demonstrated ROI and Business Impact



2-5× ROI

Early adopters reporting significant returns on GenAI investments



40-50% Reduction

Decrease in indirect procurement costs



20-30% Savings

Lower invoice processing costs



70% Time Savings

Reduction in PR-to-PO cycle time

Early adopters are seeing measurable financial returns. Efficiency gains translate directly to bottom-line impact.



To quickly and easily create PowerPoint presentations:

[www.gamma.app](http://www.gamma.app)

New search engines:

[www.perplexity.ai](http://www.perplexity.ai)

<https://copilot.microsoft.com/>

<https://arc.net/>

<https://www.bing.com/?cc=nl>

<https://gemini.google.com/app>

Generating images:

<https://ideogram.ai/t/explore>

<https://leonardo.ai/>

<https://www.midjourney.com>

Perfect tool for creating mindmaps:

<https://xmind.ai/>

Claude (kind of Chat GPT):

<https://claude.ai>

Video creation:

<https://haiper.ai/>

<https://klingai.com/global/>



Tips van John



Prompting

For the prompt toolkit go to:

[www.crossmediaacademy.nl](http://www.crossmediaacademy.nl/toolkit)  
[/toolkit](http://www.crossmediaacademy.nl/toolkit)

CHAT GPT



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**Any questions?**





**Let AI assist you  
but never replace your  
critical thinking!**

