



ChatGPT: Custom GPTs For Accountants - *What They Are and How To Use Them*

Presentation For NCACPA's
Donald Tomoff, MBA, CPA
November 20, 2024

Learning Objectives

1. Recognize the fundamentals of ChatGPT Custom GPTs and their potential applications in professional workflows.
2. Determine suitable Custom GPTs for integration into existing accounting workflows.
3. Distinguish the ethical considerations and best practices for implementing Custom GPTs.
4. Use strategies to effectively leverage Custom GPTs to enhance productivity and maximize effectiveness.

*“The more that
you read, the
more things
you will know.
The more that
you learn, the
more places
you’ll go.”*

- Dr. Seuss

Agenda

Introduction to Custom GPTs

Evaluating Custom GPTs for Accounting

Ethical Considerations & Best Practices

Implementation Strategies & Demos

Wrap Up

*“When you’re
finished
changing,
you’re
finished.”*

– Benjamin
Franklin

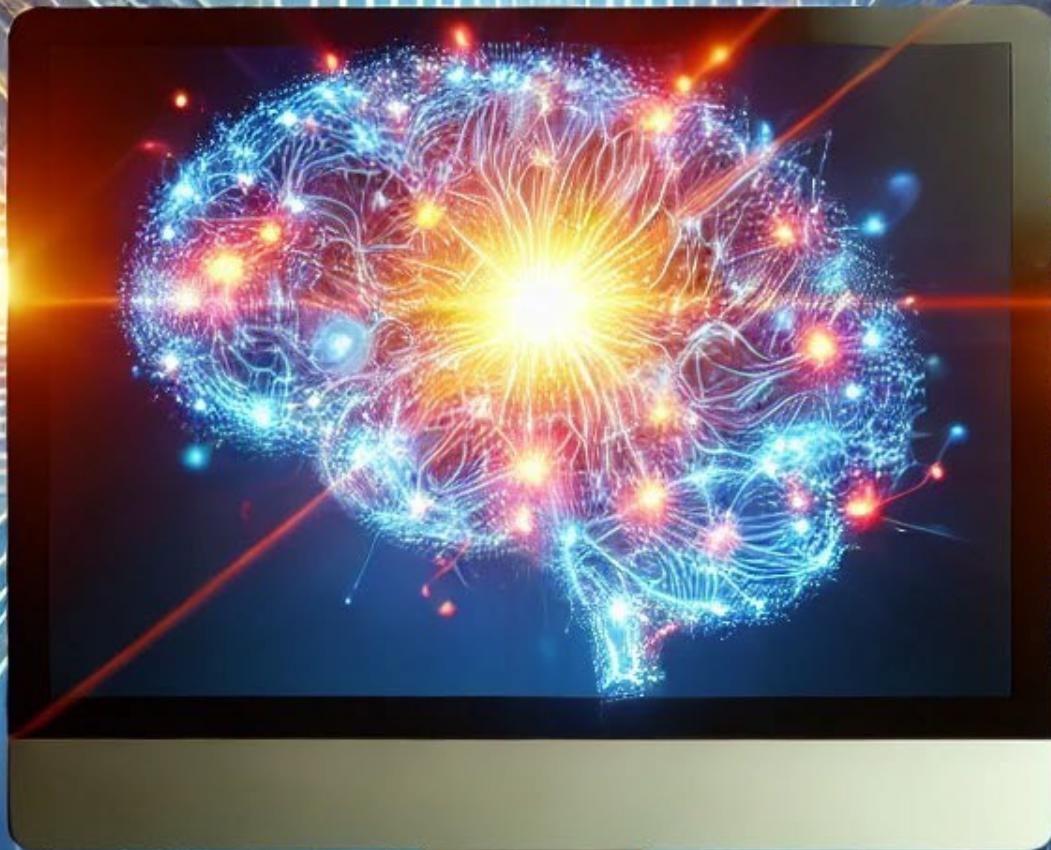


Business Learning
Institute

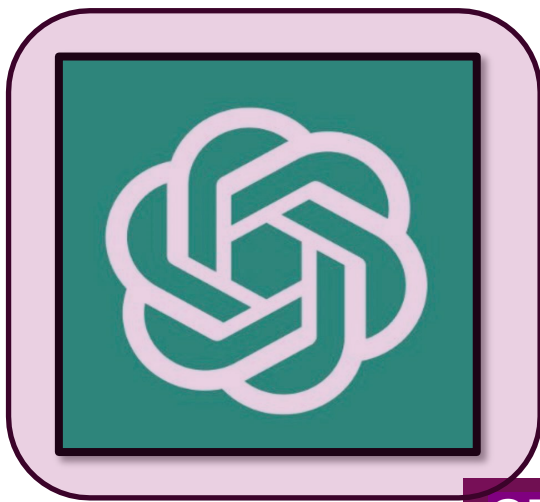
Powered by AICPA & CIMA

Introduction to Custom GPTs

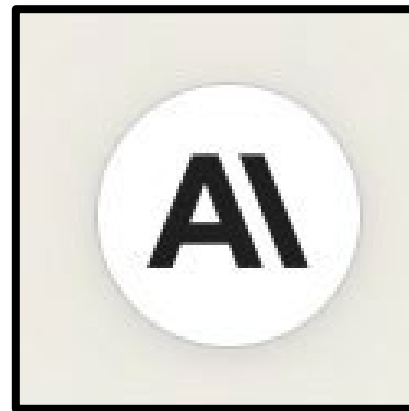
WELCOME TO THE FUTURE



ChatGPT



ClaudeAI



GEN AI – “BIG 4”

Co-Pilot



Gemini



WHAT is a Custom GPT?

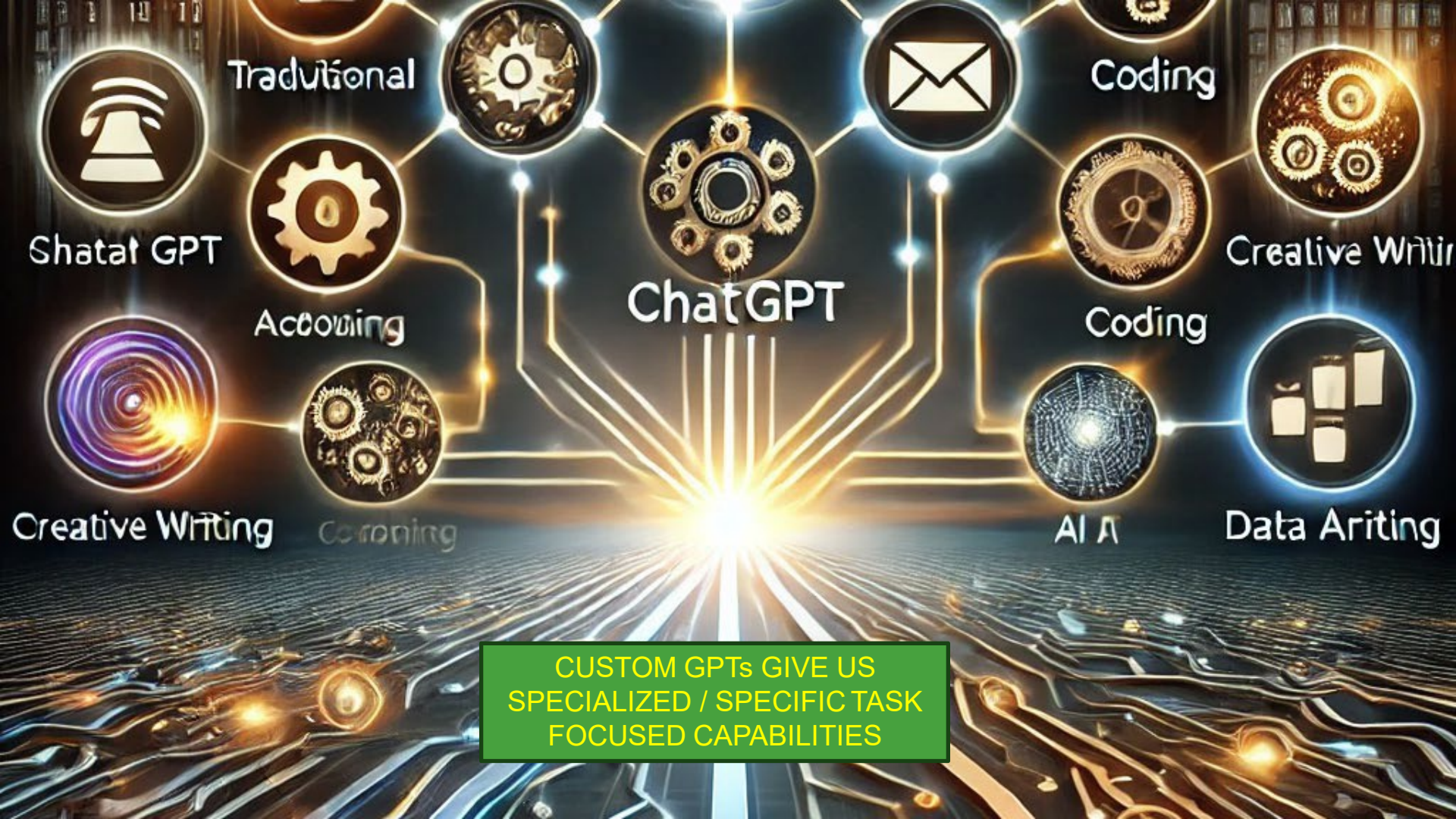
A "custom GPT" is like having a personal assistant tailored to help with a specific task, such as accounting research. Imagine you're an accountant working on complex financial reports or needing to look up accounting regulations. A custom GPT designed for accounting would be specifically trained to help you with tasks like interpreting financial statements, explaining accounting principles, or quickly finding relevant accounting standards.

Instead of being a general assistant that tries to do everything, this custom GPT focuses on your accounting needs, helping you save time and be more accurate with your research.

WHY use a Custom GPT?

Using a custom GPT is helpful because it's specially designed to focus on exactly what you need. Instead of being a general tool that knows a little about everything, a custom GPT is like having an expert in a particular area.

For example, if you're doing accounting work, a custom GPT for accounting would be trained to understand financial statements, tax laws, or regulations. This means you get faster, more relevant answers to your specific questions, saving you time and making your work easier.



ChatGPT – web based tool from openai.com

The screenshot shows the ChatGPT web interface. On the left is a sidebar with a list of GPTs: ChatGPT, Data Analyst, ESGuardian, DALL-E, Creative Writing Coach, and a '35 more' dropdown. Below this is an 'Explore GPTs' button. A blue bracket groups these items, with a callout box labeled 'CUSTOM GPTs'. The main area displays a chat thread titled 'How can I help you today?'. A blue bracket groups the chat history on the left and the chat area, with a callout box labeled 'CHAT THREADS'. Below the chat area is a section for 'ACCOUNT INFO' with four prompts: 'Make a content strategy for a newsletter featuring free local weekend events', 'Help me pick an outfit that will look good on camera', 'Brainstorm names for an orange cat we're adopting from the shelter', and 'Plan an itinerary for a fashion-focused exploration of Paris'. A blue bracket groups these prompts, with a callout box labeled 'ACCOUNT INFO'. At the bottom is a message input box with a placeholder 'Message ChatGPT...' and a yellow 'Send' button. A blue arrow points from the 'MESSAGE BOX PROMPTING' callout to the input box. A footer note states 'ChatGPT can make mistakes. Consider checking important information.'

ChatGPT 4

CUSTOM GPTs

ChatGPT 4

How can I help you today?

MESSAGE BOX PROMPTING

CHAT THREADS

ACCOUNT INFO

Make a content strategy
for a newsletter featuring free local weekend events

Help me pick
an outfit that will look good on camera

Brainstorm names
for an orange cat we're adopting from the shelter

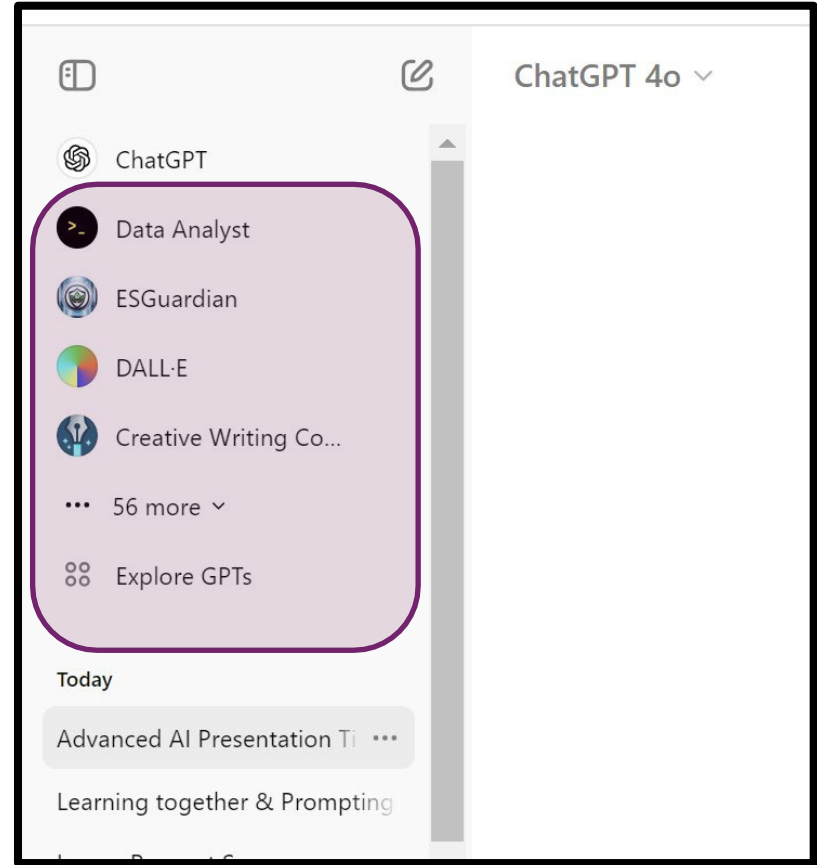
Plan an itinerary
for a fashion-focused exploration of Paris

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

14 - Custom GPTs! - **EASIEST** Way to Accelerate Gen AI Adoption/Use!

1. “Plug and go”
2. Need for prompting knowledge is essentially eliminated.
3. Simple, targeted use cases make them very attractive!



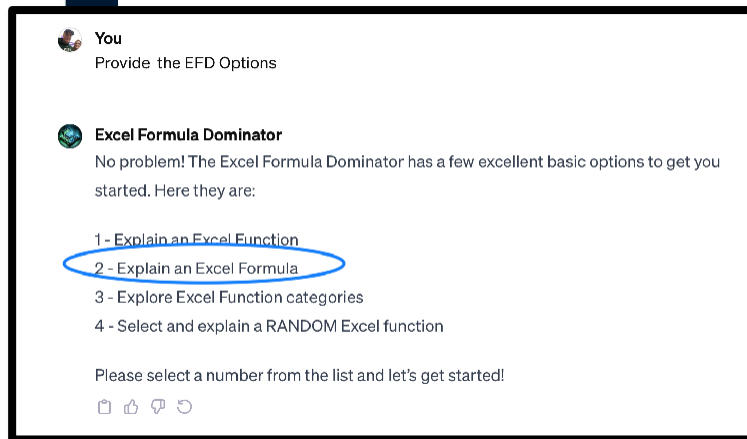
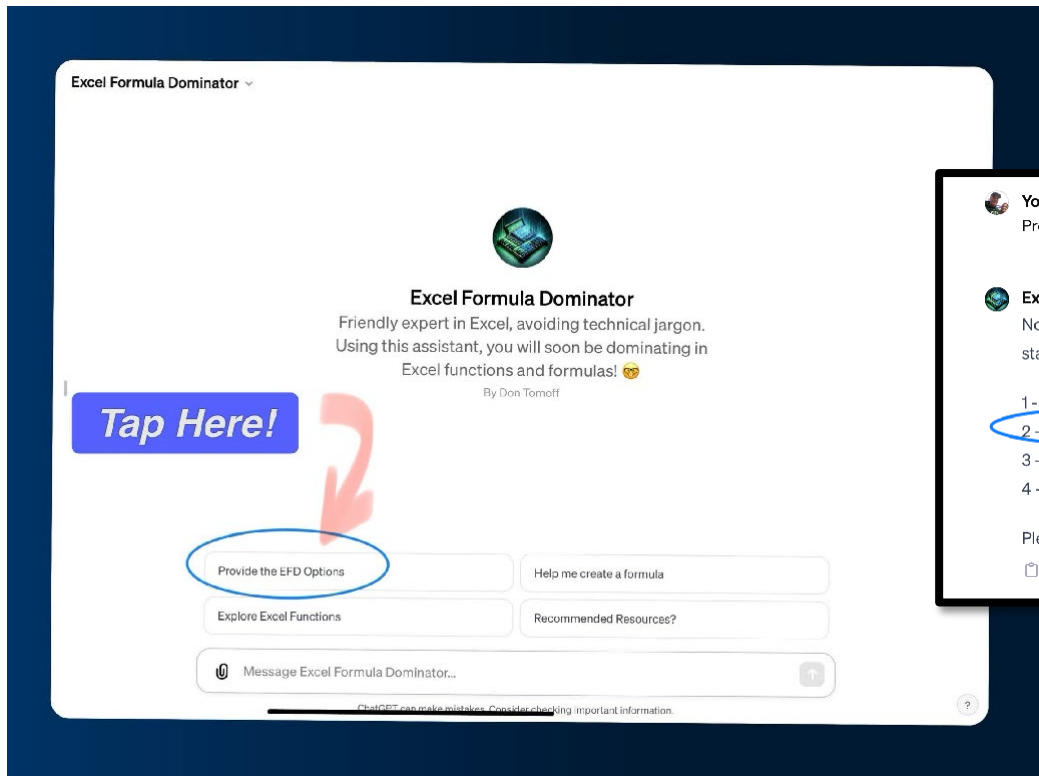
Custom GPTs...

What?

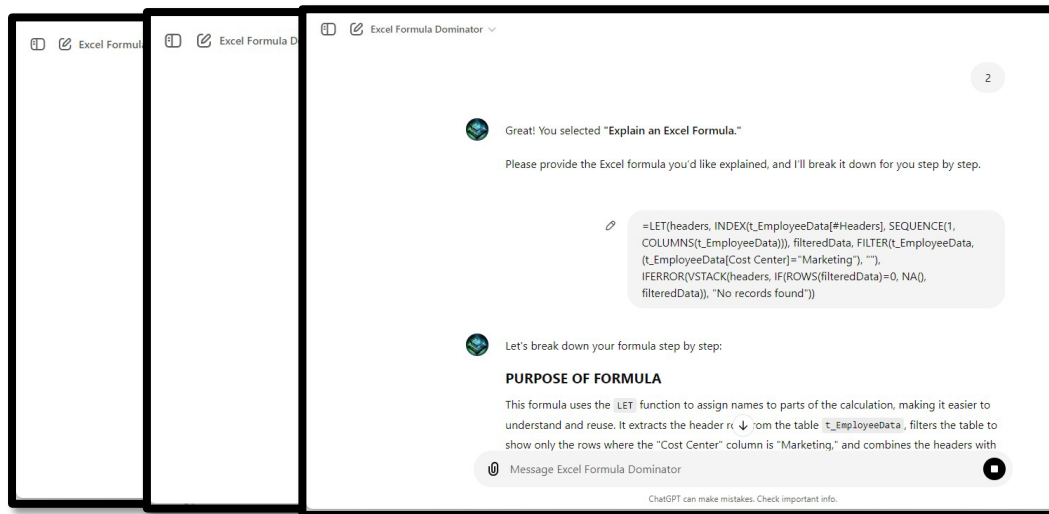
Sometimes when people encounter ChatGPT, they don't know where to start. OpenAI calls it the "empty box problem." Discovering that led the company to find a way to narrow down the choices, Turley said.

"People really benefit from the packaging of a use case -- here's a very specific thing that I can do with ChatGPT," like travel planning, cooking help or an interactive, step-by-step tool to build a website, Turley said.

Custom GPTs Can Eliminate Prompting Specificity! 🤖



Excel Formula Dominator GPT



This custom GPT GREATLY simplifies your Excel world...

Complex Excel Formula Documentation Demonstration

Oct 10, 2024

Table Of Contents

Purpose of This Demonstration.....	2
Excel Formula Documentation Demo.....	2
Basic Explanation.....	2
Document this Formula with ChatGPT Excel Formula Dominator Custom GPT.....	3
PURPOSE OF FORMULA.....	3
BENEFITS OF THIS FORMULA.....	4
FUNCTIONS USED.....	4
IMPROVEMENT IDEAS?.....	6
EXCELJET URLS FOR REFERENCE.....	7
Benefits/Advantages of Comprehensive Documentation.....	8
What:.....	8
Why:.....	8
How:.....	9
Summary:.....	10
Listen to the Conversation!.....	11

Why Would I want the EFD custom GPT?

Benefits?

- **Simplifies formula explanations:** It breaks down complex formulas into easy-to-understand steps, making them accessible even to beginners.
- **Provides thorough documentation:** Every Excel user struggles with documenting their workbooks. This GPT simplifies that process, ensuring proper documentation of complex formulas and functions.
- **Time savings:** Instead of searching the web or asking colleagues for help, this GPT quickly provides the necessary information, saving valuable time.
- **Comprehensive function exploration:** The GPT can walk you through any Excel function, explaining its purpose, syntax, and real-world application.
- **Offers alternative functions:** When there are better or alternative functions, this GPT presents them, helping users find the best approach to their specific needs.
- **User-friendly learning:** Whether you're looking for a detailed explanation or a quick answer, it adapts to your learning style and pace.

"Automation is cost-cutting by tightening the corners and not cutting them."

— Haresh Sippy

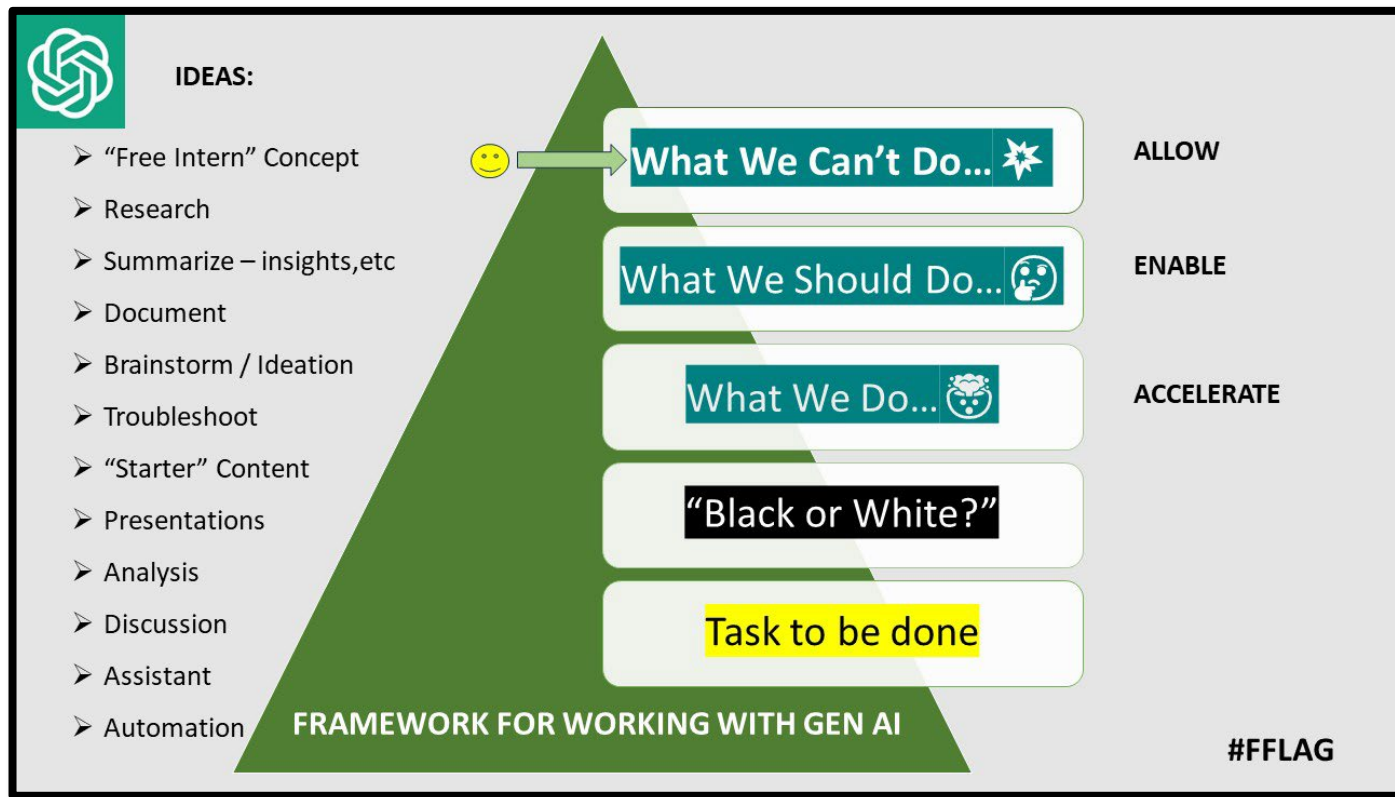


Business Learning
Institute

Powered by AICPA & CIMA

Evaluating Custom GPTs for Accounting

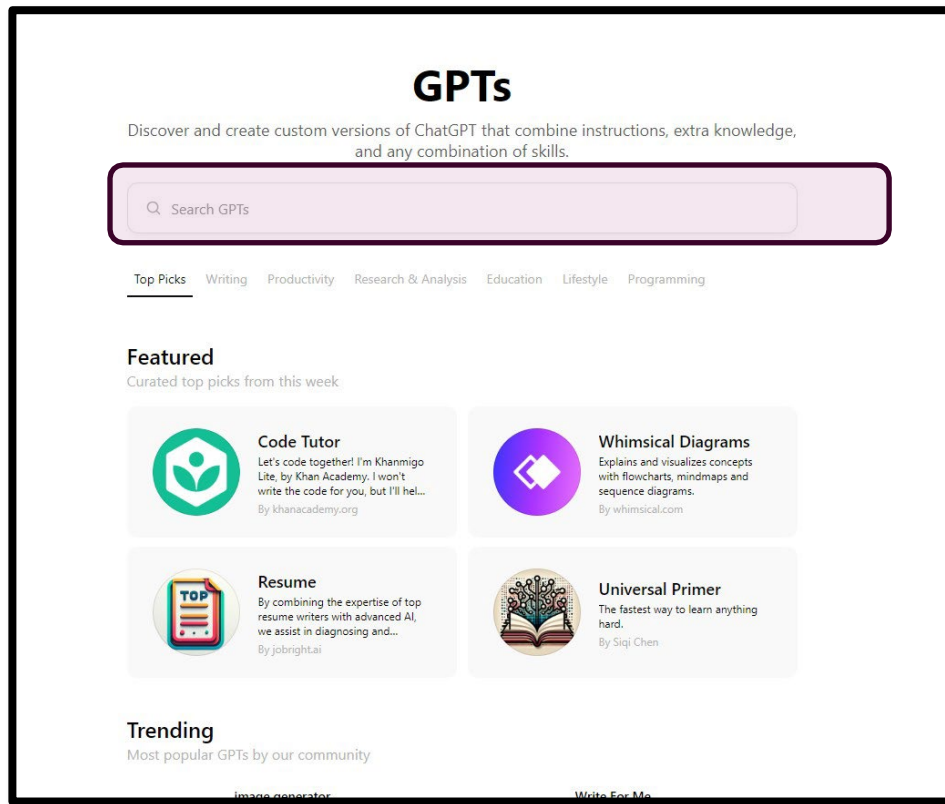
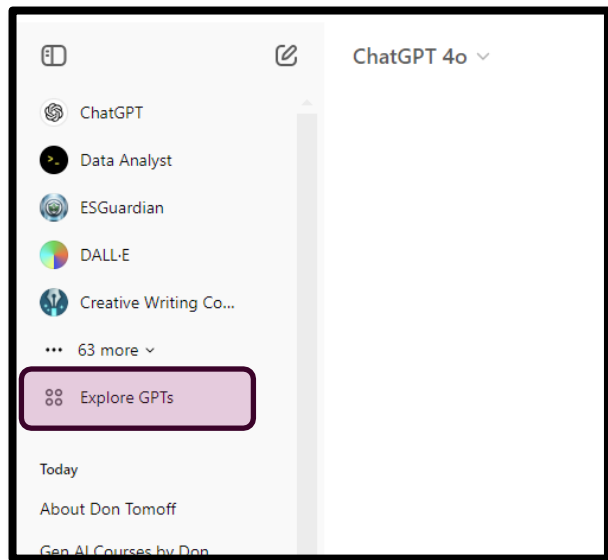
One Way To Approach Getting Started!



How Do I Find Custom GPTs (for Accounting)

1. Follow the AI experts and pay attention
2. Awareness and content searches
3. The GPT Store (via ChatGPT interface)
4. [Don's FAV custom GPTs](#)

Explore GPTs via the GPT Store



Accounting / Tax Regulations

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

🔍 accounting

All



Accounting GPT

Your accounting expert.
By Huang Xiaoming 🔖 100K+



Financial Accounting Professor

Expert in financial accounting, clarifying complex concepts with academic sources.
By community builder 🔖 10K+



Accounting Solver AI

Solve any financial accounting problems from text, uploaded data documents or i...
By web-hobbies.com 🔖 25K+



Managerial Accounting

This GPT helps me answer and solve accounting problems and questions. Explain c...
By Alshafie h Alshafie 🔖 10K+



Accounting Specialist+

🔴 The Smart Accounting Specialist 🔴
By AI Research+ 🔖 50K+



Accounting

Aid in university-level accounting with explanations and problem-solving guidance.
By Ragul Rajitharan 🔖 5K+

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

🔍 tax regulations



Crypto Tax News Updates on Tax Regulations

Stay updated with Crypto Tax News! 📰 Get the latest updates, trends, a...
By NileCode 🔖 0



Tax Law

U.S. tax law, interpreting the Internal Revenue Code and Treasury Regulations. Pulls...
By Maccabee Wendorf 🔖 30+



Skattehjelpen

Norwegian tax bot providing guidance on tax regulations and assistance.
By Runar Gundersen 🔖 3



CPA Fiscaliste Canadien

Canadian CPA accountant specializing in tax regulations.
By georgette assaly 🔖 5



Traavu TaxRep

Expert in UK Tax Compliance and Regulations
By Ugochukwu Blaise ABOH 🔖 2



SG TAX Agent

Your guide to Singapore's tax regulations.
By HO PIN CHUAN 🔖 30+



Ask Tax

Helps users understand Israeli tax regulations.
By CHEN SHALOM 🔖 1



Tax Advisor GPT

Your AI-powered tax consultant, expert in IRS regulations and personalized tax advi...
By Abdhalim Ali 🔖 30+

Mergers & Acquisitions

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

🔍 mergers and acquisitions

All



M&A Advisor for Mergers and Acquisitions

Expert in M&A strategy, due diligence, and deal integration.

By Dominik Schmid 🔒 1K+



Copilot Investment Banker GPT

Expert in investment banking, M&A, equity and corporate finance advisory. This GP...

By PK SA 🔒 1K+



Merger and Acquisition Consultant

Master the merger and acquisition process with AI-driven expertise and strategic i...

By uni.com.ai 🔒 1K+



College Mergers and Acquisitions

🎓 📁 Master College Mergers and Acquisitions with your AI assistant! 🎓 🌐 D...

By NileCode 🔒 5



Mergers and Acquisitions Investment Opportunities

📁 📁 Explore M&A investment opportunities! Learn the ins and outs of investing i...

By BlueNile 🔒 7



Mergers and Acquisitions (M&A) Advisor

Guides strategic business growth through successful mergers and acquisitions.

By Organizational.AI 🔒 400+

Accounting Research / Excel Data Analytics

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

accounting research



Certified Management Accountant CMA Exam Study

AI Tool provides insights on CMA Exam Study, seeking clarifications and conductin...
By NileCode 200+



FASB Research Assistant

Research database for FASB Accounting Standards.
By community builder 200+



Australian Business Regulatory Guide

Research assistant for Australian accounting, tax and employment issues. Prompt s...
By Jan E Centrella 10+



Research Method in Accounting

A comprehensive guide for Quantitative Research in Accounting.
By Terry Harris 50+



Expert Academic Helper

Research assistant for Accounting, Finance, and Economics students.
By Sofia Isabel Martillano 7



Top Tier Text Transformer

Aids in scientific writing for top-tier accounting research.
By Nicolas Rudolf 1



Intensive Intermediate Accounting I Tutor

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Excel data analytics



Excel Data Analytics Specialist

Excelデータに基づくカスタマイズされたビジネス分析を提供
By tisikinosono.com 200+



Excel Data Analytics for Fraud Detection

Analyze and flag suspicious transactions using advanced Excel techniques. Ensure f...
By prompts4pros.com 6



Dex: Metric Normaliser

I'm a dedicated Excel geek specializing in normalizing data from HTAG Analytics re...
By httag.com.au 60+



Jack

A cheerful data analytics expert specializing in Excel.
By Eric Glasshofer 10+



Hotel Data Guru

Expert in hotel data analytics, analyzing CSV/Excel files
By carlos j s garcia 30+



Econ Data yb

Assists with Econ Data Analytics coursework using Excel.
By ran chen 10+

Becca

Power BI / Tableau

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

power bi



Power BI Wizard

Your AI Assistant for all Power BI related fields
By minasaad.online · 50K+



Power BI Assistant Pro

I provide assistance with data analysis, report and dashboard creation, data model ...
By YORK SAUTEREL OYANEDEL · 25K+



Power BI Dashboard Builder

Assists in building and optimizing Power BI dashboards & reports.
By Diana Valena Gonzalez Williamson · 5K+



Power BI Copilot

Senior Power BI assistant and code generator, trained with the latest knowledge...
By Widenex · 1K+



Power BI Data Analyst

Expert data analyst for Power BI queries.
By community builder · 800+



Power BI

Power BI expert for dashboard layouts, DAX formulas, and .pbix file tips.
By community builder · 1K+



Power BI GPT

Power BI Expert
By Murat Tasçi · 700+



Power BI Pro

Power BI expert for automated, clean dashboards.

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

tableau



Tableau Guru

Your expert in Tableau for data visualization guidance.
By Vishanth Bala · 25K+



Tableau Expert

Tableau Expert offering step-by-step guidance and best practices in data visualizati...
By juanbeltranch · 1K+



Dashboard

Chatbot specialized in data analysis and dashboards with specific skills in SQL, Pyth...
By Raphaël Rinck · 5K+



AnalystGPT

Expert in Alteryx, Power BI, Power Automate, Python, MySQL, Salesforce, & Tableau
By Robert Snyder · 5K+



Tableau Virtuoso by Adam Mico

Here's your Tableau virtuoso, ready to provide guidance on Server (Windows/Linux...
By Adam Mico · 1K+



Tableau Solution Guide

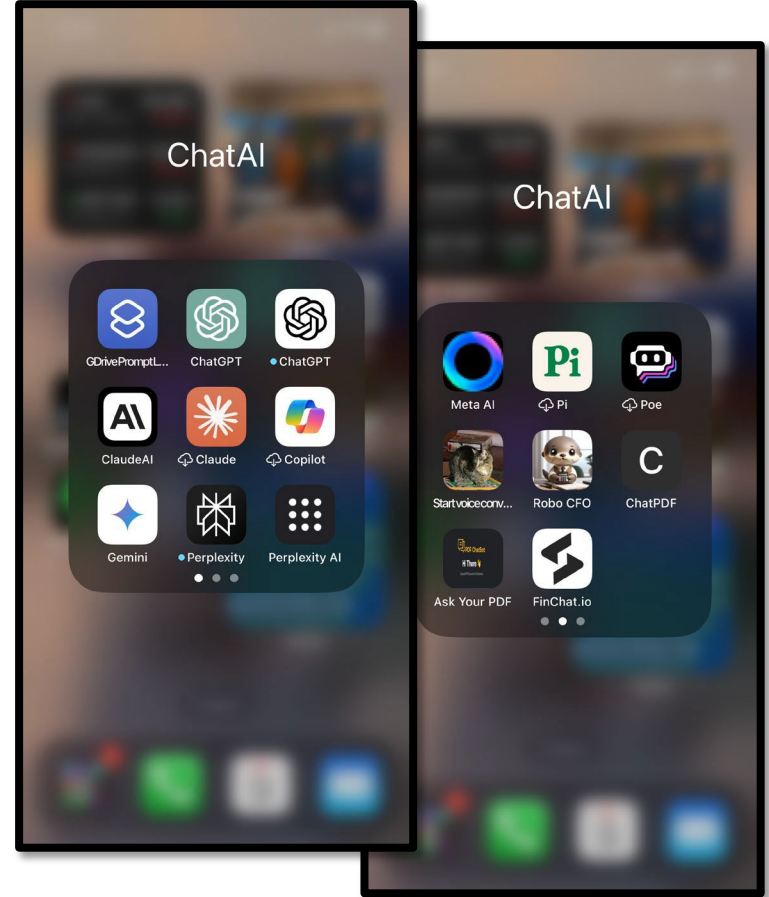
Meet the Tableau Solutions Guide! I am here to make your Tableau experie...
By larry-dee · 1K+

Don's List of Custom GPT Favs (the “Accountant” Version)

1. [Excel Formula Dominator *](#)
2. [Document \(& Image\) Analyzer *](#)
3. [Power Query Magician](#)
4. [DAX Helper](#)
5. [Form 10-Q Quarterly Report Analyzer *](#)
6. [Gen AI In Accounting... 😊 *](#)
7. [Lease Acctg Expert Guide *](#)
8. [The Wisdom of Charlie Munger *](#)
9. [Rosie the RoboCFO](#)
10. [Accounting & Assurance Mentor](#)
11. [Deep Insights: A Finance Guide](#)

Mobile Setup - Accessibility is Key!

1. Utilizing mobile devices for on-the-go use.
2. Essential apps and tools for mobile productivity.





Business Learning
Institute

Powered by AICPA & CIMA

Ethical Considerations and Best Practices

ETHICS



Understand the Boundaries of AI in Accounting

1. Excellent at assisting with routine tasks, report generation and providing quick answers to queries
2. Human judgement is still required!
3. Regulatory compliance – stay aware

Best Practices:

1. Clearly define the roles – AI vs Human
2. Regularly review and update for changes
3. Educate clients on how AI is used

"AI is neither good nor evil. It's a tool. It's up to the human race to ensure that AI is used for good."

— Fei-Fei Li

Maintain Professional Judgment & Oversight

1. ALWAYS evaluate AI-generated outputs
2. AI is a tool to inform decisions, not blindly accept
3. The accounting professional is ultimately responsible for the work

Best Practices:

1. Implement review process where AI-assisted work is checked by a professional.
2. Regularly conduct “AI audits” to ensure proper use

Biases in AI-Generated Content

1. Data bias: When the training data is not representative of all scenarios
2. Regularly test AI outputs for unexpected patterns or disparities.

Best Practices:

1. Use multiple AI tools / cross reference with other methods
2. Provide training on recognizing AI biases



Business Learning
Institute

Powered by AICPA & CIMA

Implementation Strategies & Demo

Go PLUS: Exploring Advanced AI Features and Tools

1. #justdoit

[Click here for CNET Article Link](#)

Upgrade your plan

Free

USD \$0/month

Your current plan

- ✓ Assistance with writing, problem solving and more
- ✓ Access to GPT-3.5
- ✓ Limited access to GPT-4o
- ✓ Limited access to advanced data analysis, file uploads, vision, web browsing, and custom GPTs

Have an existing plan? See [billing help](#)

Plus

USD \$20/month

Upgrade to Plus

- ✓ Early access to new features
- ✓ Access to GPT-4, GPT-4o, GPT-3.5
- ✓ Up to 5x more messages for GPT-4o
- ✓ Access to advanced data analysis, file uploads, vision, and web browsing
- ✓ DALL-E image generation
- ✓ Create and use custom GPTs

Limits apply

Team

USD \$25 per person/month*

Upgrade to Team

Everything in Plus, and:

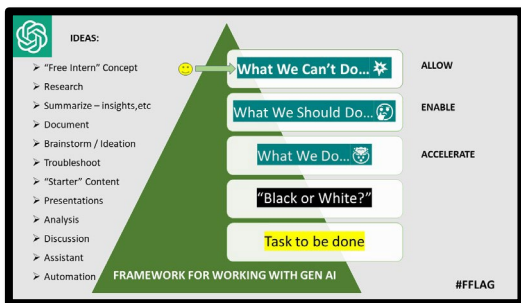
- ✓ Higher limits for GPT-4, GPT-4o, and tools like DALL-E image generation, advanced data analysis, web browsing, and more
- ✓ Create and share GPTs with your workspace
- ✓ Admin console for workspace management
- ✓ Team data excluded from training by default. [Learn more](#)

* Price billed annually, minimum 2 users

Need more capabilities? See [ChatGPT Enterprise](#)

TIP #5

Identify
opportunities for a
“Disproportionate
Advantage”

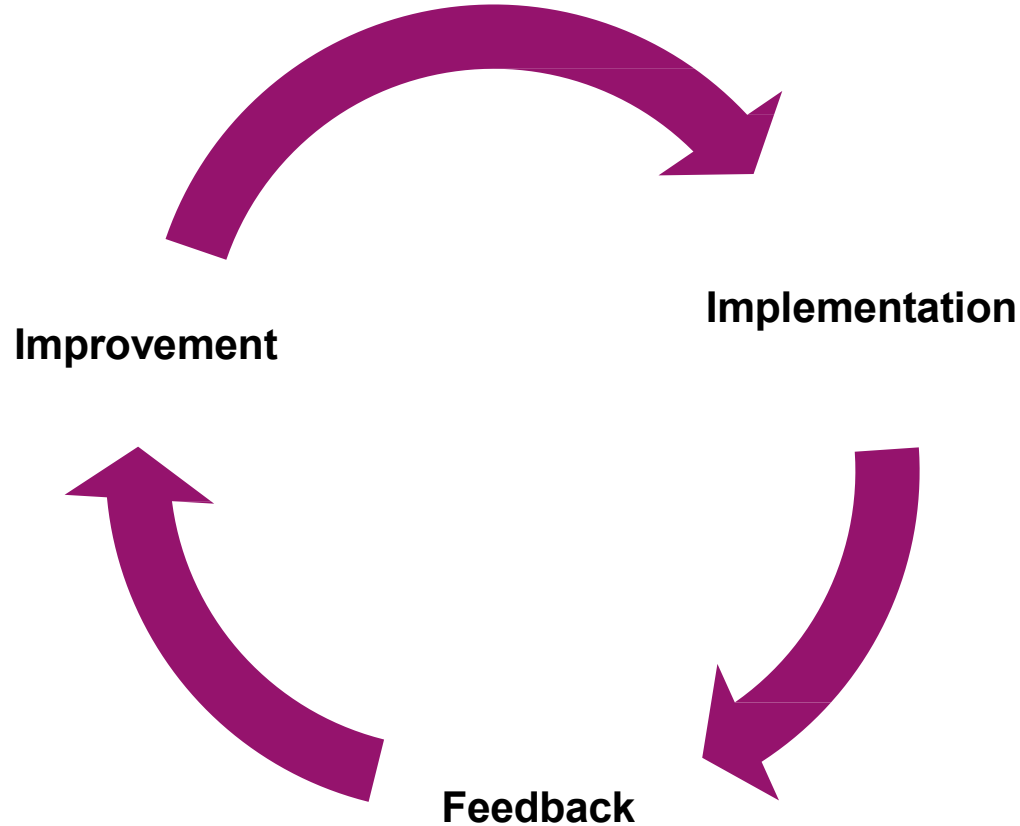


- Workflow ACCELERATION
- ENABLEs what we should do
- ALLOWs what we can't do
- ENHANCED Client services

BEST PRACTICE – SOLVE PROBLEMS!

PROFESSIONALS - TIME CONSUMING TASKS						
Number	Task	Audit	Tax	HR	Everyone	GEN AI?
1	Email Management 🔥	✓	✓	✓	✓	✓
2	Data Analysis and Reporting 🔥	✓	✓	✓	✓	✓
3	Meeting Management	✓	✓	✓ 🔥	✓	✓
4	Task Prioritization and Management	✓	✓	✓	✓	✓
5	Document Creation and Management 🔥	✓	✓	✓	✓	✓
6	Expense Tracking and Reporting	✓	✓	✓	✓	
7	Customer Relationship Management (CRM)	✓	✓			
8	Recruitment and Talent Management	✓	✓	✓ 🔥		✓
9	Compliance and Regulatory Reporting	✓	✓	✓		
10	Managing Paperwork	✓	✓	✓	✓	
11	Password Management	✓	✓	✓	✓	
12	File Management 🔥	✓	✓	✓	✓	✓
13	Using Office Software/Spreadsheet Tasks 🔥 🔥	✓	✓	✓	✓	✓
14	Research	✓ 🔥	✓ 🔥	✓	✓	✓
15	Personal Knowledge Management (PKM) 🔥	✓	✓	✓	✓	✓
16	Preparing Information 🔥	✓	✓	✓	✓	✓
17	Communicating Information	✓	✓	✓	✓	
18	Collaborating with Colleagues and Clients	✓	✓	✓	✓	

Continuous Cycle of Improvement is Essential



Don's List of Custom GPT Favs – DEMOS (Pick One)

1. [Excel Formula Dominator *](#)
2. [Document \(& Image\) Analyzer *](#)
3. [Power Query Magician](#)
4. [DAX Helper](#)
5. [Form 10-Q Quarterly Report Analyzer *](#)
6. [Gen AI In Accounting... 😊 *](#)
7. [Lease Acctg Expert Guide *](#)
8. [The Wisdom of Charlie Munger *](#)
9. [Rosie the RoboCFO](#)
10. [Accounting & Assurance Mentor](#)
11. [Deep Insights: A Finance Guide](#)



Business Learning
Institute

Powered by AICPA & CIMA

Wrap Up / Resources

Learning Objectives

1. Recognize the fundamentals of ChatGPT Custom GPTs and their potential applications in professional workflows.
2. Determine suitable Custom GPTs for integration into existing accounting workflows.
3. Distinguish the ethical considerations and best practices for implementing Custom GPTs.
4. Use strategies to effectively leverage Custom GPTs to enhance productivity and maximize effectiveness.

*“The more that
you read, the
more things
you will know.
The more that
you learn, the
more places
you’ll go.”*

- Dr. Seuss



Overheard

“I’ve never met a [redacted] professional that wants to take two hours to do something that they could achieve in two minutes or two seconds. No one wants to do things the long way. The question is what are they going to do with a lot of their new-found time.”

—Scott Belsky, Adobe’s chief strategy officer and EVP of design and emerging products, said in a Wednesday episode of the *Big Technology* podcast. According to Belsky, graphic designers are adopting recently introduced AI features in Adobe Photoshop and Illustrator that save them huge amounts of time, *Fortune* reported.

Recommended AI Experts to Follow

1. [Connor Grennan](#)
2. [Allie K. Miller](#)
3. [Ethan Mollick](#)
4. [Paul Roetzer](#)
5. [Glenn Hopper](#)
6. [Jason Staats](#)



Gen AI Training - Resources Handout

Recommended Experts to Follow

Influencers

Conor Grennan

1. Website - <https://www.ai-mindset.ai/>
2. The AI Mindset Newsletter - <https://www.ai-mindset.ai/newsletter>
3. The Truth About Prompting - <https://www.ai-mindset.ai/ai-mindset-newsletter/truth-about-prompting>
4. LinkedIn - <https://www.linkedin.com/in/conorgrennan/>
5. YouTube - <https://www.youtube.com/@ConorGrennan>

Allie K. Miller

1. Website AI with Allie - <https://www.alliekmiller.com/>
2. The AI with Allie Newsletter - <https://aiwithallie.beehiiv.com/> (subscribe and receive 50-page FREE ChatGPT Guide)
3. AI with Allie - Becoming an AI-Enhanced Human (FREE 5-day educational email course) -

Questions and comments



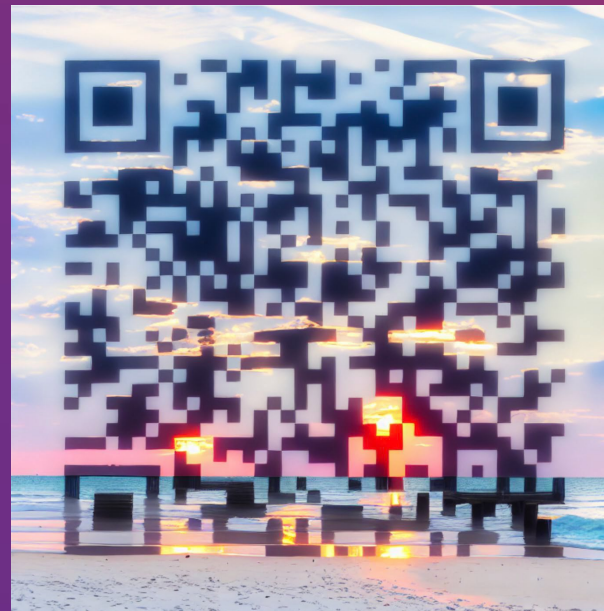
Business Learning
Institute

Powered by AICPA & CIMA

Donald R. Tomoff, MBA, CPA
Invenio Advisors, LLC



Thank you Thank you



Don LinkedIn – Let's Connect!

© 201233 Association of International Certified Professional Accountants. All rights reserved. This presentation's images are subject to copyright protection and used under license from third parties. **Do not use images from this presentation in other presentations or documents without first consulting with Legal.** The use of copyrighted images outside the licensed scope constitutes copyright infringement and subjects the user to monetary damages and other penalties. 2201-15634-2023