



CONSULTIPLY DAILY BRIEF • SMB

OPENAI • CHATGPT WORK • OCT 14, 2026 • WORKFLOWS

EU small businesses grew agent use 8.1x. Hand ChatGPT Work one whole job.

OpenAI

From asking AI questions to handing agents whole tasks. Start with one you know well, and keep the approvals.

CONSULTIPLY
OPENAI SELECT PARTNER

On Oct 14, 2026, OpenAI published EU research: weekly active users of Codex and ChatGPT Work at small and medium businesses (200 or fewer users) grew more than eightfold since May. OpenAI's chart puts it at 8.1x. The same tools now account for more than half of output tokens in its EU Enterprise sample.

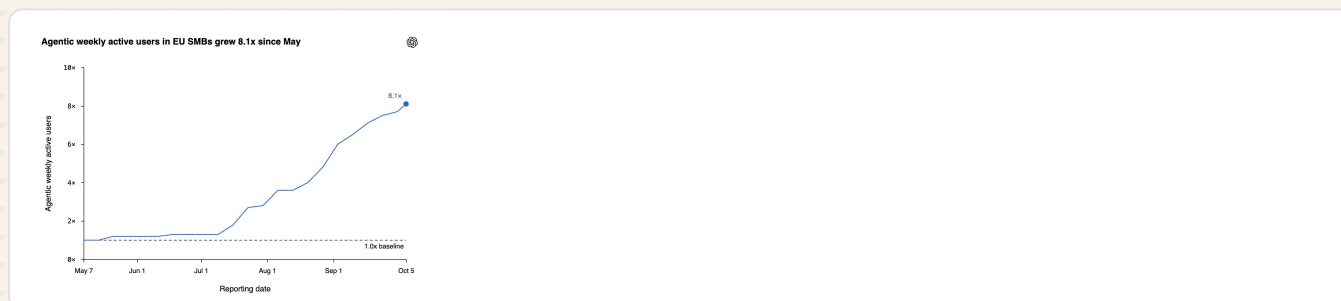


CHART: OPENAI, FROM ITS OCT 14, 2026 ECONOMIC RESEARCH POST. OPENAI'S OWN CUSTOMER DATA • NOT MEASURED BY CONSULTIPLY.

8.1x

EU SMB agentic WAU growth since May 2026 (OpenAI chart)

>½

EU Enterprise output tokens from Codex + ChatGPT Work

2/3

SMB output tokens agentic in August, up from 1/3 in April

Jul 9

ChatGPT Work launch: goal in, finished material out

FIGURES ARE OPENAI'S ABOUT ITS OWN PAYING CUSTOMERS • GROWTH, NOT PROOF IT PAID OFF • CONSULTIPLY IS AN OPENAI SELECT PARTNER • THIS IS OUR OWNER'S READ

TRY THIS WEEK

Competitor price check

Sheet of your prices vs five rivals

TRY THIS WEEK

Month-end variance

Lines over or under by 10%+

TRY THIS WEEK

Meeting prep brief

One page from emails and notes

KEEP WITH YOU

Approvals

Send, pay, records, prices

From asking questions to handing whole jobs.

OpenAI says people are moving beyond asking questions to using agents to carry out tasks from planning through completion. ChatGPT Work is built for that shift. Here is what changes when you hand it one familiar job.

	BEFORE One-off questions		AFTER Whole jobs
01 What you give	✗ A single prompt in chat	→	✓ A goal plus connected apps and files
02 What you get	✗ A chat reply to read	→	✓ A sheet, slides, brief or page
03 How it runs	✗ You chase every next step	→	✓ Agent plans steps; you approve
04 Repeat work	✗ Start over each time	→	✓ Scheduled Tasks when ready
05 Control	✗ Hope the answer is right	→	✓ Spot-check before anyone sees it

SHIFT FRAMED FROM OPENAI ECONOMIC RESEARCH (OCT 14) AND CHATGPT WORK LAUNCH (JUL 9) • EXAMPLES ARE CONSULTIPLY GUIDANCE

OPENAI • OCT 14, 2026

People are moving beyond asking questions to using agents to carry out tasks from planning through completion.

Score yourself before you trust the output.

Score each line 0, 1 or 2 and add it up. Save this page and run it again after your first whole-job pilot with ChatGPT Work.

OWNER CHECK

0 · NOT YET

1 · PARTLY

2 · DONE

01 · NUMBERS

Do you spot-check every figure before a customer sees it?

0

Send as-is

1

Skim once

2

Check against the original source

02 · APPROVALS

Have you written which actions always need a person?

0

Not decided

1

Talked about it

2

Send, pay, records, prices listed

03 · DATA

Are customer and employee details limited to the job?

0

Wide access

1

Some apps only

2

Only needed apps; sensitive records out

04 · FAMILIAR JOB

Is the first job one you already know how to do yourself?

0

Brand new to you

1

Somewhat familiar

2

You can judge the result cold

ADD IT UP

0-3

Not ready to rely

Pick one familiar job and write the approval list first.

4-6

Pilot with care

Run one low-stakes job. Spot-check every number.

7-8

Ready to widen

Add Scheduled Tasks only after the first job earns it.

THREE CHECKS FROM THE CONSULTIPLY OWNER PACK FOR THIS STORY · OPENAI TIP: START WITH A TASK YOU ALREADY KNOW WELL (JUL 9)



• AI

THIS WEEK • KEEP EXPLORING

Three owner moves before you rely on an agent

01

Pick one job

Choose a recurring task you already know well: price check, budget variance or meeting prep. Test with sample data first.



02

Write the approvals

List which actions always need a person: sending messages, paying, changing records or prices.



03

Limit the data

Connect only the apps the job needs. Keep payroll, health and personal records out until you know where data goes.

SOURCES • CLICK TO OPEN

OpenAI • The EU's next chapter in AI is agentic

Oct 14, 2026. 8.1x EU SMB agentic WAU since May; more than half of EU Enterprise output tokens from Codex + ChatGPT Work.

openai.com/index/the-eus-next-chapter-in-ai-is-agentic

OpenAI • Helping small businesses put AI to work

Sep 30, 2026. Agentic output two-thirds of SMB tokens in August; small teams lean harder on agents for finance, supply chain, legal and marketing.

openai.com/index/helping-small-businesses-put-ai-to-work

OpenAI • ChatGPT is now a partner for your most ambitious work

Jul 9, 2026. ChatGPT Work launch: follow progress, change direction and approve important actions.

openai.com/index/chatgpt-for-your-most-ambitious-work

Read the full guide: four jobs to try first, and the three checks before you rely on the results.

consultiplify.ai/blog/chatgpt-work-small-business-agents-smb