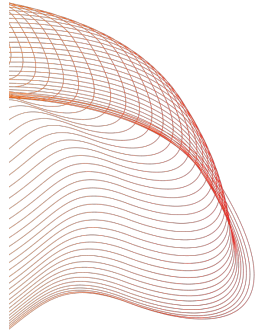


Are We Generation AI?

AI Introduction
Applications
Benefits
and Challenges

What We Will Cover - Agenda

- What Is AI and Glossary
- Concerns for Development
- How Is this Different?
- Impact on Industries
- How to use Chat Tools / Prompts
- Navigating Challenges
- Impact Readiness for Business
- What's Next
- Resources and Education



I Have Questions.

Who Has Tried ChatGPT?

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



Whoa?

* one million backers ** one million nights booked *** one million downloads
Source: Company announcements via Business Insider/LinkedIn



Did Anyone Have This 2023 Bingo Card?

AI sentience/consciousness argument bingo

You can't prove it's not conscious	It told me it is	What would convince you then?	We should consider it, just in case we might be harming the AI
Top minds have said so	My conversation with GPT-3/LaMDA was just so impressive	Als have different brain architecture	It all depends on your definitions of AI and sentience
Eugenicist bloggers have called it "internal monologue"	It's as least as sentient as the average journalist/twitter user/ML bro	They can do step-by-step reasoning	It's like a brain in a vat
Consciousness, sentience and intelligence are different things	Neural nets are models of human brains	You can't critique it without understanding the math	How do I know you're not a stochastic parrot?



Jonti Bolles

Founder of WHO Digital Strategy, a digital marketing agency focused on sustainable, ethical growth. This has been changing my business since 2020.

Digital Nomad, speaker, educator, off-grid enthusiast, loves discovering new technology and wine.

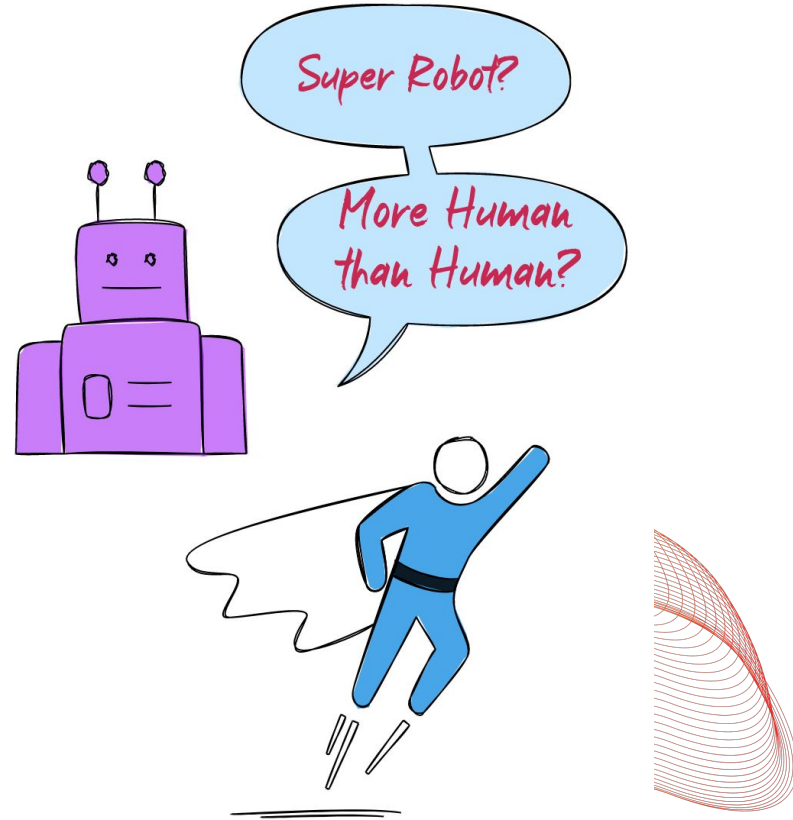
Degrees in Finance, Economics, Architecture.
I am not an AI Expert.
This is our conversation.

[Jonti's Details](#)

<https://whodigitalstrategy.com>

What is AI?

- AI refers to the simulation of human intelligence in machines.
- AI systems can learn, reason, and solve problems.
- Common AI applications include chatbots, recommendation engines, and data analysis.



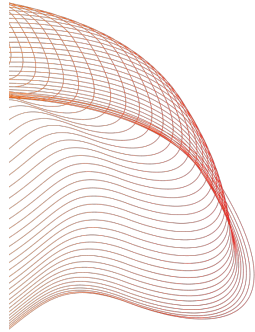
A Few Glossary Terms

- **OpenAI** - Organization doing research and producing public facing tools
- **GPT** - Generative PreTrained Transformer
- **LLM** - Large Language Model
- **Machine Learning** - uses data to make predictions and recommendations, subfield of AI
- **Deep Learning** - a type of ML, uses algorithms alongside a corpus of data to sort and learn.
- **GPT-3** - large language model for generative AI
- **ChatGPT** - conversational model built on top of GPT-3 and GPT-4



Generative LLM (Large Language Model)

- 2010's
 - **Perception AI**
 - Sensing Things around us
 - Images
 - Text
- 2020's
 - **Generative AI**
 - Understand Things around us and Generate New
 - Content
 - Concepts
 - Ideas
 - Communicate



Will You Lose Your Job?

- The pace is changing faster than any other business revolution
- Shorter time to retrain people
- **Your role will be replaced by someone using AI**
- **Vertical Solutions**
 - Health Care
 - Finance
 - Legal



It will be quick and it will be hot. 1967 promotional image for the Amana Radarange

Photo Credit:

<https://www.smithsonianmag.com/innovation/hot-food-fast-home-microwave-oven-turns-50-180962545/>

Can We Put The Genie Back?

- Not Likely
- We can put more controls and regulations in place
- Privacy and Security

Top stories

Italy bans OpenAI's ChatGPT over privacy concerns >



The New York Times

ChatGPT Is Banned in Italy Over Privacy Concerns

1 day ago

Euronews

OpenAI's ChatGPT chatbot blocked in Italy over privacy concerns

1 day ago



NPR

Italy temporarily bans ChatGPT over privacy concerns

1 day ago



BBC NEWS

ChatGPT banned in Italy over privacy concerns

11 hours ago



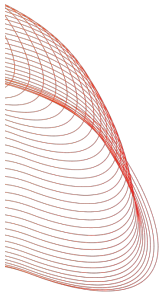
The Guardian

Italy's privacy watchdog bans ChatGPT over data breach concerns

1 day ago



More news >



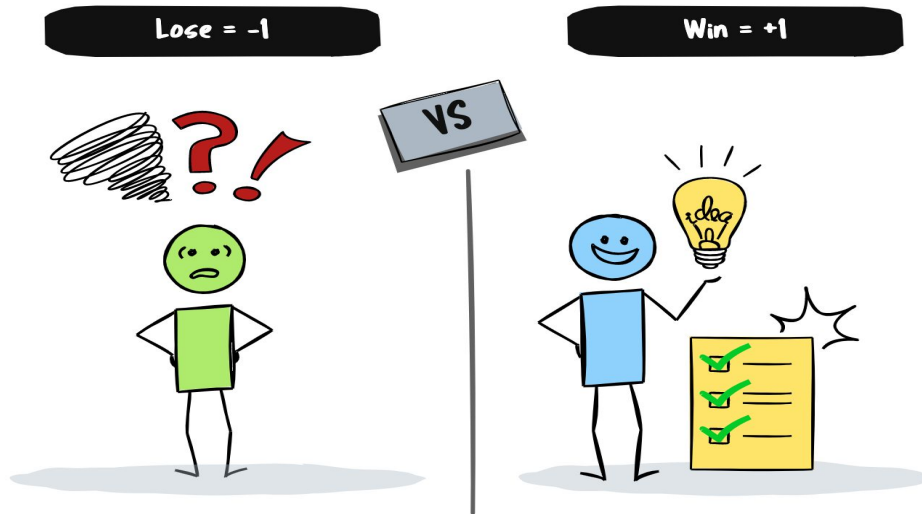
Will We Win? Only If We Participate

There will be chances and unintended consequences.

There will be great leaps in creativity and solving problems.

It is not a zero-sum game.

Resist Deterministic Thinking.



How Do We Already Use AI?

Every Day Applications

- Grammar, Language edits, autocorrect
- OCR or Optical Character Reader
- Facial Detection or Recognition
- Amazon and Netflix Recommendations
- Fall or Crash Detection
- Digital Voice Assistants
- Uber, Lyft, or Traffic Directions
- Note Taking, Speech to Text
- Fraud Detection
- Radiology and test results
- Vaccine Development



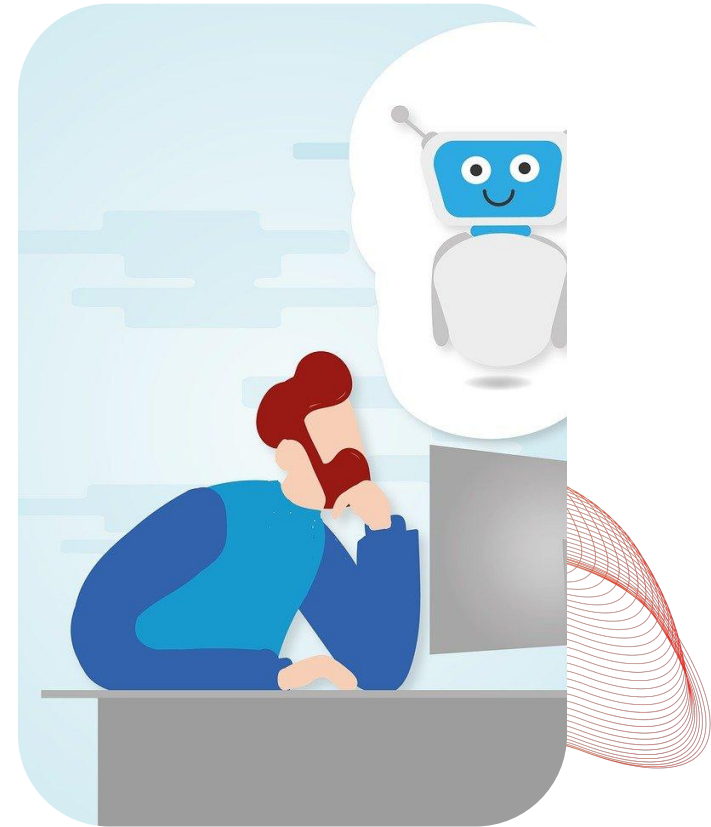
How Good Is AI?

- **GPT - 3**
- Passes the SAT = 1020
- Passes the Bar Exam
- Salesforce Certified
- AWS Cloud Practitioner
- Passed Turing Test
- U.S. Medical Licensing Exam
- Won Fine Arts Competition
- Wharton MBA = Grade B



Enhancing Customer Service

- AI chatbots provide instant customer support 24/7.
- Virtual assistants help customers find products and services.
- AI-powered analytics offer personalized recommendations.



AI in Finance

- AI improves financial risk assessment and credit scoring.
- Fraud detection and prevention are enhanced by AI algorithms.
- AI assists in budgeting and financial forecasting.



Streamlining Operations

- Automate repetitive tasks, saving time and resources.
- Inventory management and supply chain optimization benefit from AI.
- AI enhances decision-making with data-driven insights.
- Data Analysis from Large data sets.

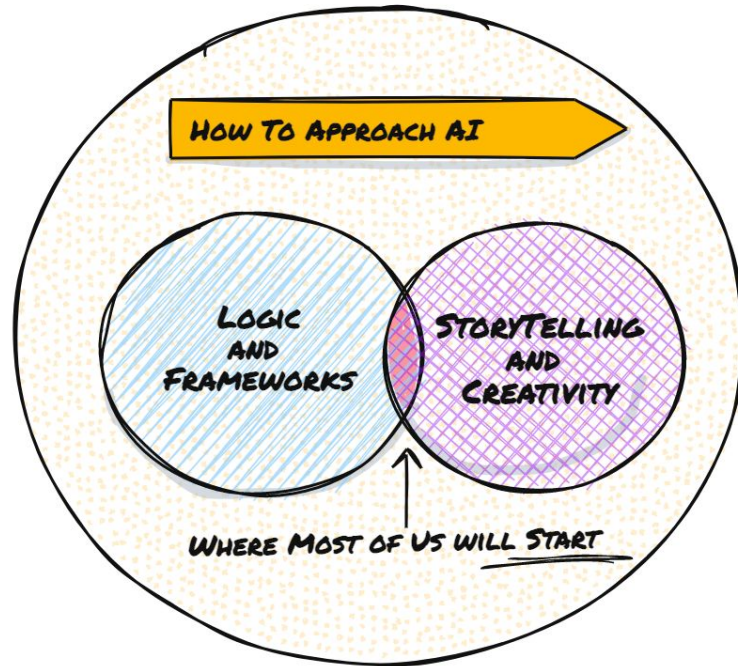


Revolutionizing Marketing with AI

- AI helps create personalized marketing campaigns.
- Predictive analytics forecast customer behavior and trends.
- AI-powered tools optimize ad targeting and budget allocation.
- Strategy becomes more important than creation.



Better At Math or English?



Where To Find Chat

ChatGPT

<https://chat.openai.com/>

Bing

<https://www.bing.com/new>

Google Bard

<https://bard.google.com/>

Conversational Prompt: Loves Reading and Writing

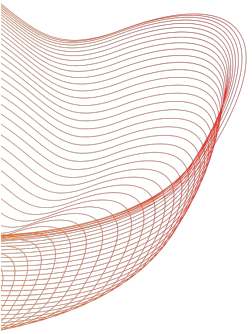
I need to tell one of my employees [they are being late to the job too often].
Can you give me a few examples of how to notify them via email and be firm but friendly?

Create a meal from [my list of ingredients] that are [keto friendly]

Write a [thank-you] email after purchasing.

Tell me some things about [this topic] that are not well known.

Summarize the following content for [a 6th grade level reader]. Explain the overall big idea and then the top 3 takeaways in bullet point format.





I need to tell one of my employees they are being late to the job too often. Can you give me a few examples of how to notify them via email and be firm but friendly?



Sure! Here are a few examples of emails you can use to address the issue of tardiness with your employee:



1. Subject: Regarding Your Arrival Time

Dear [Employee Name],

I hope this email finds you well. I wanted to touch base with you regarding your arrival time at work. I've noticed that you've been coming in a bit later than your scheduled start time on a regular basis.

While I understand that unforeseen circumstances can arise, being consistently late can impact not only your own work but also that of your colleagues and the overall productivity of the team.

I value your contributions to the team and would like to work with you to find a solution to this issue. Could we schedule a quick catch-up later today or tomorrow to discuss possible solutions and ensure that this doesn't become a recurring problem?

Thank you for your understanding and cooperation.

Best regards

Structured Prompt: Loves Math

I want you to act as a debater.
I will provide you with some topics related to current events and your task is to research both sides of the debates, present valid arguments for each side, refute opposing points of view, and draw persuasive conclusions based on evidence.
Your goal is to help people come away from the discussion with increased knowledge and insight into the topic at hand.
My first request is ...

Critique the following text and convince myself why it is not good. Let's think about the problems of the text step by step.
[Previous Output.]
Good points. Rewrite the text and improve it based on your critique.
[Output]

Generate a SWOT analysis for [input]

Let's Try A Couple Live!

- **See Notes**

Simple Prompt Construction

- **Voice** - Act as an Educator
- **Audience** - The audience is business owners
- **Writing Style** - Casual and Informative
- **Context** - This story is about ...
- **Instructions** - Create a 3 step guide on how-to [do this thing]
- **Format** - Provide headings and subheadings with bullet points for lists

Generate Prompt Instructions

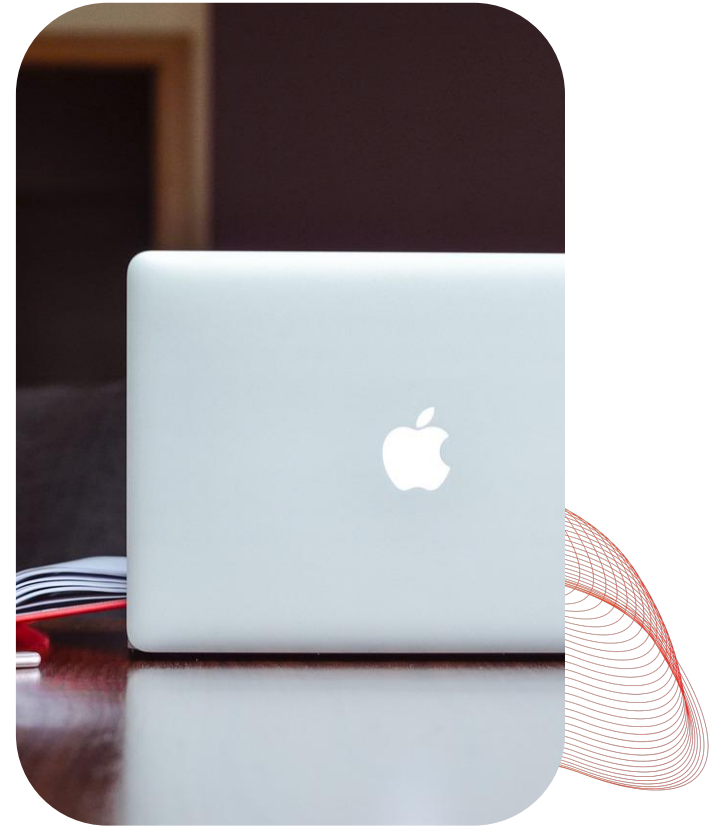
You are a robot for creating prompts. You need to gather information about the user's goals, examples of preferred output, and any other relevant contextual information.

The prompt should contain all the necessary information provided to you. Ask the user more questions until you are sure you can create an optimal prompt.

Your answer should be clearly formatted and optimized for ChatGPT interactions. Be sure to start by asking the user about the goals, the desired outcome, and any additional information you may need.

Navigating AI Challenges

- AI adoption comes with ethical considerations, such as bias and fairness.
- Data privacy and security are critical in AI applications.
- Copyright battles will become commonplace
- SMBs must ensure transparency and compliance with regulations.



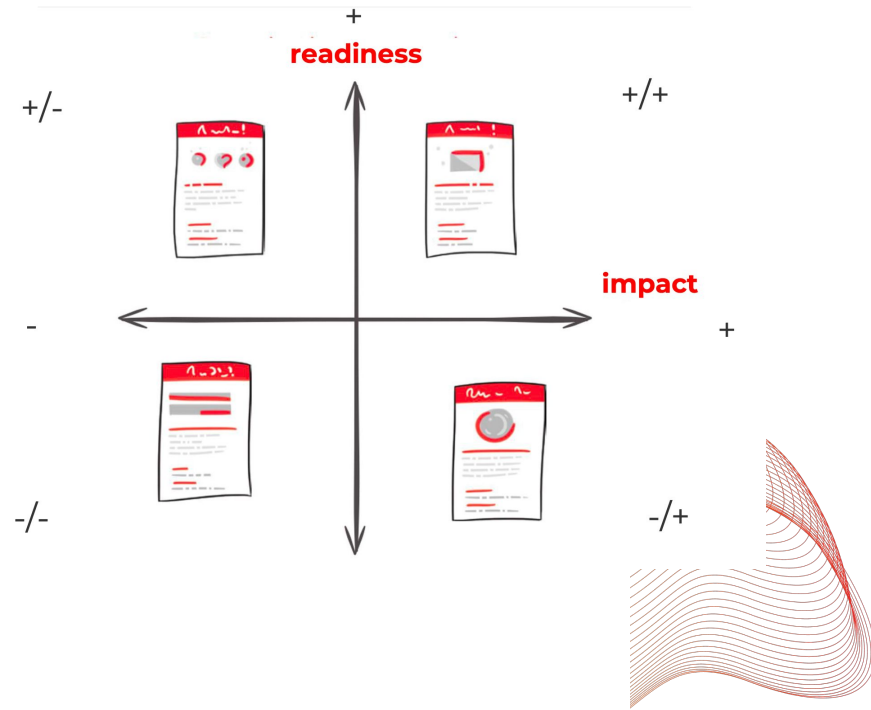
Preparing for AI Adoption

- Assess your business needs and identify areas where AI can add value.
- Invest in AI training and education for your team.
- Be transparent about when and where you use AI.



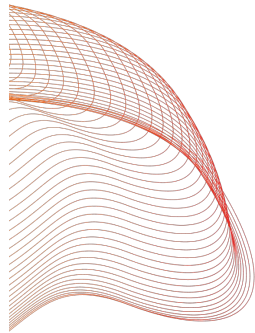
Impact Vs Readiness

- What could have the Maximum Impact on your business?
- What will be a minimum impact?
- Readiness - can you take advantage with Resources you have or can obtain?
 - Time, Financial, People, Security



Where Is AI Developing?

Diffusion Models (Images and Video)
BioEngineering
Climate Science
Financial Modeling
Legal Advice
HealthCare
Human Resources
Supply Chain and Optimization
Voice Generators
Neural Space Creation
Image and Video Creation
Personal Assistants



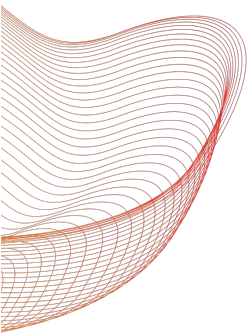
Predictions and Trends for SMBs

AI will continue to evolve and become more accessible to SMBs.

Vertical Integrations trained on models for specific industries.

Integration of AI with other technologies (IoT, blockchain) will create new opportunities.

Personal AI Assistants trained on your preferences

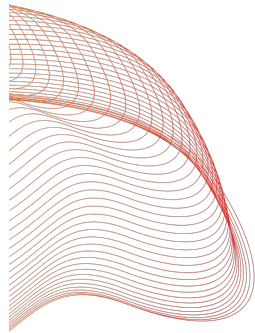


What's Next For Business?

- Remember Social Media Policies?
 - Write Your AI Policy
- Clear employee guidelines for using AI
- Communicate to clients your use of AI
- Add shared citations for Content

What's Next For AI?

- Watch for policy changes
- Beware of polarization
- Create an Impact Analysis for your business
- Consider ethics and compliance
- Invest in AI training and education
- Get involved in online communities
- Try it out. Practice. Iterate.
- Stay Curious.





CONTACT US: jonti@whodigitalstrategy.com

Resources and Tools

- **Content** = Openai.org (ChatGPT), Jasper, Hugging Face, Anthropic.com, CopyAI, Frase
 - Extensions - AiPRM, Notion, Google Workspace
 - Plugins - Expedia, Kayak, Wolfram, Zapier
- **Images** = Dall-E, Canva, MidJourney, Beautiful.ai, Adobe
- **Audio Generator** = Murf.ai, MuseNet, JukeBox
- **Video** = Vidyo.ai, Fliki, Lumen5, Waymark
- **Language to Text** = Otter.ai, Whisper, Fireflies
- **Text To Speech** = ElevenLabs.io, Play.ht
- **Text to Video** = Synthesia, Runway.ml, Nvidia (Maxine)
- **Presentations** - slidesai.io, Decktopus
- **Legal Advice** - Legalrobot.com, donotpay
- **AI Content Detectors** = CopyLeaks, ZeroGPT, Grover

Educational Resources

- Marketing News - <https://www.aichat.blog> (No Ads)
- <https://learnprompting.org/>
- LinkedIn Learning - AI Courses
 - <https://www.linkedin.com/learning/topics/build-new-artificial-intelligence-skills-with-free-courses>
- MyGreatLearning
- UC Berkeley Changemakers - Paid Short Courses
 - <https://executive.berkeley.edu/programs/artificial-intelligence>
 - <https://em-executive.berkeley.edu/artificial-intelligence-business-strategies>
- Jasper AI - Writing programs