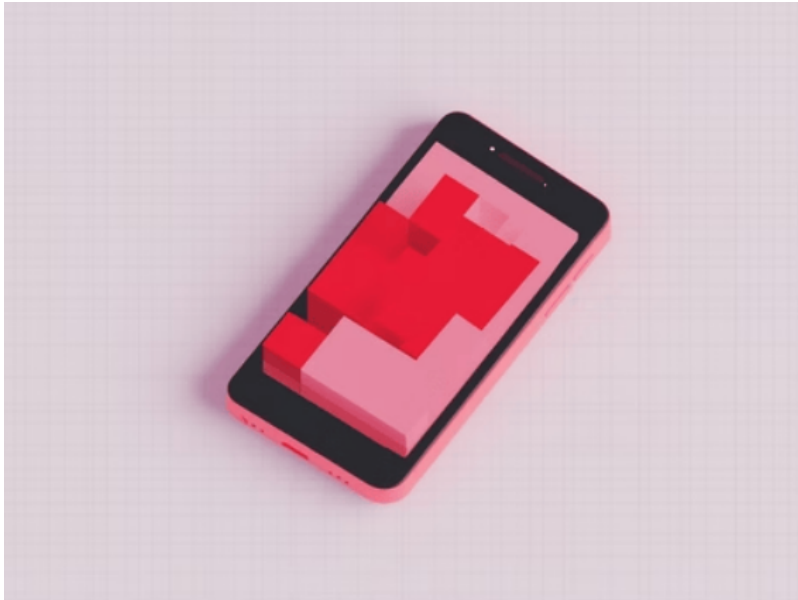


OpenAI Launches ChatGPT Pulse for Proactive AI Assistance

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Insight from Yoshi Soornack & James Garner

Over 70% of professionals report feeling overwhelmed by information. What if your AI could filter the noise before you even wake up?

For years, we've treated our AI assistants like exceptionally clever but fundamentally reactive tools. We ask, they answer. We prompt, they produce. But what if that relationship was flipped on its head? What if your AI didn't just wait for instructions but anticipated your needs, preparing you for the day ahead while you were still asleep? That's the revolutionary premise behind OpenAI's latest innovation, ChatGPT Pulse.

Pulse represents a paradigm shift from reactive to proactive AI. Instead of a tool you command, it's an assistant that prepares. While you sleep, Pulse is busy curating a personalised morning briefing, pulling together everything from urgent emails and calendar updates to news on your favourite sports team or even brainstorming Halloween costume ideas for your family. As OpenAI's new CEO of Applications, Fidji Simo, puts it, "We're building AI that lets us take the level of support that only the wealthiest have been able to afford and make it available to everyone over time." [1] This isn't just another feature; it's a fundamental reimagining of how we interact with artificial intelligence.

Your Personalised Morning Briefing, Powered by AI

Imagine waking up not to a blaring alarm and an endless scroll of notifications, but to a curated set of five to ten "cards," each a concise, AI-generated summary of something you need to know. That's the Pulse experience. Each card is a digestible piece of information, from a summary of key project updates in your

inbox to a travel itinerary for an upcoming business trip. For project delivery professionals, the implications are profound. Instead of spending the first hour of your day sifting through a deluge of information, you can hit the ground running with a clear, prioritised overview of your day. As one early user noted, Pulse can even parse your calendar and suggest menu items at a restaurant that fit your dietary needs [1].

This level of personalisation is made possible by integrating with your existing digital life. By connecting to apps like Google Calendar and Gmail, and leveraging ChatGPT's memory of your past conversations, Pulse builds a deep, contextual understanding of your priorities. It learns what matters to you, whether that's the latest developments in sustainable construction materials or the score from last night's match. The result is a briefing that feels less like a news feed and more like a conversation with a highly efficient personal assistant.

"It synthesizes information from your memory, chat history, and direct feedback to learn what's most relevant to you," OpenAI says. [2]

Beyond the Hype: A New Model for AI Interaction

In a world of engagement-hungry algorithms, Pulse takes a refreshingly different approach. After delivering its handful of morning updates, it politely signs off with, "Great, that's it for today." This intentional design choice signals a move away from the endless scroll of social media and towards a more focused, productive interaction. It's a tool designed to give you back your time, not consume it.

Of course, this level of proactive assistance comes at a cost, both literally and computationally. Initially, Pulse is being rolled out to OpenAI's Pro subscribers, a reflection of the significant server resources required to power this new feature. As OpenAI CEO Sam Altman has noted, some of the company's most "compute-intensive" products will be limited to its most expensive subscription plans, at least for now [1]. However, the long-term vision is to make this technology accessible to everyone, democratising a level of personal assistance that was once the exclusive domain of the C-suite.

As one commentator aptly put it, "It's the difference between a tool and an assistant." [3]

The Future of Project Delivery is Proactive

For project delivery professionals, the shift from reactive to proactive AI is more than just a convenience; it's a competitive advantage. Imagine an AI that can flag potential project risks before they escalate, identify key stakeholder communications you might have missed, or even draft a preliminary meeting agenda based on the week's developments. This is the future that ChatGPT Pulse is pointing towards.

While the current iteration of Pulse is focused on personal productivity, the underlying technology has the potential to transform how we manage projects. As these proactive AI assistants become more sophisticated, they will evolve from personal assistants to project partners, capable of not just summarising information but also making recommendations, drafting communications, and even taking autonomous action on our behalf. The journey has just begun, but the destination is clear: a future where our AI collaborators work tirelessly in the background, ensuring we're always one step ahead.

Ready to embrace the future of proactive project management? Don't get left behind. Subscribe to Project Flux for the latest insights on how AI is transforming our industry and what you need to do to stay ahead of the curve.

References

- [1] [OpenAI launches ChatGPT Pulse to proactively write you morning briefs | TechCrunch](#)
- [2] [OpenAI Launches ChatGPT Pulse to Deliver Proactive Morning Updates | PCMag](#)
- [3] [ChatGPT Pulse: Just Started Working While You Sleep, and ...](#)