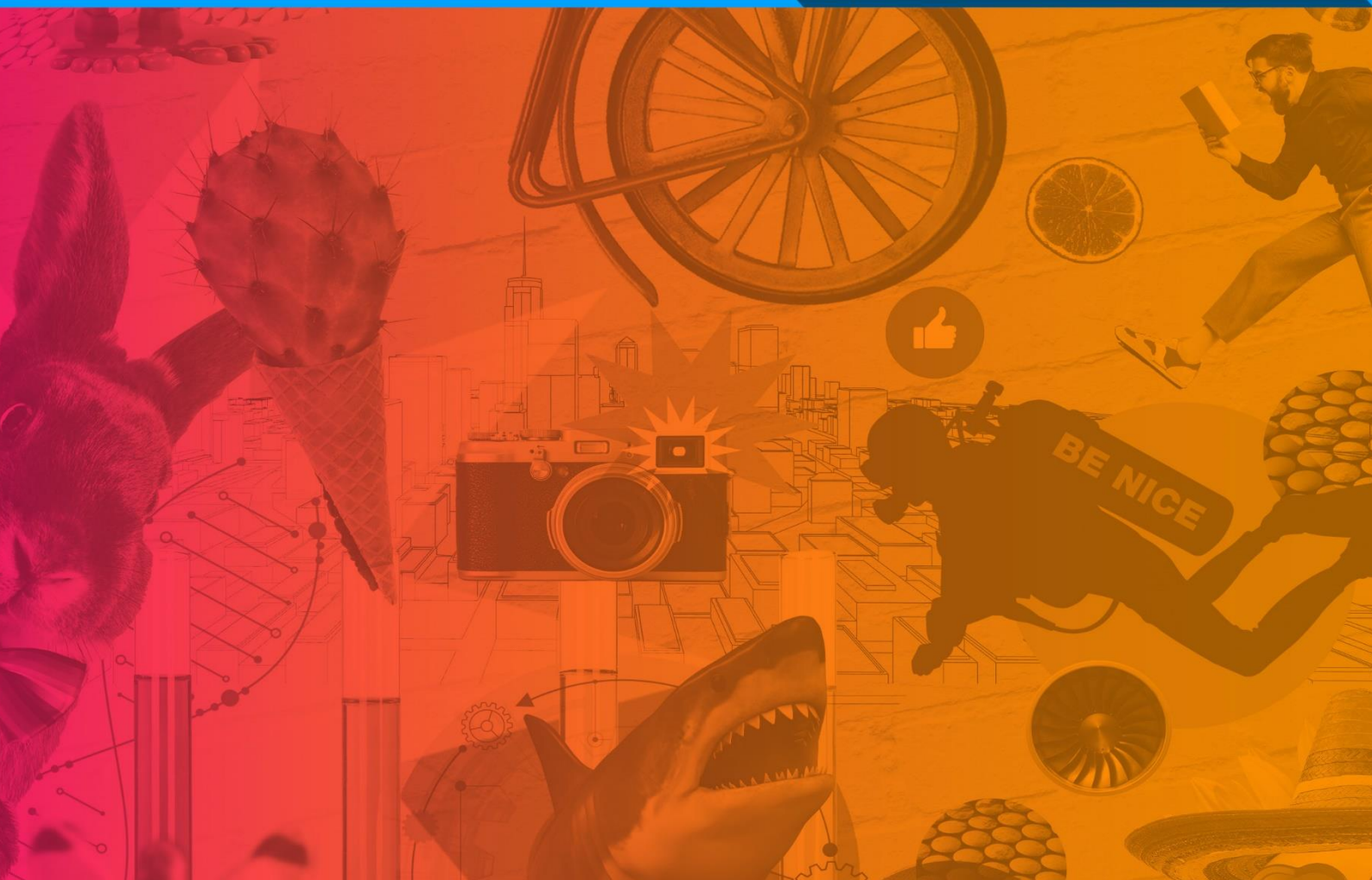# AI USAGE GUIDE

HOW TO USE AI TO SUPPORT YOUR APPLICATION

COOPER PARRY

GENAI + YOUR JOB APPLICATION: THE LOWDOWN

Let's cut to the chase. GenAI tools like ChatGPT and CoPilot are shaking up the way we work, and we're all for it. At Cooper Parry, we're not about banning smart tech. We're about using it wisely.

But here's the deal: there's a right way and a wrong way to bring GenAI into your job application. Used well, it can help you shine. Used badly, it can make you blend in. And trust us – blending in isn't the vibe we're after.

This guide is here to help you use GenAI the *right* way during our recruitment process. We'll show you where it can give you a boost, and where it's a big no-no.

THE GOLDEN RULES OF GENAI AT CP

Stick to these three principles and you'll be off to a flying start:

1. Boost, don't ghost your voice
GenAI is great at tidying up your thoughts and helping you sound slick. But don't let it do all the talking. If you just copy-paste what it spits out, your application will sound like everyone else's. And that's not how you stand out. Use it to polish, not to pretend.

2. Be unapologetically you
We want to meet *you*. Your quirks, your stories, your perspective. GenAI can help you express that better, but it can't fake your personality. And we don't want the AI version of what you *think* we want to hear. We want the real deal.

3. Prep smart, don't perform
Use GenAI to get your head in the game, research the role, understand the process, practise questions. But don't lean on it like a crutch. If you do, you'll come unstuck when it's time to show up and show us what you're made of.

A WORD ON PSYCHOMETRIC ASSESSMENTS

These aren't trick questions. They're here to help *you* figure out if the role fits, and help *us* see where you'll thrive. If you use GenAI to game the system, you might land a job that's totally wrong for you. That's no good for anyone.

So, simple ask: **don't use GenAI to complete our psychometric assessments**. Let your natural strengths do the talking.

GENAI: THE GOOD, THE BAD & THE UGLY

Use Case	Example	Why It Works (or Doesn't)
✅ Good	Asking ChatGPT for industry trends, then linking them to your own experience	Smart move. You're using AI to spark ideas and add depth, not to do the heavy lifting.
✅ Good	Using GenAI to understand what psychometric assessments are like	Great for calming nerves and getting familiar with the process.
❌ Bad	Copying and pasting AI-generated answers	We'll spot it a mile off. It's generic, it's bland, and it's not you.
❌ Bad	Using GenAI to complete psychometric tests	You'll end up in a role that doesn't suit you. That's a fast track to frustration, for both of us.

GENAI DO'S & DON'TS

✅ **DO:**

- Use it to brainstorm and structure your thoughts
- Check your tone, clarity, and flow
- Prep for interviews and assessments

❌ **DON'T:**

- Let it replace your personal stories
- Use it to complete personality or psychometric tests

AI Isn't Free. It Costs the Planet.

AI might feel invisible. But every prompt, chatbot reply or video generation has a real-world environmental impact. And it's hitting close to home — right here in the UK.

🌍 **The Environmental Reality**

💧 **Water Waste**

- Training GPT-3 used 700,000 litres of fresh water. That's 2,800 bathtubs.

- UK data centres are adding pressure to already water-stressed areas like Sussex, Cambridgeshire and Norfolk, places where water scarcity is slowing down housing and business growth.
- By 2027, global AI water demand could hit 6.6 billion cubic metres. That's half of the UK's annual water usage.

⚡ Energy & Carbon

- Training GPT-3 pumped out 502 tonnes of CO_2. That's the same as 112 petrol cars running for a year.
- ChatGPT alone emits 8.4 tonnes of CO_2 every year, just from answering questions.
- The UK government's £14 billion investment in AI infrastructure is exciting, but it risks clashing with Net Zero targets unless sustainability is front and centre.

📉 The Awareness Gap

- Fewer than 1 in 6 people in the UK know about AI's environmental impact.

🚫 Why Cheating with AI Hurts More Than Your Integrity

Relying on AI to complete assessments or tasks for you might seem like a shortcut, but it comes at a cost. Every unnecessary prompt or automated answer uses energy, water and carbon. That's a real environmental impact, with no real learning or value gained.

In a country already facing water stress and energy challenges, using AI without intention adds to the problem. We're looking for people who use tech to think smarter, not bypass the thinking altogether.

✅ What We Expect from You

As part of our Early Careers programme, we're asking you to:

- Use AI ethically and responsibly.
- Avoid unnecessary or excessive use of AI tools.
- Understand that "free" AI tools still cost the environment.
- Be part of the generation that uses tech to solve problems, not create them.

FINAL THOUGHTS

This process is about finding the right fit, for *you* and for *us*. GenAI can help you bring your A-game. But it can't replace your spark, your story, or your potential.

So use it wisely. Stay true to yourself. And let's find out if we're a match made in workplace heaven.