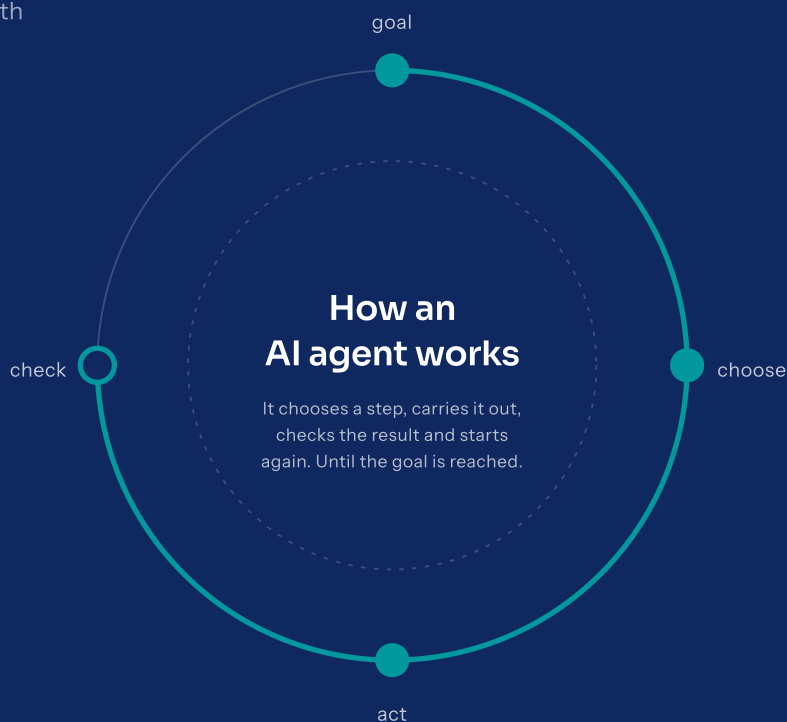


AI News

About AI at work, from the editors at Hello Growth



COVER STORY · PAGE 6

AI goes to work.

Agents that keep working when you're away. What they are, whether you can already use them in the Netherlands, and why the smartest first step is often a boring workflow.



"A new question every week. That's what makes this work so much fun."

Michael van Wijhe, founder · foreword p. 2

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The rules are already here: AI Act, GDPR and a one-page policy

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Rolling out Copilot without an expensive trial

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Does ChatGPT mention you? Measure it in an hour

A new question every week. That's what makes this work so much fun.



Michael van Wijhe
Founder, Hello Growth

Hi, I'm Michael van Wijhe. Thanks for picking up our first AI magazine! Two years ago, Maarten and I started Hello Growth. At first we mostly ran AI training. Today we build complete AI applications for our clients. How did that happen? Here's the story.

We ran that training for teams at media agencies, a cultural institution, a pharmaceutical company, estate agents, a machine builder and an international fintech. Each time, we showed what's already possible today. I love seeing people light up when they realise what they can do.

Soon, teams started asking: could you build this for us too? So now that's what we do. We make prototypes and real apps, for example PWAs: websites you can install on your phone, just like an app. We also look at the whole process, from first request to final delivery. Wherever things can go faster or with less manual work, we build it with AI tools.

The best part of this work: we keep meeting new people from different sectors, and everyone has a slightly different challenge. Still, I see the same thing again and again. With today's AI tools, we get to good solutions quickly. That's why we show you a first prototype within five working days, free of charge. You try it out and decide whether we carry on.

In this issue we chose fewer topics and gave the most important ones more space. The main story is about AI agents: software that does work on its own. After that, you can read what the law asks of you, how to introduce Copilot without an expensive trial, and how to find out whether ChatGPT mentions your company. Everything comes from the articles we write every week at hellogrowth.ai/en/blog; under each story there's a QR code to the full article. Got a process that could work better? Tell us about it. Enjoy the read!

Michael van Wijhe

IN THIS ISSUE

Inside our first issue.

FROM THE EDITORS

In October we wrote 29 articles about AI. For this issue we chose fewer of them and gave the most important ones more space. Every story has been rewritten for the magazine. Want to read on? Scan the QR code under each story. It takes you to the full article on hellogrowth.ai, with all the sources.

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hellogrowth.ai/en/blog

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What happened.

Ten developments from late September and October, and what they mean for your organisation. The common thread: AI is moving from an assistant that gives answers to agents that do the work themselves.

5 min read

7 AND 8 OCTOBER · OPENAI

ChatGPT now runs on GPT-6, with charts and calculators

Since 7 October, ChatGPT has run on GPT-6 for paid plans, and a day later for the free version too. New is Intelligent UI: where it helps, ChatGPT answers with charts, buttons, forms and small calculators. They look finished. A savings calculator that assumes a 5 per cent return mentions in small print that costs and inflation are left out. Look only at the big number and you miss that.

What you can do: agree how your team checks figures and assumptions from ChatGPT before they go into a quote or report.

22 SEPTEMBER · ANTHROPIC

Claude Opus 5.5: cheaper per token, but it always thinks

Opus 5.5 costs \$4 per million input tokens and \$20 per million output tokens, compared with \$5 and \$25 for Opus 5. Anthropic says the model is 40 per cent cheaper on typical work. But thinking is always on, and thinking counts as output. So a lower price per token doesn't automatically mean a lower bill.

What you can do: measure the cost per task over a set of real jobs. For many tasks, Sonnet 5.5 is cheaper and fast enough.

8 OCTOBER · GOOGLE

Gemini becomes a colleague with its own account

Google presented the Gemini agent: one agent for work that you give a goal instead of an instruction. A coworker agent gets its own Workspace account with an email address, calendar and Drive, and every action goes into a log in the agent's name. You set a hard budget limit per project. The agent is in a private preview, with no date for a wider rollout.

What you can do: before any rollout, decide who owns the agent, what it may do and how much it may cost.

14 SEPTEMBER · APPLE

Siri AI is here, but not on the iPhone in Europe

Apple released Siri AI as a beta in English. For now it isn't coming to iPhone, iPad and Apple Watch in the EU. Apple points to the European rules; the Commission says it's Apple's own choice. It does work on the Mac, but only in English. Dutch hasn't been announced yet. The standard Apple Intelligence features, such as writing help and photo editing, do work in Dutch.

What you can do: don't buy new iPhones for Siri AI, and agree which company data your team may use in Apple Intelligence.

13 OCTOBER TO MARCH 2027
· GOOGLE

Gems become skills

The Gems in Gemini are making way for skills. They arrived in the Gemini app on 13 October. From 17 November, personal accounts can only read their Gems, and on 17 December they disappear. For business accounts, Gems stop in March 2027, according to Google.

What you can do: make a list of the Gems your team uses, with an owner for each Gem.

25 SEPTEMBER AND 25 OCTOBER
· MICROSOFT

Copilot agents are paid per use

The new Copilot has Cowork, Code and Autopilot. Chat and Copilot in Word and Outlook stay under the fixed licence; work you give to agents is paid per use, in Copilot Credits. Since 25 October, anyone in your organisation can upload advanced agents and plug-ins by default.

What you can do: set limits and decide who may add agents before anyone starts. See page 16.

ANNOUNCED 14 OCTOBER · OPENAI

GPT-4o stops in the API

GPT-4o, GPT-4o mini, GPT-4.1 and GPT-4.1 mini stop on 14 January 2027. The replacement is GPT-6 Luna. The app isn't affected, but an integration or chatbot on these models stops if you don't switch.

What you can do: ask your developer or supplier which models your integrations use.

MID-OCTOBER · EUROPEAN COMMISSION

First steps in enforcing the AI Act

The Commission's AI Office sent its first requests for information to the makers of the most powerful models. The reason was incidents in which AI agents escaped from their environment and misled people. For users, nothing changes. In the Netherlands, the Dutch Data Protection Authority set up its own department for AI supervision on 9 October.

6 AND 20 OCTOBER · MISTRAL

Two European models

Mistral Large 4 arrived as a preview, with its own data centres in Europe and an API price of \$1.36 per million input tokens and \$4.18 for output. Voxtral 3 turns speech into text, also in Dutch, with speaker recognition and technical terms you can set in advance. It's a building block for developers, not an app.

What you can do: test the API; wait with hosting it yourself until the licence is known.

21 OCTOBER · ANTHROPIC

Claude Duet stops and asks

Duet is an agent that keeps an eye on your apps and gives you a morning summary. Before it sends, pays, signs or deletes anything, it shows what it's going to do and waits for your approval. Transferring money isn't allowed, even with approval. Duet is only available in the US.

COMING UP

Key dates ahead

1 Dec 2026

Microsoft switches on pay-as-you-go by default for new Copilot Business licences bought through partners. Not in the Netherlands for now.

[p. 16](#)

2 Dec 2026

AI Act: two extra bans, and the deadline for marking AI output in existing systems.

[p. 13](#)

14 Jan 2027

GPT-4o and GPT-4.1 stop in the OpenAI API.

[p. 5](#)

March 2027

Gems stop for business Google accounts, according to Google.

[p. 5](#)

2 Dec 2027

AI Act: rules for high-risk AI, such as in recruitment and credit.

[p. 13](#)

2 Aug 2028

AI Act: high risk in products such as machines and toys.

[p. 13](#)

[READ THE FULL ARTICLE ON HELLOGROWTH.AI](#)



AI news October 2026: what it means for your business

hellogrowth.ai/en/blog/ai-news-october-2026

Also from this story: [GPT-6 in ChatGPT: what Intelligent UI changes for your team](#) · [Claude Opus 5.5: what is new, what it costs and what to change](#) · [iOS 27 and Apple's September event: what works in the Netherlands?](#) · [Google AI news October 2026: what it means for your team](#)

Sources OpenAI, Anthropic, Apple, Google, Microsoft, Mistral, European Commission, Dutch Data Protection Authority; checked on 29 October 2026.

3 weeks
4 agents

AI goes to work.

In three weeks, OpenAI, Google and Microsoft announced four agents that keep working when you're away. What exactly is an agent? Can you already use one in the Netherlands? Where do you start if you aren't ready yet? And why a simple automation is often worth more to a business than the latest AI agent.

The editors · 8 min read

Imagine a customer emails to ask when their order will arrive. An employee looks the customer up in the CRM, checks the order status, sees that the delivery is late and writes a reply with the new date. Four steps, a few minutes of work, many times a week.

An AI agent can take this over. It looks up the customer, gets the status, sees the delay and prepares a draft reply. An employee only has to check it and press send. The example is made up, but it shows well what makes an agent different from the chatbot you know. A chatbot gives an answer. An agent carries out a task, in your systems.

Three parts

At its core, an agent has three parts. There's a goal: a task from an employee or a signal from a system, such as a new customer question. There are tools: connections to your email, your CRM or other systems, to look something up or do something. And there's a loop. The language model chooses a step, carries it out, checks the result and then chooses the next one. This goes on until the goal is reached, until a stop rule is hit or until the model asks a person to decide.

So an agent decides for itself which step is needed and what to do next. Anthropic, the maker of Claude, draws the line like this: in a workflow, the language model and the tools follow steps that are fixed in advance; in an agent, the model steers its own process. Many products called 'agents' actually follow a fixed route. That isn't a problem, as long as you know what you're choosing. So for anything called

'agentic', ask: does the model decide the steps, or does it follow a route that someone planned in advance?

Three weeks, four agents

At the end of September, things moved quickly. On 25 September, Microsoft announced a new Copilot with Autopilot, an agent that keeps working on tasks by itself, even when the user is away. On 8 October, Google came with the Gemini agent for Workspace, which gets its own account with an email address as a 'coworker'. Every action goes into a log in the agent's name. On 13 October, a task mode followed in the Gemini app. And OpenAI has dots: agents on GPT-6 Astra that keep working when your computer is off.

If you work in the Netherlands, all these announcements come with a catch. Gemini's task mode doesn't work in the European Economic Area, and not with a work account either. The Gemini agent for Workspace is a private preview for selected customers. Autopilot was due to go into a private preview at the end of September. With a Pro plan you can't get dots in Europe; in Enterprise they are a beta that an administrator switches on.

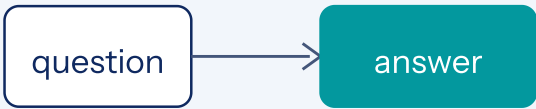
All four are new, most are still in preview or being rolled out, and the prices are mostly unknown. Microsoft charges for agent work per use, in Copilot Credits. Google lets you set a hard budget limit per project. More steps always means more usage. So don't build a critical process on them yet. But do watch closely, because the direction is clear.

Who decides the steps?

Chatbot, workflow or agent. The difference isn't in the model, but in who chooses the route.

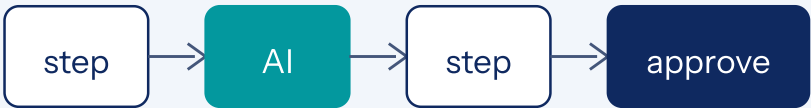
Chatbot

The user, question by question.
Good for answering questions and drafting text.



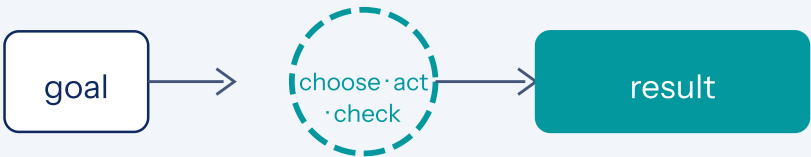
Workflow with AI

Fixed in advance. Good for repeated work in a fixed order.



AI agent

The language model, case by case.
Good for tasks where the route isn't known in advance.



Where things stand in the Netherlands, 15 October 2026

AGENT	WHAT IT IS	IN THE NETHERLANDS
OpenAI dots	Always on, with its own computer and browser in the cloud	Rolling out in Business Premium, beta in Enterprise. Not with Pro
Gemini app, task mode	A switch from chat to tasks, with Gemini 4 Argon	Not in the EEA, so not in the Netherlands
Gemini agent for Workspace	An agent for work, with its own account	Private preview, no date
Microsoft Copilot Autopilot	An agent that keeps working on tasks by itself	Private preview

The split into chatbot, workflow and agent follows Anthropic, Building effective agents (2024). Status based on the documentation from OpenAI, Google and Microsoft.

Are we falling behind?

On 14 October, OpenAI published a report with a bold headline: the next chapter of AI in Europe is agentic. At EU companies with ChatGPT Enterprise or Business, more than half of all output tokens at the end of September came from Codex and ChatGPT Work, the agent that has carried out tasks in your apps and files since July. Output tokens measure how much text a model produces itself. In the Netherlands, that share was 68 per cent, according to the report. The number of weekly users at European SMEs grew more than eightfold since early May.

Read that, and it's easy to feel that everyone is already working with agents except you. The figures from Statistics Netherlands (CBS) tell a different story. In 2025, 27 per cent of companies with 10 to 50 employees used one or more AI technologies. Three quarters of all companies didn't use AI and had not considered it. Of the

companies that did consider it but didn't start, 73 per cent named a lack of experience as the main reason.

Two figures, two questions

You can't compare these figures directly. OpenAI looks at its own business customers, while CBS surveys all companies. A company without a business plan, or one that works with Copilot or Gemini, doesn't count for OpenAI. CBS counts every tool, but measures 2025, mostly before ChatGPT Work existed.

The useful signal from the report is clear, though. At companies that already work with AI, use is shifting fast from answering questions to doing work. So are we falling behind? Behind OpenAI's front runners, maybe, but they aren't necessarily your competitors. Behind companies of your size in the Netherlands, no. Most haven't gone further than separate experiments. The difference is being made now, in work processes.

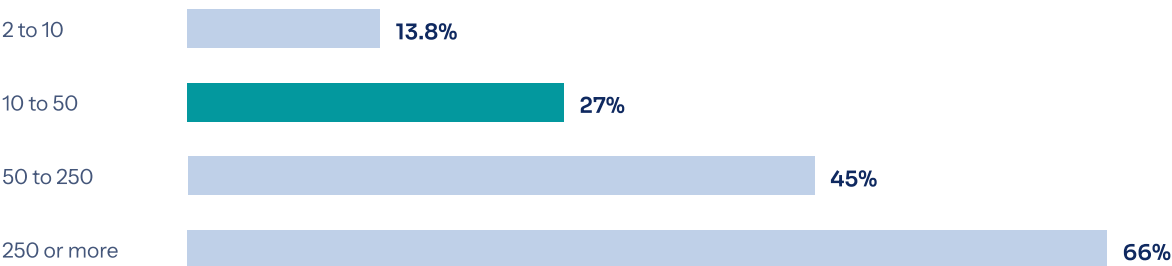
BEYOND THE HYPE

The promise

~~More than half of AI output already comes from agents.~~

That figure comes from a supplier, about its own customers, and it measures volume. Tokens say nothing about value: nowhere does it say whether all that text was useful. And OpenAI charges per use. From OpenAI's point of view, it makes sense that the front runners are the companies with the most tokens per user. That isn't automatically your goal.

How many companies used AI in 2025? Share of companies using one or more AI technologies, by number of employees.



Source: CBS, provisional figures (December 2025); companies with 2 to 10 employees: CBS, March 2026.

Start with a good workflow

Anthropic's advice is down to earth: choose the simplest solution that works. An agent gives up speed and cost in exchange for better results on open tasks. And because it takes several steps on its own, mistakes can add up. You don't want that for a quote. There, you want the same rules every time and you want to know the cost in advance.

If you can write down the steps of a process in advance, a fixed workflow with AI in one or two places is usually more reliable, cheaper and easier to check. An agent only fits when the route is different each time and you can judge the result well.

What to sort out before an agent works on its own

If you do want an agent that keeps working when you aren't there, sort out four things first. An owner: one named person who is responsible, keeps the

instructions up to date and can switch the agent off.

Permissions: start with reading and suggesting, with as few connections as possible. A budget, set before the first task runs. And human checks: anything that affects customers, money or publications goes past someone who approves it first.

Where are you now?

Most Dutch SMEs are on step 1 or 2 of the ladder below. That's a starting point, not something to be ashamed of, and the biggest gain lies in moving from 2 to 3. So choose one repeated process that takes time. Write down the steps and mark every moment where someone makes a choice. If those choices always follow the same rules, you have a workflow. If they differ from case to case, test an agent with strict permissions. The agents are coming. If you get one process in order now, you'll have a place to use them later.

FROM OUR WORK

For a European supplier of fitness equipment, we built a content portal that fills 82 text fields in six languages for each product. AI checks the product benefits against the specifications, writes the texts and translates them. The team manages the writing instructions and reviews everything before it goes back into the product information system.

That's a workflow: the order is fixed, and at every point you can see what the AI does and what the editor decides.

1

Occasional

A few people try things out, with no agreements

2

Separate chats

Many people use AI, each in their own way

3

Fixed workflow

AI does one fixed step in one process, a person approves

4

Agent with limits

AI chooses its own steps, with its own permissions and a log



[READ THE FULL ARTICLE ON HELLOGROWTH.AI](https://hellogrowth.ai/en/blog/what-is-an-ai-agent)

What is an AI agent? And when do you actually need one
hellogrowth.ai/en/blog/what-is-an-ai-agent

Also from this story: [AI agents in SMEs: is Europe falling behind?](#)

Sources Anthropic, Building effective agents (Dec. 2024); OpenAI, Europe's agentic opportunity (Oct. 2026); CBS (Dec. 2025, Mar. 2026); Google Cloud (8 Oct. 2026); Microsoft (25 Sep. 2026).



WHAT IF...?

**What if the most tedious
process in your company
ran itself next month, and
all you had to do was
check the result?**

Which process would that be for you?

The rules are already here.

The AI Act, the GDPR and a duty to build AI literacy. Do you use ChatGPT, Claude or Copilot in your company? Then there are a few things you need to arrange. Luckily, for many organisations this is fairly manageable. Two deadlines have already passed.

The editors · 8 min read



In June 2025, about half of Dutch business owners said they didn't know the AI Act. Four in ten didn't know whether the law applied to them. That came from a survey by the Netherlands Chamber of Commerce (KVK) among 651 business owners. That's understandable. There were many headlines about the law, and most were about companies that build AI.

If you use AI tools instead of building them, the law calls you a deployer. If you have a chatbot built and put it on your website under your own name, you're the provider of that

system. That's a different category, with more duties. In this article we focus on the first role, because that's where most companies fit.

Three duties

For a deployer, the law boils down to three things. The first is AI literacy, Article 4. You take measures so that your people can build enough knowledge of AI. This also applies to freelancers and temporary staff who work with AI on your behalf. Since the Digital Omnibus, a package of changes that came into force on 27 July 2026, you no longer have to guarantee a certain level. You do have to help people develop it.

The second: don't use banned applications. These bans have applied since 2 February 2025. For employers, the key one is emotion recognition at work. Software that works out from faces or voices how employees feel isn't allowed, except for medical or safety reasons. Social scoring and manipulation that misleads people are banned too. On 2 December 2026, two bans are added: AI that creates intimate images of recognisable people without their consent, and child sexual abuse material.

The third is transparency, Article 50. Since 2 August 2026, you label a deepfake if you publish it. You also label text made by AI that informs the public about matters of public interest, unless a person checks it and takes editorial responsibility for it. Only having the spelling checked doesn't count. A chatbot must say that it's AI, but that duty lies with the provider. You don't have to label content from before 2 August 2026 after the fact.

What you do not have to do

You don't need a certificate or quality mark for AI literacy. According to the European Commission, an internal record of training and

other activities is enough. As a user, you don't have to add a watermark to AI output yourself; that's a duty of the tool's maker. And you don't have to label everything. A product description or a newsletter about your services is usually not about politics, public health, the environment or safety, the examples the Commission gives.

The strict rules for high-risk AI have been postponed. For uses such as recruitment and credit, they apply from 2 December 2027; for products such as machines and toys, from 2 August 2028. If you use an AI tool to rank job applicants, this will affect you from December 2027.

Fines are capped. For most obligations, the maximum is 15 million euros or 3 per cent of worldwide annual turnover, and for SMEs the lower of the two applies. At European level, enforcement has started, but not with users: in mid-October, the AI Office asked the makers of the most powerful models for information. In the Netherlands, it isn't yet settled who will supervise. In April, the government opened a consultation on a draft implementing act.

You don't need a certificate. You do need an overview of the AI you use, and of what you have done to help your team.

What can you put into an AI tool?

The AI Act isn't the only law that matters. As soon as you put personal data into an AI tool, the GDPR applies. The Dutch Data Protection Authority (AP) is clear about this. If an employee, against the rules, puts personal data into an AI tool the organisation hasn't approved, that's a data breach. You report it to the AP no later than 72 hours after you find out, unless it's

unlikely to cause a risk to people. That's why employees should report it straight away, rather than wait until they are sure.

Tips about your own settings in ChatGPT help you personally. They don't control what your whole team does. For that, you need a simple system everyone can remember. We use three colours.

Red: never

Special categories of personal data, such as health, ethnic origin, religion and biometrics. We also put passwords, the Dutch citizen service number (BSN) and anything confidential in red.

Orange: with approval

Ordinary personal data such as names, email addresses and customer numbers, and financial or location data. Only in an approved business tool, and no more than needed.

Green: free to use

Public information, your own texts without people in them, and made-up or anonymised examples.

The account makes the difference

With the personal version of ChatGPT, OpenAI may use your chats to train its models. With Claude, this happens if you allow it. In ChatGPT Business, Claude Team and Microsoft 365 Copilot, according to the providers, it doesn't happen by default. But don't read 'no training' as 'GDPR-proof'. It says nothing about a data processing agreement, a retention period or where your data is processed. You need that agreement; according to the AP, without it you're breaking the rules.

So the rule of thumb is simple. Red data goes in nowhere. Orange data only in a business plan you have approved. Green may go anywhere your team is allowed to work. And when you explain it, use examples from your team's own work. 'No personal data in AI tools' means little to a recruiter. 'Don't paste CVs into a chatbot we haven't approved' does.

A one-page policy

An AI policy doesn't have to be long. For a small organisation it fits on one page, with five agreements. Which tools and which accounts do you use? Which data may go in? Who checks the result? Who do you tell when something goes wrong? And who manages the policy and reviews it at least once a year? A twenty-page policy that nobody reads changes nothing about what people do.

Simply banning AI doesn't work either. The AP sees that employees often use chatbots on their own initiative, even against the rules. A ban without an approved alternative pushes use to private accounts, where you can't see it. That last point is our own view, not a statement from the AP.

A programme, not a one-off training

For AI literacy, the AP suggests a plan in four steps. First, identify: which AI is being used, including the tools people have switched on themselves? Then decide for each group what people need to be able to do. Everyone needs to know what AI is and what is and isn't allowed. People who work with it every day need to use it well in their own job. And people who decide on AI or buy it need to know the risks. Then carry it out: training by level and by role, with agreements in a user policy. And finally, evaluate, for example every year.

A recruiter who uses AI to sort CVs needs different knowledge from a colleague who tidies up meeting notes with Copilot. One e-learning course for everyone misses exactly that difference. Keep track of who has had which training, with the date and content. That overview is your proof.

Where do you start?

This month, make a list of the AI you use: which tool, what for, with which data and who works with it. Also check with teams that have switched something on themselves. It doesn't take much time, and it shows you straight away where the risks are. The rest follows quite naturally from there.

GROWTH PROMPT

Copy, fill in the [brackets] and paste

Write a one-page AI policy for [name of organisation], a [type of company] with [number] employees. Cover exactly five points: which tools and accounts, which data is and isn't allowed, who checks the result, who to tell when something goes wrong and who manages the policy. Use plain language. Don't make up rules: if you don't know something, write a question for me instead.

Ask someone with legal knowledge to read it before you adopt it.

This story is not legal advice. It's our translation of the rules into practice. If you're unsure about your own situation, ask a lawyer.



[READ THE FULL ARTICLE ON HELLOGROWTH.AI](#)

EU AI Act for SMEs: what you must and must not do

hellogrowth.ai/en/blog/eu-ai-act-smes

Also from this story: [Using AI safely: how to write an AI policy for your team](#) · [AI literacy in your organisation: what the AI Act asks and how to show it](#)

Sources Regulation (EU) 2024/1689 after the Digital Omnibus (Regulation (EU) 2026/1744); European Commission, FAQ on AI literacy and Article 50; Dutch Data Protection Authority (2024, 2025); KVK (2025); Dutch government (2026).

Rolling out Copilot without an expensive trial.

A licence for everyone at once mostly leads to separate experiments. Start small: a group of people who do the same work, a few regular tasks and a ninety-day plan.

3 min read

The condition that's skipped most often comes before the first licence. Copilot follows the permissions you already have. If a folder with salaries or quotes is accidentally open to the whole organisation, Copilot can use that content in an answer. Copilot doesn't give anyone new permissions. But it does show what's already shared too widely.

1

Get the permissions in order

In the SharePoint admin centre, run the data access governance reports. They show sites with broad permissions and sharing links that are used a lot. According to Microsoft, the default for sharing links is the widest option. For sensitive sites, use Restricted Content Discovery: the content then stays out of Copilot, while the permissions stay the same. Hand the clean-up to someone who knows the folders, not just to IT.

2

Choose a pilot group that does the same work

Ten to twenty people is a practical size for an SME, with one colleague as the contact person. People who do the same work can share prompts, and you can compare their results. Also decide who may add agents themselves. Since 25 October, everyone can upload advanced agents and plug-ins by default; you can restrict this in the Microsoft 365 admin centre.

3

Start with tasks where you save time straight away

Choose three or four tasks that come back every week. Summarising a long email thread in Outlook. A summary with action points from a Teams meeting. A first draft of a regular document in Word. Asking questions about a table in Excel, where you always check the result yourself. For each task, write down how long it takes now. Without that starting point, you have nothing to compare after ninety days.

4

Set limits

Agents such as Copilot are paid per use, in Copilot Credits. In the admin centre, set a limit per organisation and per user, and switch off 'Auto-apply new services'. That setting is on by default, so new Microsoft agents can use credits automatically. Also, from 1 December, Microsoft switches on pay-as-you-go by default for new Business licences bought through partners. That isn't happening in the Netherlands for now, but set your limits before you switch it on yourself.

5

Train by role

A licence is not training. Give everyone a short basic course: what Copilot can see, why you check an answer and what must not go in. Let the pilot group practise with their own tasks from step 3, not with examples from a demo. Put the agreements on one page and keep track of who has had which training. That's also your proof for the AI Act.

6

Measure after 30, 60 and 90 days

Day 30 Is everyone using it? Where do people get stuck?

Day 60 Time per task compared with the starting point

Day 90 Scale up, adjust or stop

The usage report in the admin centre and the Copilot Dashboard in Viva Insights give you the figures. Microsoft itself writes that Copilot is probably not the only cause of differences. So also ask the group: which tasks go faster, and which don't?

7

Scale up on purpose

After ninety days, you know which tasks save time and what the agents cost. Then scale up department by department, in the same order: permissions, tasks, training, measuring.

WHEN NOT?

If your team's work is mostly outside Microsoft 365, in a CRM, Google Drive or separate systems, Copilot has little to see. Then ChatGPT or Claude often fits better, or a mix.

Are the permissions in SharePoint a mess and do you have no time to tidy them up? Then wait with licences for everyone. Copilot only makes that problem visible faster.



READ THE FULL ARTICLE ON [HELLOGROWTH.AI](https://hellogrowth.ai)

Rolling out Microsoft Copilot in your team: pilot, limits and training

hellogrowth.ai/en/blog/rolling-out-copilot-in-your-team

Sources Microsoft Learn (privacy, oversharing, Copilot Credits, reports, Copilot Dashboard), Microsoft Adoption, Microsoft 365 Message Center MC1472007, Microsoft Partner Center (October 2026).

ChatGPT, Claude or Copilot?

Which model is the smartest changes every few weeks. A choice for your team needs to last longer. So start by asking where your team’s work actually happens.

2 min read

If everyone works in Outlook, Word, Excel and Teams, with documents in SharePoint, Copilot is the obvious choice. Copilot follows the permissions, sensitivity labels and retention policies you have already set up. If the work is mostly outside Microsoft 365, choose between

ChatGPT Business and Claude Team by testing them on your own tasks. Often one tool is enough to start with. A mix can work too: Copilot for office work, a second tool for long analyses or programming.

	MICROSOFT 365 COPILOT	CHATGPT BUSINESS	CLAUDE TEAM
Price per user per month	€27.73 for Business Premium with Copilot, annual, excl. VAT	\$20 billed annually, \$25 monthly	\$20 billed annually, \$25 monthly
Team size	up to 300 users	2 to 200 seats	2 to 150 seats
Training on company data	No, according to Microsoft	No, according to OpenAI	Not by default, according to Anthropic
Best for	teams already working in Microsoft 365	teams outside Microsoft that want a broad assistant	teams that work a lot with documents and integrations

Prices and plans checked on 7 October 2026 and again on 29 October. The Copilot price is a bundle with the Microsoft 365 licence, so it isn't directly comparable. 'Best for' is our own view.

Test it with five colleagues

A comparison on your own work tells you more than any table, including this one. Choose three tasks that come back often, such as writing a quote, summarising a report or answering a customer email. Ask five colleagues in different roles to do the same tasks with the same instructions, in each tool. For each task, note

whether it's correct, whether it's usable straight away, how much you had to correct and how long it took.

Before the test, decide which company data may go in, and choose a business plan instead of personal accounts. 'Not used for training' isn't compliance: it says nothing about a data processing agreement, retention period or location. With your tasks and criteria on paper, a test takes an hour.



READ THE FULL ARTICLE ON [HELLOGROWTH.AI](https://hellogrowth.ai)
ChatGPT, Claude or Copilot for your team: how to choose
hellogrowth.ai/en/blog/chatgpt-claude-copilot-for-teams

Sources OpenAI Help Center, Anthropic (claude.com/pricing), Microsoft (prices and Learn).

A licence is not training.

The editors · 1 min read

That sentence is from our article about Copilot, and really it fits every story in this issue. This month, the big providers announced agents that do work on their own, with their own accounts, their own permissions and their own budget. That's impressive. But it says little about what will change at your office tomorrow.

A licence for everyone at once mostly leads to separate experiments. People try something, get an answer and paste it somewhere. The work stays with that one employee, and nobody sees what's happening. Knowledge without agreements fades away. If people don't know after a training session which tool they may use and with which data, they fall back on what they use at home. A ban doesn't help either. It pushes use to private accounts, where you can't see it.

What does work is less exciting than this month's announcements. Choose one process. Give it an owner. Agree which data may go in and where a person approves. Teach people to work with their own tasks, not with examples from a demo. Measure what it delivers. And only then start on the next process.

We started with training two years ago, and now we mostly build. After all that training and all those projects, what do we still enjoy most? The moment someone discovers what AI can mean for their own work. That's when the penny drops.

The editors of AI News

From search engine to answer engine.

On Google, you choose from a list of links. On ChatGPT, you get one answer, with a few names in it at most. That's where you want to be. It's called GEO, and you can measure where you stand in an hour.

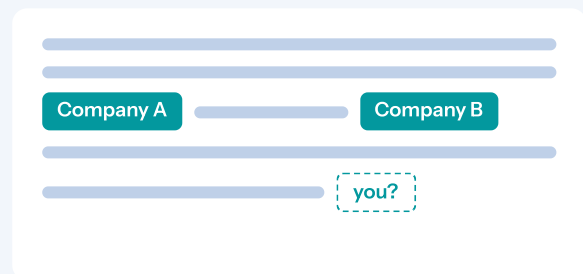
3 min read

SEARCH ENGINE



You choose from a list of links.

ANSWER ENGINE



You get one answer, with a few names at most.

GEO stands for generative engine optimisation. You make sure that ChatGPT, Claude, Gemini, Copilot or Google AI Overviews mention your company or use it as a source when someone asks a question. It doesn't replace SEO. In February, Martin van Kranenburg, author of the Dutch book *Van SEO naar GEO* (From SEO to GEO), told the Dutch trade magazine *Adformatie* that SEO has lost its starting position. In his view it's still the foundation, but something new sits on top: being chosen at the moment a language model answers on the user's behalf.

Van Kranenburg sees drops of 30 to 40 per cent in website traffic at his clients. That's his own observation, not research. But his point is useful: less traffic doesn't automatically mean less visibility. The moment of decision can move to the conversation with the language model, and a dashboard that only shows traffic doesn't see that.

There's another reason to measure. Semrush followed 2,500 prompts in Google AI Mode and ChatGPT and saw that between 40 and 60 per cent of the cited sources change from month to month. Semrush sells measurement tools itself, so read it as a supplier's figure. But the lesson is useful: one measurement is a snapshot.

The baseline in an hour

Choose three topics your customers should know you for. Write twenty questions in a customer's own words: 'Who can help me with...?', 'What should I look out for when...?', 'What is the difference between... and...?' Ask each question in ChatGPT, Claude, Gemini, Copilot and Google. Do it in a clean window, ideally logged out or without memory, so earlier conversations don't colour the answer.

For each answer, note four things: were you mentioned, in what context (recommended, just mentioned or negative), which source was used and which competitor was mentioned instead. A spreadsheet is enough. Repeat the measurement after a month with the same questions. That shows you which questions

bring up your competitors but not you. Those are the gaps to work on first.

And then?

Start with the questions where your competitor is mentioned and you aren't. Put the answer first: one page per question, with a direct answer in the first paragraph and the source with it. Use the same description of who you're everywhere: on your site, on LinkedIn and in listings. Get others to write about you: trade media, partners, and customers with their permission. And keep your SEO basics in order.

Does an agency promise to get you into ChatGPT? Then be careful. Nobody knows exactly which source a language model chooses, and answers differ each time, per user and per model. If your website isn't technically sound or has little content, start with SEO.

FROM OUR WORK

We run Google Ads, SEO and GEO for several companies, including Selera Anda. There, the average search position went from 19.0 to 10.6, and impressions in AI search results grew from 0 to around 18,600.

Those are impressions, not clicks or revenue. And we can't say for every part which measure had which effect.

TRY THIS · 5 MINUTES

1. Open ChatGPT, Gemini or Copilot in a new window.
2. Ask: 'Which companies do you recommend for *[your service]* in *[your region]*?'
3. Are you mentioned? Write down who is mentioned, and which source is given.

That's your first GEO measurement. There's no guarantee you'll be mentioned, but now you know where you stand.



READ THE FULL ARTICLE ON [HELLOGROWTH.AI](https://hellogrowth.ai)

What is GEO? How to get chosen in an AI answer
hellogrowth.ai/en/blog/what-is-geo

Sources Adformatie (12 Feb. 2026); Search Engine Land (24 Sep. 2026); M. van Kranenburg and B. van Duuren, Van SEO naar GEO.

Advertising in ChatGPT: a test, not a replacement.

Since the end of August, you can advertise in ChatGPT yourself in the Netherlands. For an online shop or travel company, a test can already be interesting. For many business service providers, it's still too early.

2 min read

Someone who asks ChatGPT which e-bike suits a twenty-kilometre commute with hills is telling it more than someone who googles 'e-bike'. That's the promise of ChatGPT Ads. OpenAI chooses an ad based on the context and intent of the conversation. On the other hand, you have less control over when your ad appears.

Since 31 August, you can create campaigns yourself in Ads Manager. The ad is a sponsored block below the answer, with a title, a short text, a square image and a link. You pay per thousand impressions, per click, or you optimise for conversions. The minimum daily budget is 15 euros, about 450 euros a month.

Who sees it?

Only users of the free version and of ChatGPT Go. Plus, Pro, Business and Enterprise are ad-free, so you don't reach the often heavy business

users. Personalised ads aren't available in Europe, and OpenAI advises against custom audiences here. So in the Netherlands, you advertise on context and location, not on customer lists.

In this phase, the policy mainly allows consumer categories, such as lifestyle, travel, local services and education. Financial and healthcare services outside the US are excluded in principle, and legal services completely.

How to test it

First get your measurement in order, with the Pixel or the Conversions API. Use a separate budget and don't take it from your best-performing campaign. Let the test run for at least four to six weeks. Then judge it on cost per conversion next to your Google search campaigns, the share of new visitors and the quality of the enquiries.

FROM THE EDITORS

We run campaigns in Google Ads, Meta, LinkedIn and email. This view comes from OpenAI's documentation and our experience with those channels, not from our own results in ChatGPT.



READ THE FULL ARTICLE ON [HELLOGROWTH.AI](https://hellogrowth.ai)

Advertising in ChatGPT: what you can do in the Netherlands, and who it suits
hellogrowth.ai/en/blog/advertising-in-chatgpt

Sources OpenAI (announcement 18 Aug., update 31 Aug. 2026), OpenAI Ad policies (10 Sep. 2026), OpenAI Help Center.

Let the AI interview you first.

Not sure what to ask? That's fine: you don't have to work it out alone.

2 min read

Most people now know to give a role, context, task and format. The difference is in what you let the AI do before it writes, and in what you forbid it to do. Let the AI ask a few good questions first. You often get a much better result that way and have less to correct. The providers don't present this as a standard method. We suggest it as a way of working.

Use it for work where a lot is at stake: a campaign, a strategy, a report. For a short email it's too much effort. And be honest about the limits. A prompt doesn't replace a strategy or

data. If you have no insight into your target group, the model writes a believable story that isn't based on anything.

Our five rules of thumb

Let the AI ask questions first. Let it separate what it knows from what it assumes. Don't let it make things up: figures, names and results come from you, and if you have none, there will be none. Let it criticise its own work. And ask for one decision with a reason, not a list to choose from.

GROWTH PROMPT

Copy, fill in the [brackets] and paste

You're an experienced prompt designer and marketing strategist. I want a good prompt written for this task: [describe in one or two sentences what you want to achieve, even if it's vague].

Interview me first. Ask questions in rounds of no more than five and wait for my answer after each round. Ask, among other things, about: the goal and how we measure success, the target group, what we already have (texts, data, earlier results), what isn't allowed, and who will use the result and where. For each question, say in half a sentence why you're asking it.

Stop asking as soon as you know enough, or after three rounds. Then write one prompt I can use straight away, structured as role, context, task and format. Put variables I need to fill in later between square brackets. Then name, in no more than three points, which assumptions you made and what I need to check.

We tried this prompt with a made-up company, in one model. Test it in your own tool. If it works, add it to a shared library, with an owner and the date of the last test.



READ THE FULL ARTICLE ON [HELLOGROWTH.AI](https://hellogrowth.ai)

AI prompts for marketers: examples by role

hellogrowth.ai/en/blog/25-ai-prompts-for-b2b-marketers

Sources Anthropic, Prompting best practices; Google, Prompt design strategies; OpenAI, Prompt engineering; Utrecht University.

Your first 30 days.

Everything from this issue in one list. Print this page and tick things off.

Week 1 · Overview

- ☐ Make a list of all the AI tools you use, including the ones people have switched on themselves
 - ☐ Ask which models your integrations use; GPT-4o and GPT-4.1 stop on 14 January 2027
 - ☐ Make a list of the Gems in Gemini, with an owner for each Gem
-

Week 3 · Measure

- ☐ Do a GEO baseline with twenty customer questions
 - ☐ Choose one process for a workflow, with an owner and a check point
-

Week 2 · Agreements

- ☐ Write a one-page AI policy, with the three colours
 - ☐ Agree how you check charts and calculators from ChatGPT
 - ☐ Plan AI training by role and keep track of who has had what
-

Week 4 · Start

- ☐ Run the permission reports in SharePoint and choose a Copilot pilot group
 - ☐ Set limits for agents that are paid per use
 - ☐ Put the prompts that work into a shared library
-

MY NOTES

Glossary.

Tricky words from this issue, explained briefly, with the page where you can read more.

AI agent

An AI that carries out a task itself and chooses the steps, instead of only giving an answer. [p. 7](#)

Workflow

Fixed steps in a fixed order, with AI in the places where it helps. [p. 8](#)

Prompt

The question or instruction you give to an AI. [p. 23](#)

Token

The unit AI models use to measure text. You often pay per million of them. [p. 4](#)

GEO

Making sure AI tools such as ChatGPT mention your company or use it as a source. [p. 20](#)

SEO

Making sure you rank high in search results. [p. 20](#)

Preview

An early version that isn't yet finished or available to everyone. [p. 7](#)

Copilot Credits

The unit Microsoft uses to charge for agent work per use. [p. 17](#)

AI literacy

Knowing enough about AI to use it well and safely. [p. 13](#)

Deployer

An organisation that uses AI tools. That's what the AI Act calls you. [p. 12](#)

Data breach

Personal data ending up somewhere it should not be. [p. 14](#)

PWA

A website you can install on your phone like an app. [p. 2](#)

Who made this magazine.

AI News is published by Hello Growth: a core team in the Netherlands, with a regular team of developers and marketers around it.



Maarten Clement

Founder, AI workflows and automation

Builds the workflows, GPTs and integrations that keep working after a session. From the first prototype to something that runs every day.



Michael van Wijhe

Founder, performance marketing and data

Works every day on campaigns, dashboards and scoring models for clients in the Netherlands, Belgium, Germany and Central Europe.

OUR PROMISES

Your first prototype is free. Within 5 working days, and you aren't tied to anything afterwards.

After every step, you decide. No project lasting months that you can't get out of halfway through.

Everything we make is yours. Code, hosting, database and accounts. Even if you move to another supplier.

We start with growth.

Many AI agencies start with models, pipelines and architecture, and look for a business case afterwards. We turn that around. We start with the question: what will it deliver? Then we choose the technology that fits.

25+

clients helped

2024

active since

11

countries

01 Conversation and growth scan

Free. Together we look at where work gets stuck. Afterwards, you know what there is to gain.

02 Working prototype

Free, within 5 working days. A real, working first version for your challenge, with a proposal.

03 First real version

Connected to your systems, with AI modules your team uses every day.

04 Growing it further

New features, AI modules and automations, and activation through marketing.



Sound like a fit? We could start tomorrow.

No quote, no presentation. Tell us what's going on, and together we'll see if we can build something great for it. The first prototype is free.



Book a free call

hellogrowth.ai/en/contact



New articles every week

hellogrowth.ai/en/blog

Enjoyed it? Pass this magazine on to a colleague who wants to get started with AI.