

Ontario's Southwest

January 17, 2024

AI: Your Business Superpower



AI is not going to take our jobs.

People who are good at using AI are.

3 Questions:

1. How Did We Get Here?
2. What's Out There?
3. How Can We Use AI Effectively?

Section 1:

How We Got Here

Background:

What is AI?

“AI is a powerful tool that processes vast amounts of data to identify patterns, make predictions, and automate complex tasks, enhancing decision-making and efficiency in any field.”



Harnessing the Power of Pre-Trained ImageNet Models

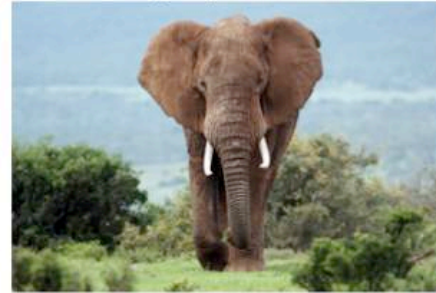
ballplayer 69.22%



anemone_fish 92.48%



African_elephant 89.94%



forklift 98.95%



ice_cream 99.60%



lemon 97.06%



magnetic_compass 97.08%



ice_bear 84.80%



The Future of Go Summit, Match Three: Ke Jie & AlphaGo



中国围棋协会

Google

浙江省体育局

中国乌镇 围棋峰会

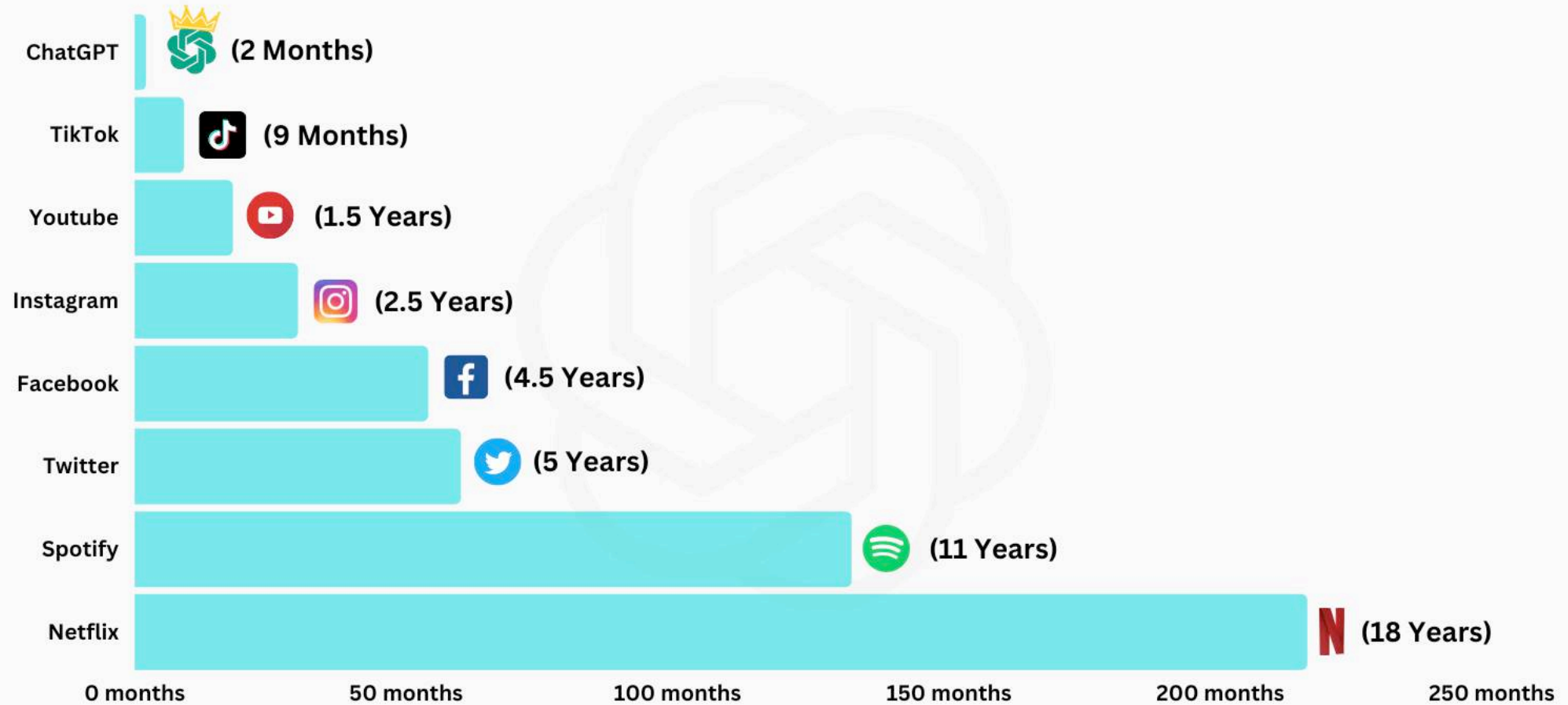
The Future of Go Summit in Wuzhen

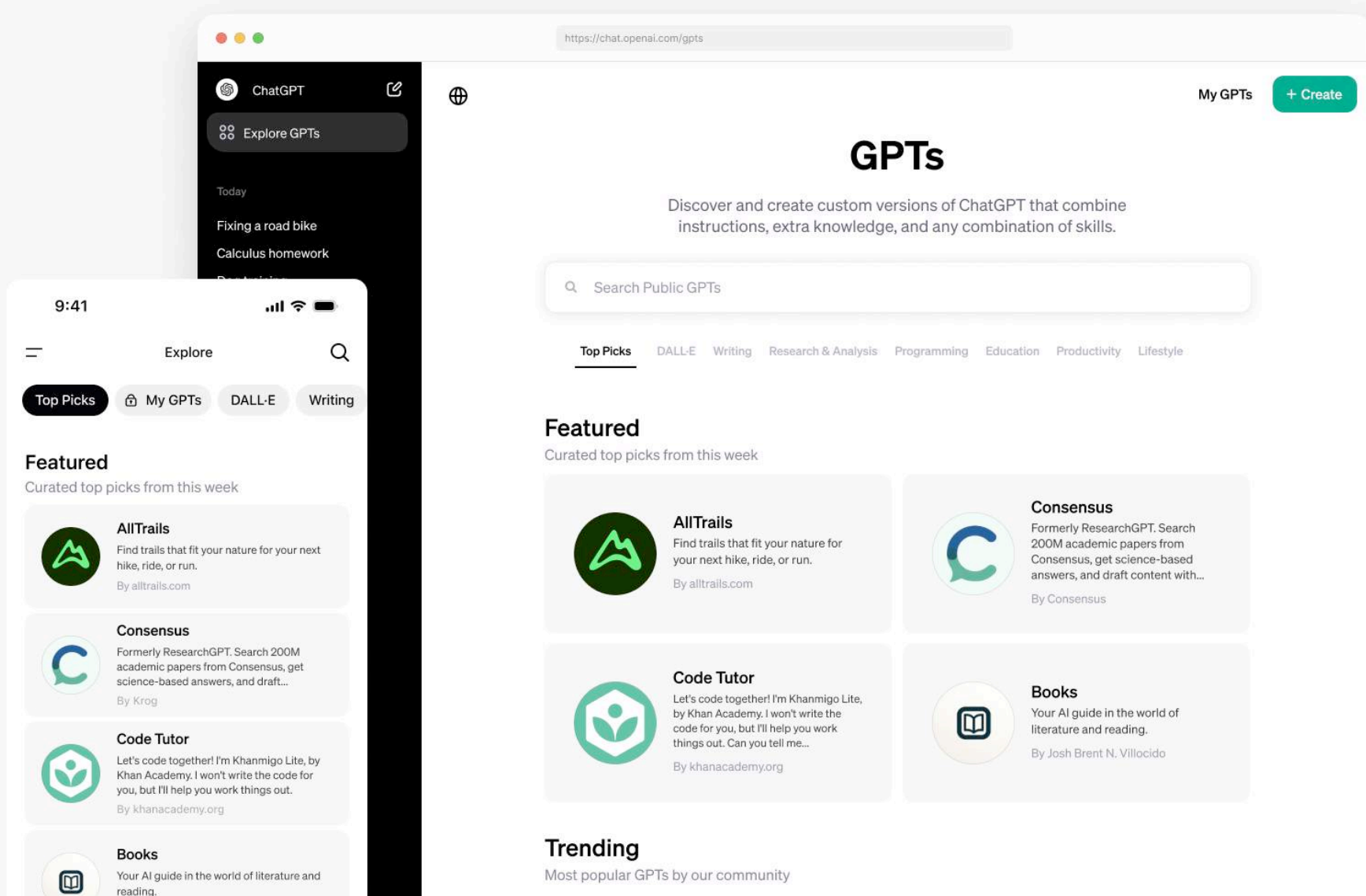


AlphaGo Wins



Road To 100 Million Users For Various Platforms





Section 2:

What's Out There?

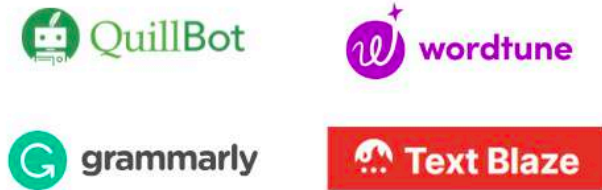
Content Creation



AI Tools for Marketing & Sales



AI Proofreaders



Design Tools



HR and Business Management



Project Management & Time Management



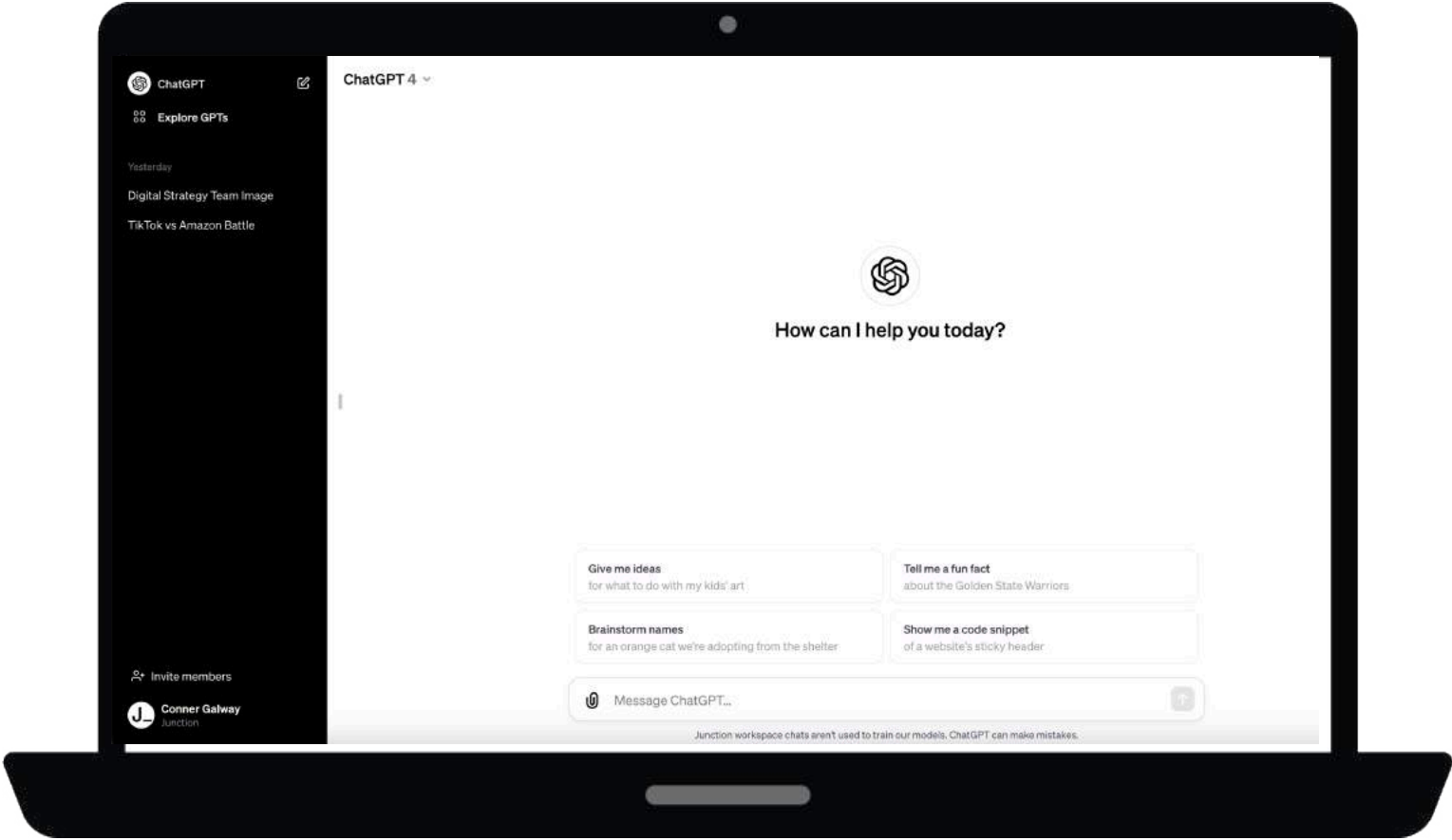
Video Editing & Creation Tools



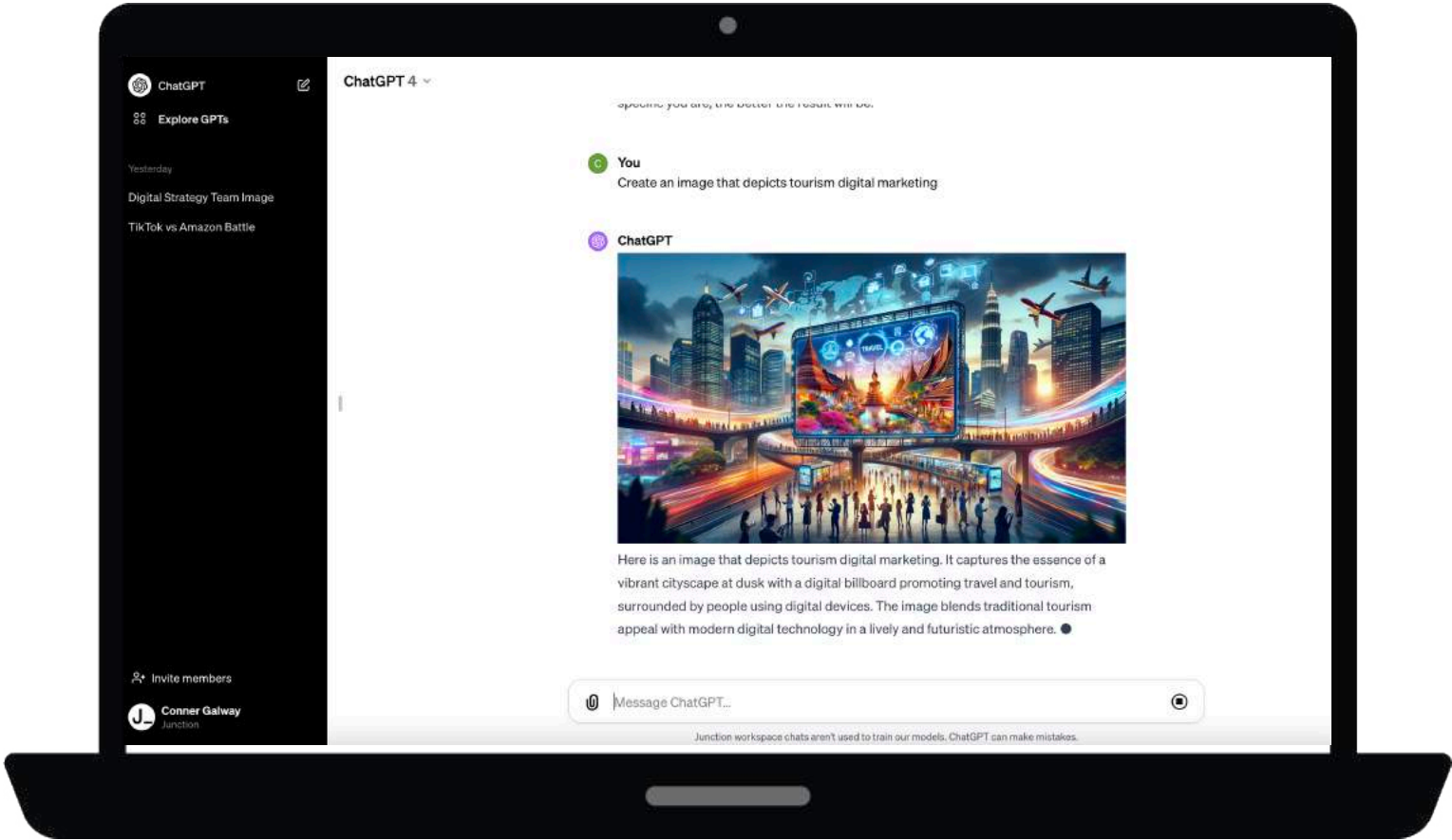
Transcription Tools



Language



Images



Video Editing & Transcription

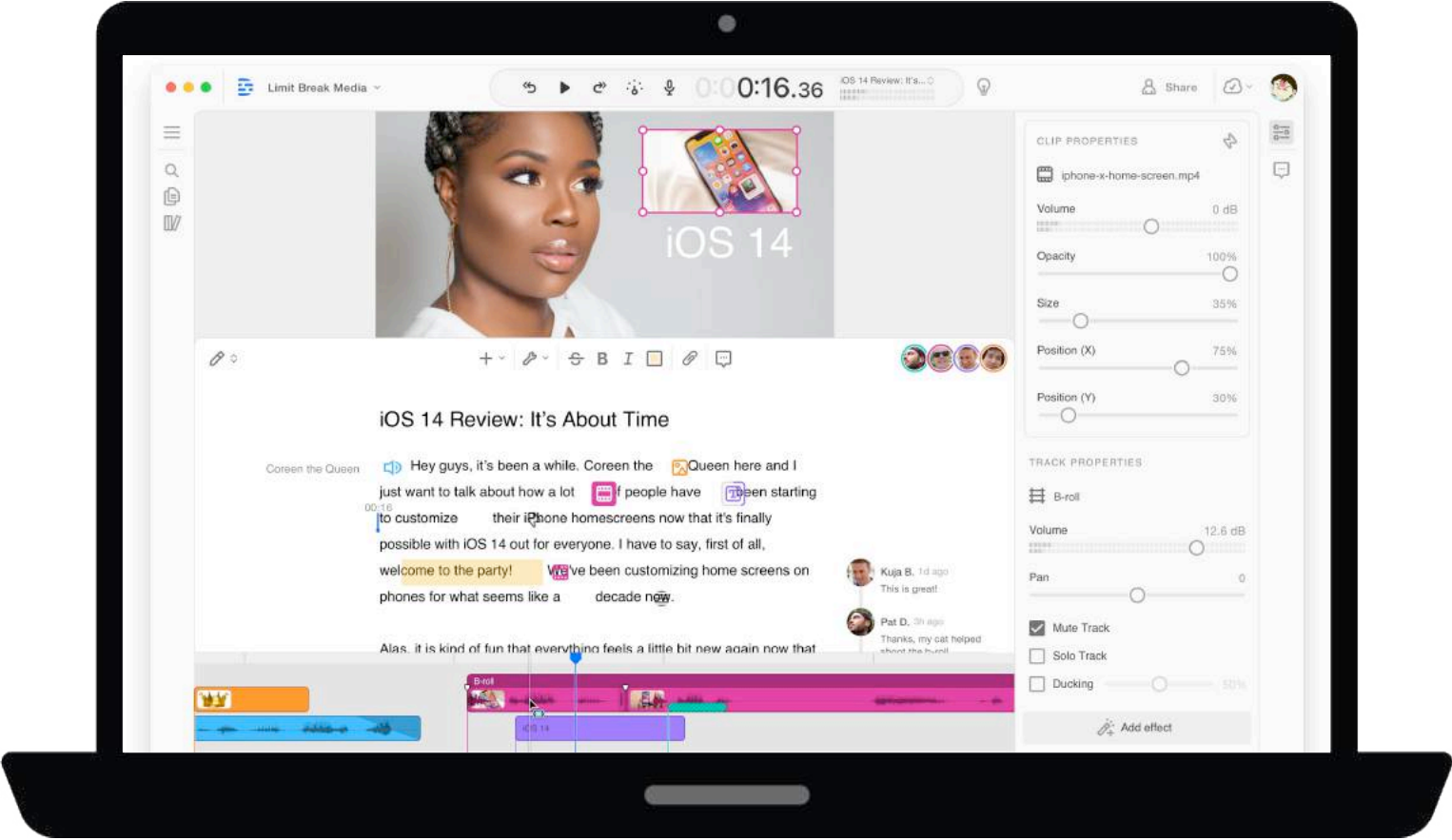
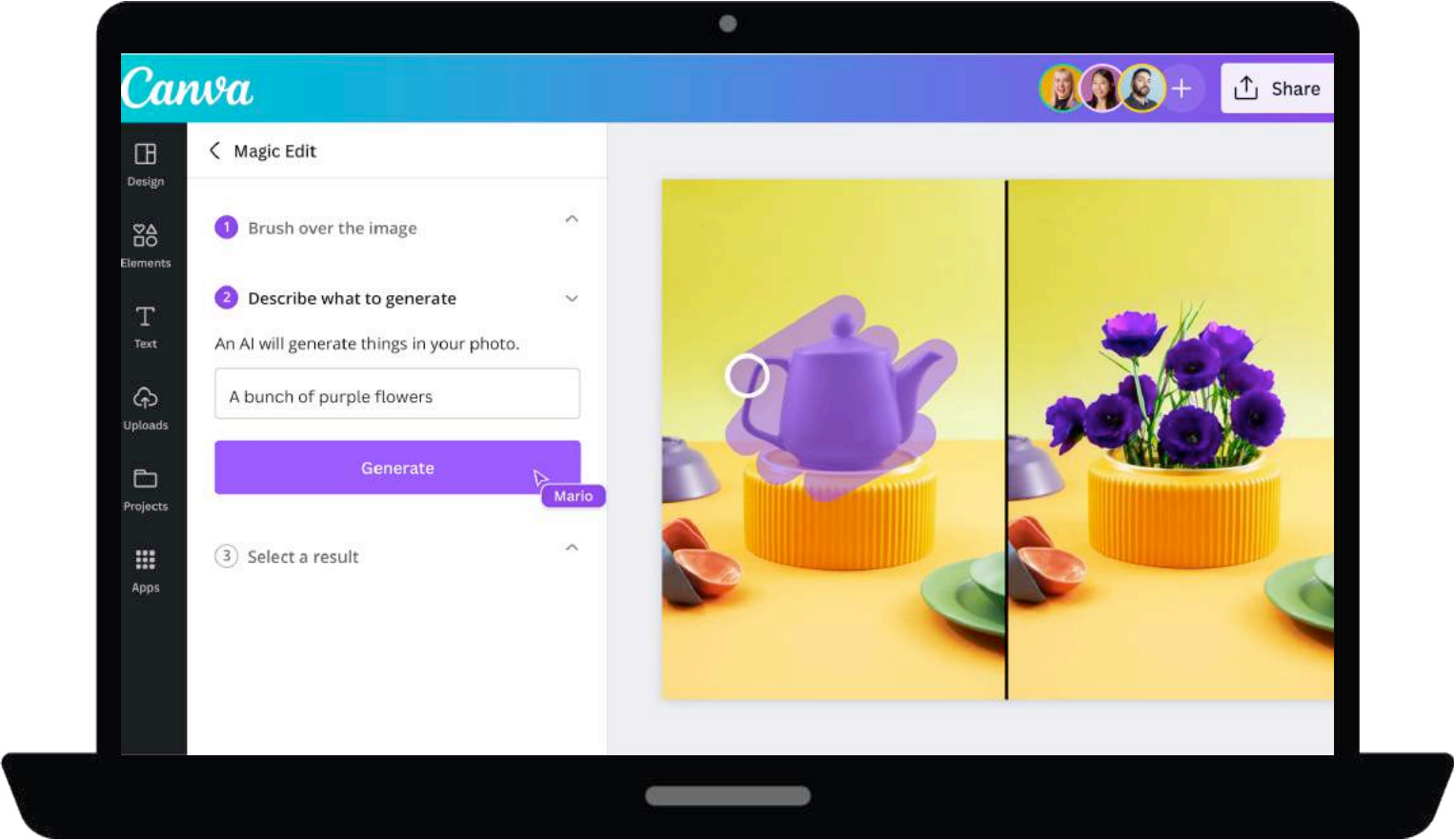
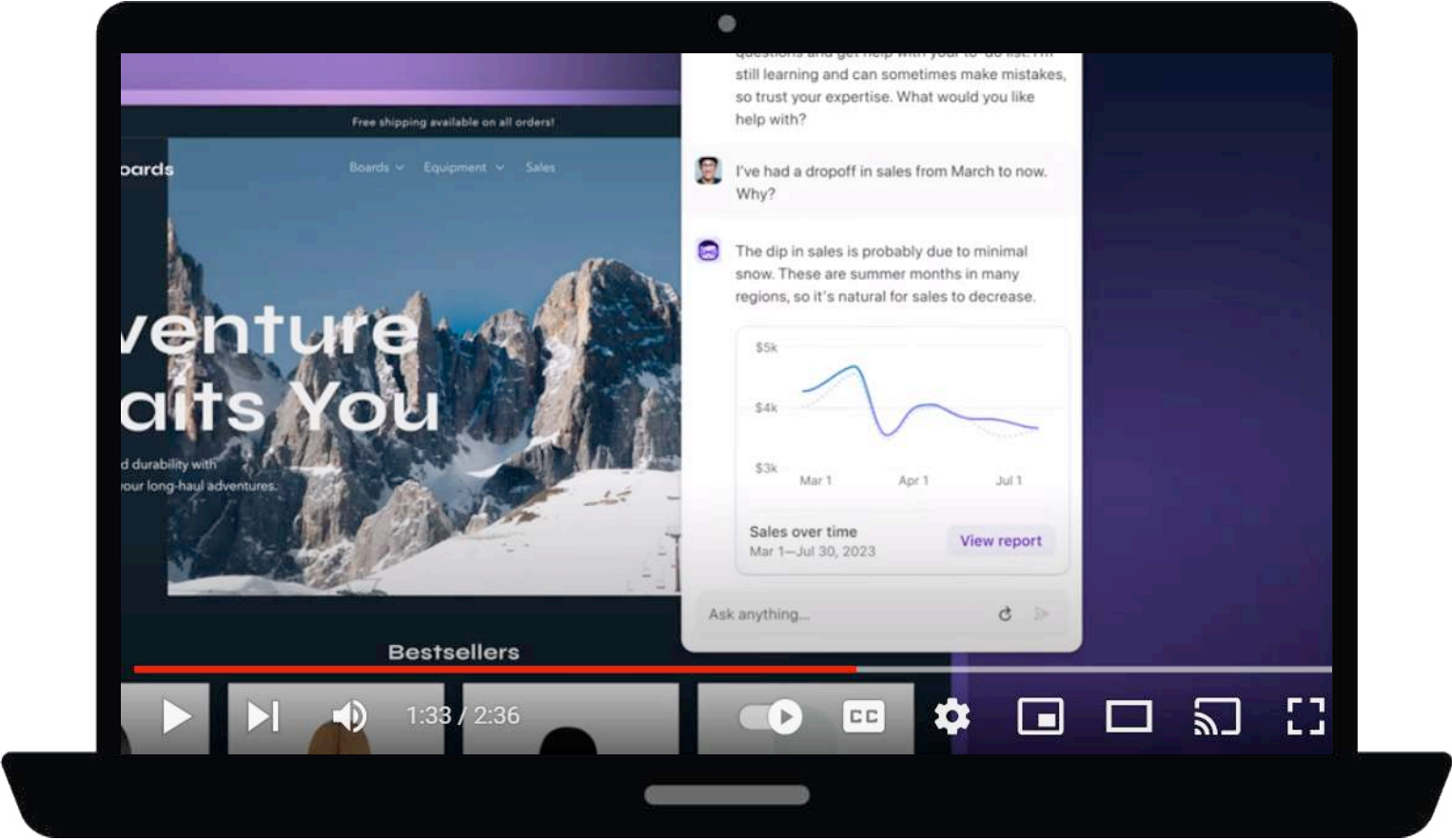


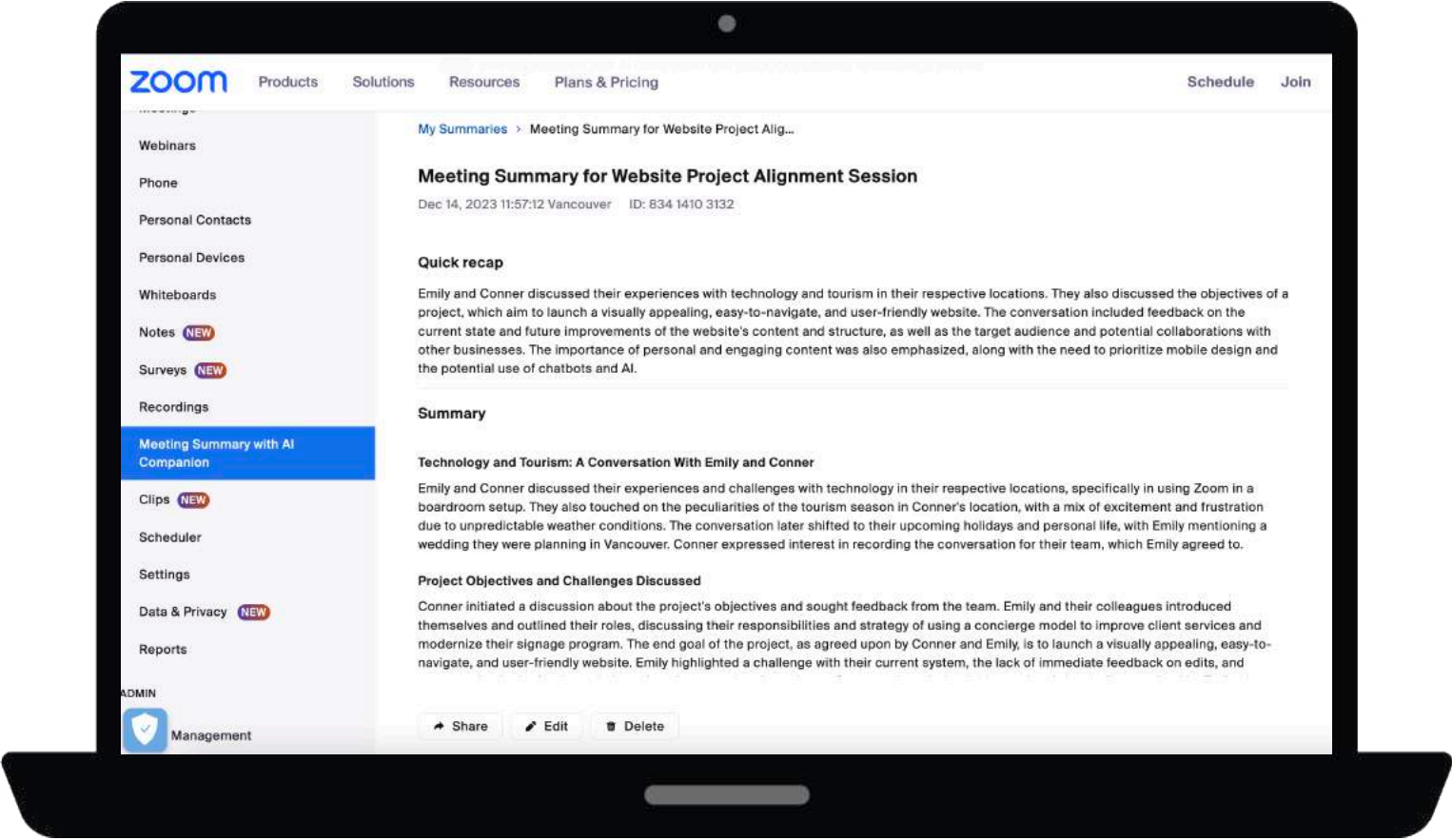
Image Editing



Website Assistant



Meeting Assistant



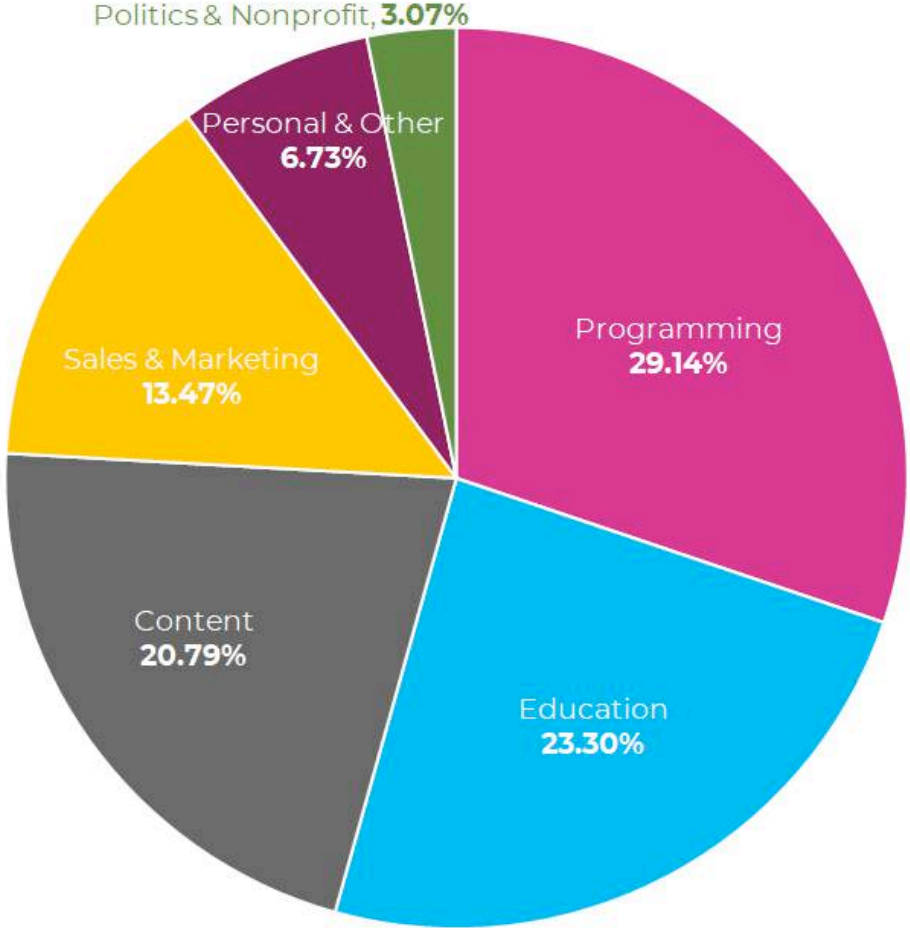
Section 3:

How To Use AI Effectively

AI should be your **assistant**
Not your **author**

Category Breakdown of 4,098 ChatGPT Prompts

(analysis of unique users' single and multi-prompt sessions from May & June, 2023)



Writing Effective Prompts

1. Get clear on what you're looking for
2. Be specific and direct
3. Give as much detail as possible
4. Define your style
5. Follow up until you get what you want



Justine Moore ✓
@venturetwins



Obsessed with the new “make it more” trend on ChatGPT.

You generate an image of something, and then keep asking for it to be MORE.

For example - spicy ramen getting progressively spicier 🔥 (from u/dulipat)

Create an image of a spicy bowl of Ramen

Make it spicier

Make it spicier

Make it spicier



Writing Effective Prompts

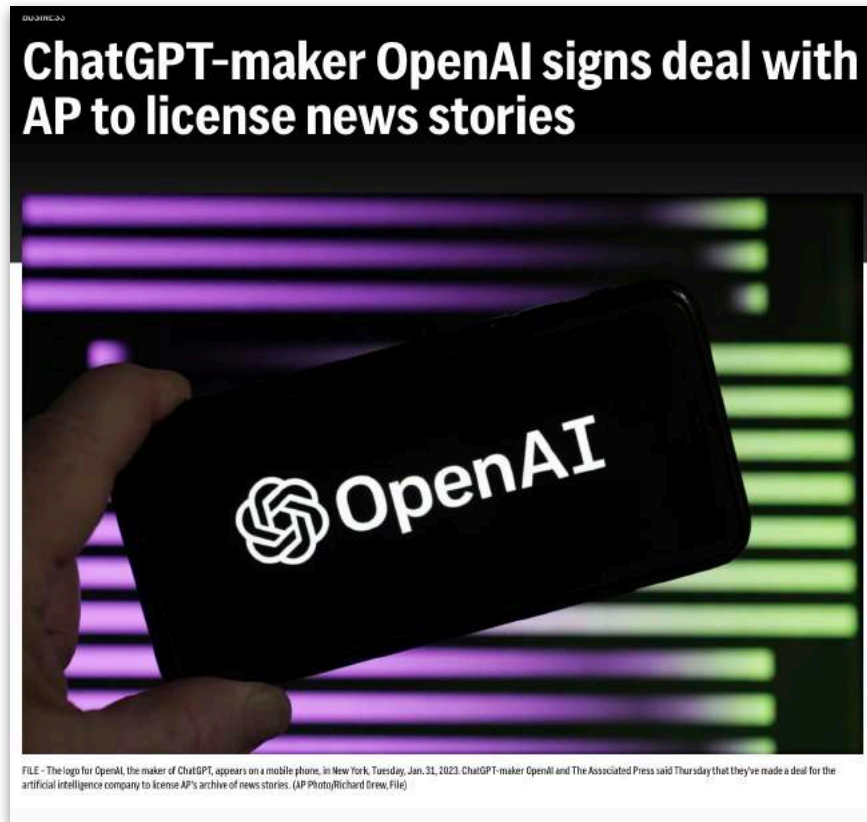
Prompt:

“Create 5 ideas for a [Type of Content (blog post, social media update, etc.)] about [Attraction Name] in [Location] featuring its [Key Features] and appealing to [Target Audience]. **Emphasize [Unique Selling Points] in the style of [Your Intended Style or Tone].”**

Risks and Concerns

- Always protect your data
- Never share information that's not yours
- Always ask: Would you be comfortable if everyone knew?
- The law is still catching up

Risks and Concerns



Summary

1. We're at an AI inflection point
2. There's an AI tool for that
3. It's your assistant, not your author
4. If you don't know, ask AI
5. Be specific
6. Prompt until you get what you want
7. Protect your data
8. Prompt like everyone's watching

Thought starter:

How can you use AI as your
Superpower?

Thank you

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