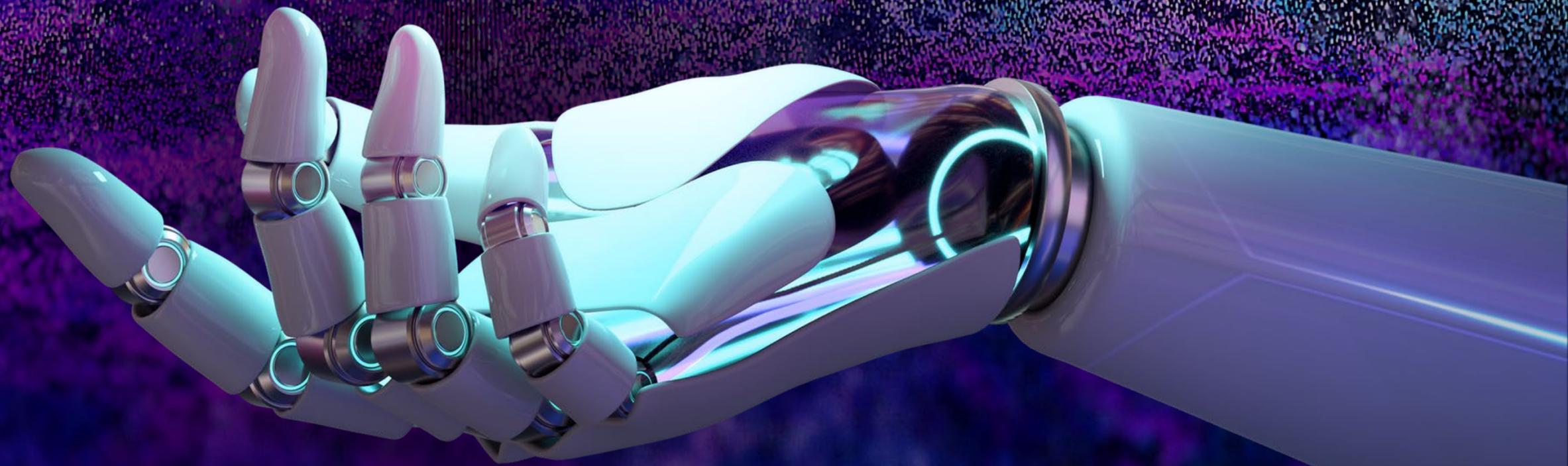


PRACTICAL PLAYBOOKS **FOR APPLYING AI** **KEVIN WILLIAMS**



MAD BRAINS

inkworks.ai

OBJECTIVES FOR TODAY

Walk away with some *tangible* and practical tools that you can use now

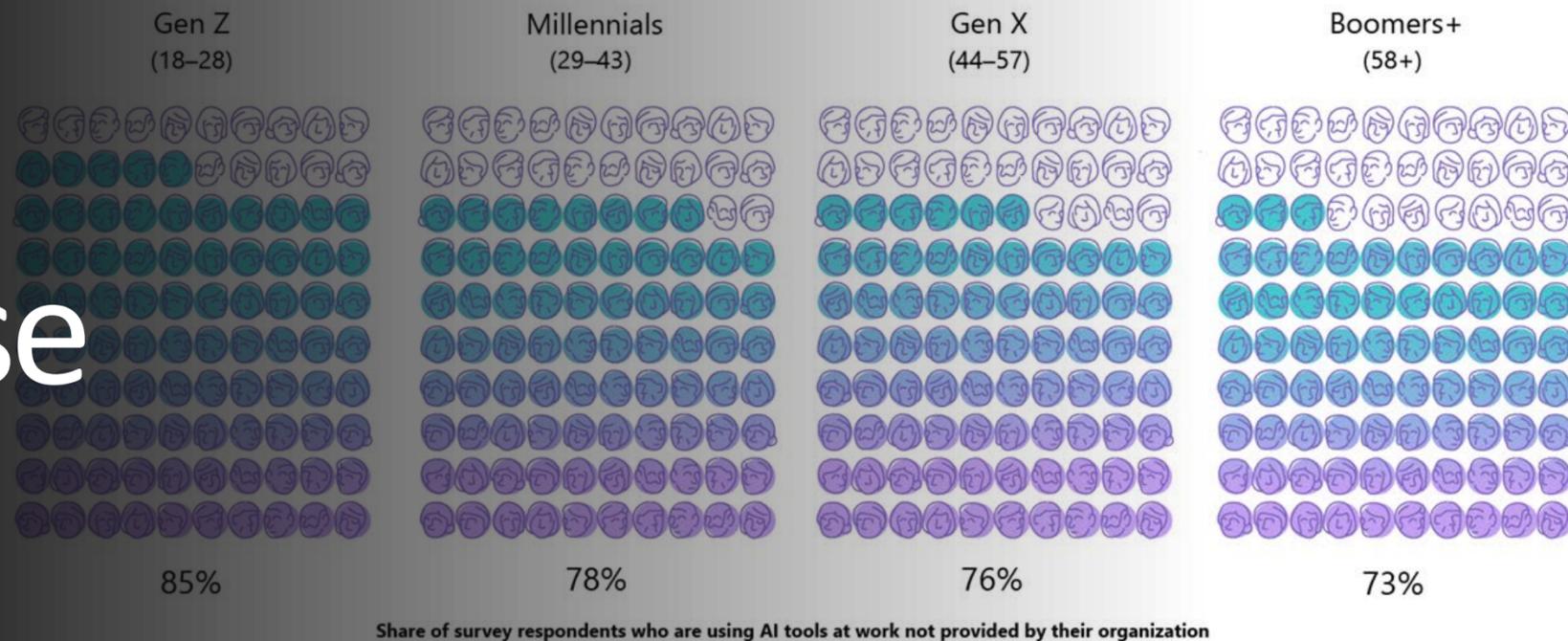
- Amplify
- Generate Content
- Automate Sales
- Collaborate with Data
- Accelerate Cycles
- Enable a Personal Chatbot

Regulations and Deepfakes

Q&A

Employees across every age group are bringing their own AI tools to work.

Microsoft Enterprise Survey May 2024



Share of survey respondents who are using AI tools at work not provided by their organization

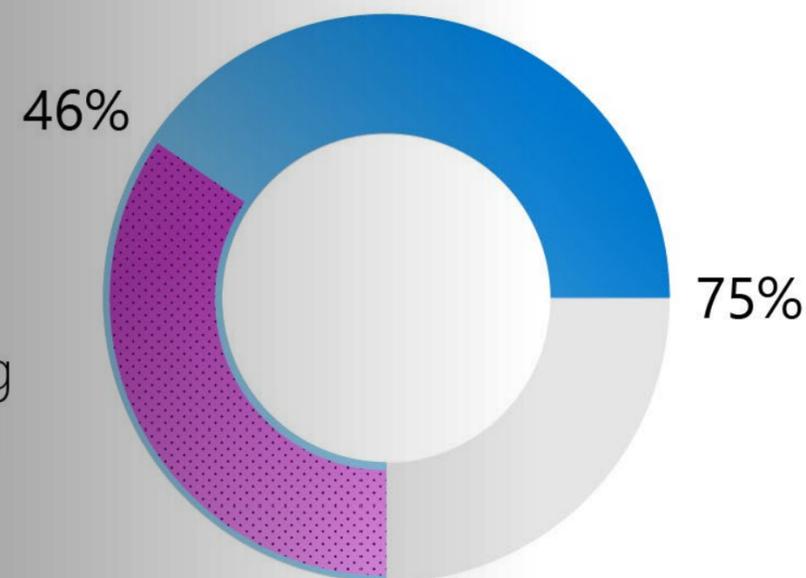
2024 Work Trend Index Annual Report
from Microsoft and LinkedIn

Survey question:
Are the generative artificial intelligence (AI) tools you use at work provided by your organization?

Usage nearly doubled in the last six months.

75% of people are already using AI at work

46% of them started using it less than 6 months ago

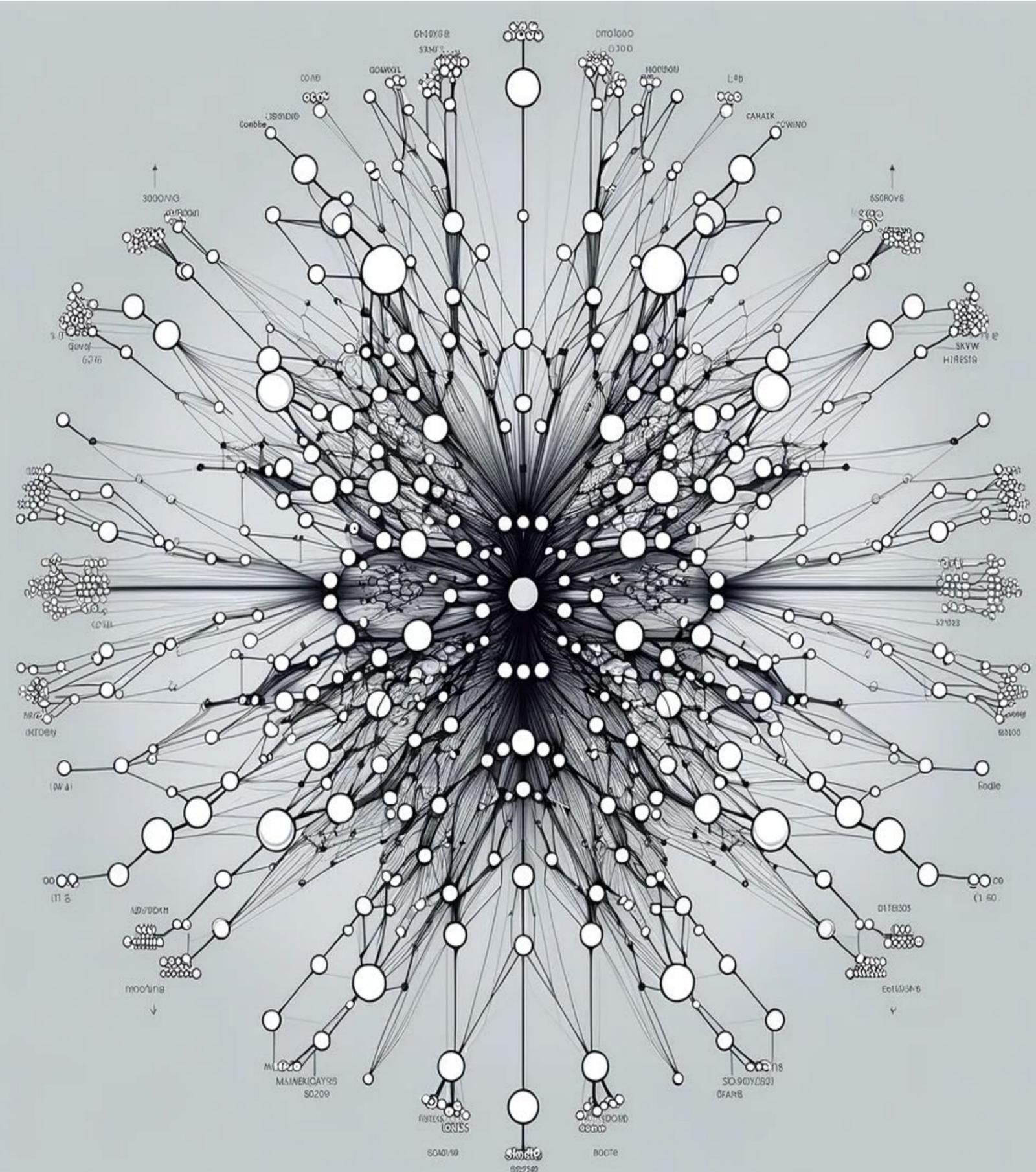


What the heck is this?

- Neural Networks → LLMs → NLP → **Generative AI**
- Predicative Engines
- Conversational Overlay

Basic Vocabulary

- GPT/LLM
 - GPT vs “a” GPT
 - Model
 - Weights
 - Training
 - Context
 - Prompting
 - Fine Tuning
 - Weights
 - Tokens
 - Hallucination
 - Open Source / Closed Source
- LLMs
 - Chat GPT (MSFT Copilot)
 - Claude
 - Gemini
 - Perplexity
 - Image Models
 - Dall-E
 - MidJourney
 - Ideogram
 - Firefly



PLAY 1: AMPLIFY WHAT YOU ARE ALREADY DOING

Set your people (and their productivity) free

Goal: All staff to really use these tools (not just play around) for 10 dedicated hours to understand the limits and the workflows

Tools:

- GPT-4 (paid) / Team GPT
 - GPTs (lots of them!)
- Browser plug-ins for summarization
- Duet (Google); Copilot (MSFT)
- Easy image manipulation (Pixlr; Adobe Firefly)
- GitHub Copilot



Zone of Amplification

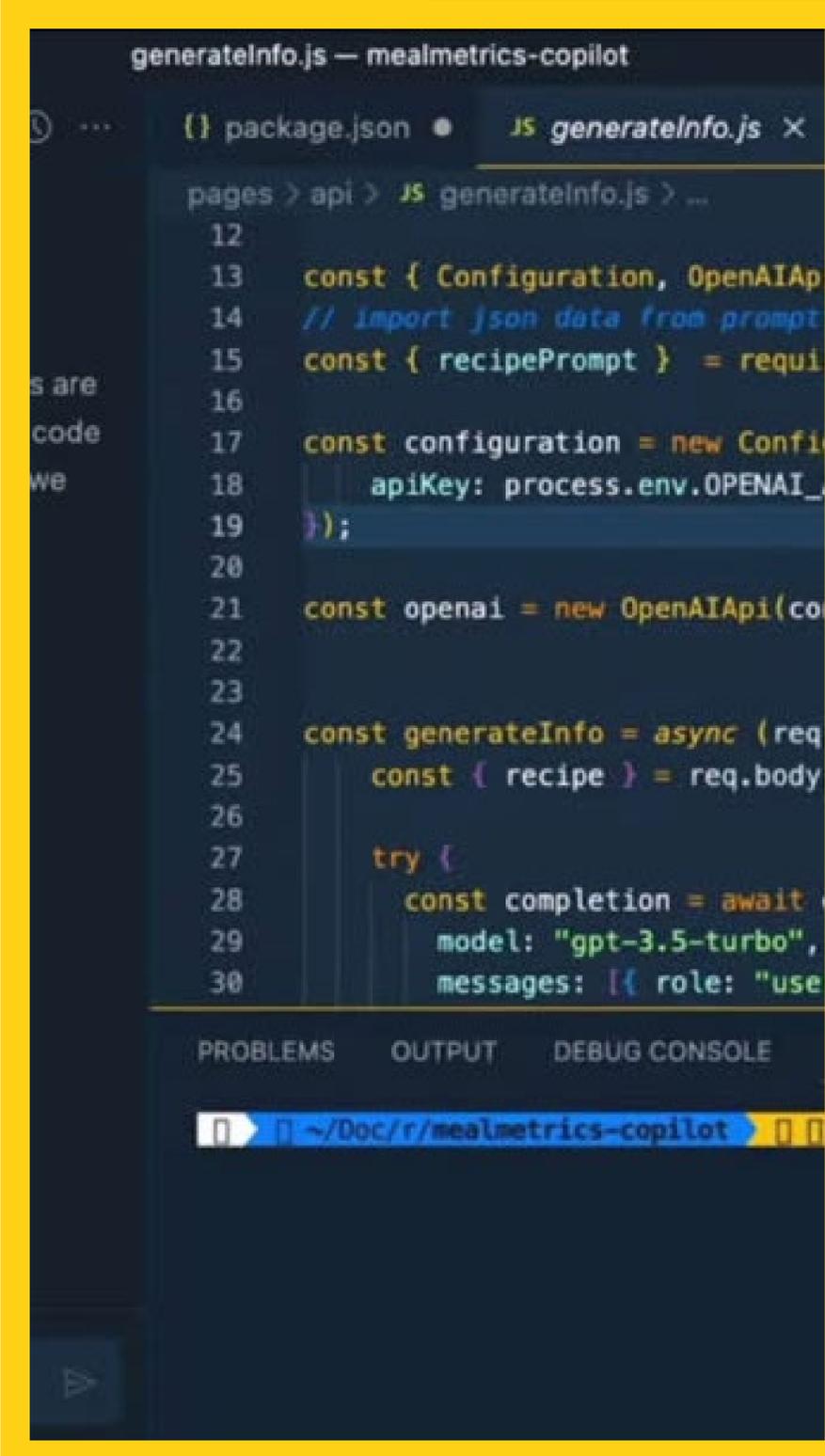
What the LLM *thinks* it knows



GITHUB COPILOT

Copilot (Github - \$10-\$19/month)

- Copilot
 - Inline code suggestions (autocomplete)
 - Auto fix errors
- Copilot Chat (@Workspace)
 - Interact with your codebase
 - Explains code functions in natural language
 - Verbally “talk” to code
- Benefits
 - Speed
 - Ideation/Problem solving
 - Focus on critical (hard) issues



```
generateInfo.js — mealmetrics-copilot
package.json • JS generateInfo.js x
pages > api > JS generateInfo.js > ...
12
13 const { Configuration, OpenAIApi } = require('openai');
14 // import json data from prompt
15 const { recipePrompt } = require('./recipePrompt');
16
17 const configuration = new Configuration({
18   apiKey: process.env.OPENAI_API_KEY,
19 });
20
21 const openai = new OpenAIApi(configuration);
22
23
24 const generateInfo = async (req, res) => {
25   const { recipe } = req.body;
26
27   try {
28     const completion = await openai.createCompletion({
29       model: "gpt-3.5-turbo",
30       messages: [{ role: "user", content: recipePrompt + recipe }],
31     });
32   } catch (error) {
33     console.error(error);
34   }
35 }
36
37 export default generateInfo;
```

PLAY2: GENERATE CONTENT FAST SIX BLOGS A MONTH? TRY 50.

You no longer have an excuse...

- Written- Blogs, website content
- Video- Text to video, avatars, translation
- Audio- Text to Audio, transcription, translation
- Visual- Generative fill, image correction, art, creative elements

Goal: Assess what content you are creating,
inject AI into process



This is what “Early Days” look like:



LUMIERE

PLAY3: AUTOMATESALES

Sales Will Be:

- Personalized
- Well informed
- Precision-coached

Sales execution and onboarding will be largely automated

Goal:

- Identify what your CRM is doing in AI and use those tools;
- Amplify sales staff with LLM training and tools



Create a friendly robot that represents business sales automation

The promised land of fully automated sales is not here yet...

PLAY4: COLLABORATE WITH DATA

TEST HYPOTHESES, CHASE IDEAS

What would you ask your data if you could?

Use Cases:

- Lead scoring
- Data restructuring
- Forecasting
- P&L Analysis
- Fraud risk detection
- Churn prediction
- Sentiment

Tools:

- GPT
- akkio.com
- pecan.ai



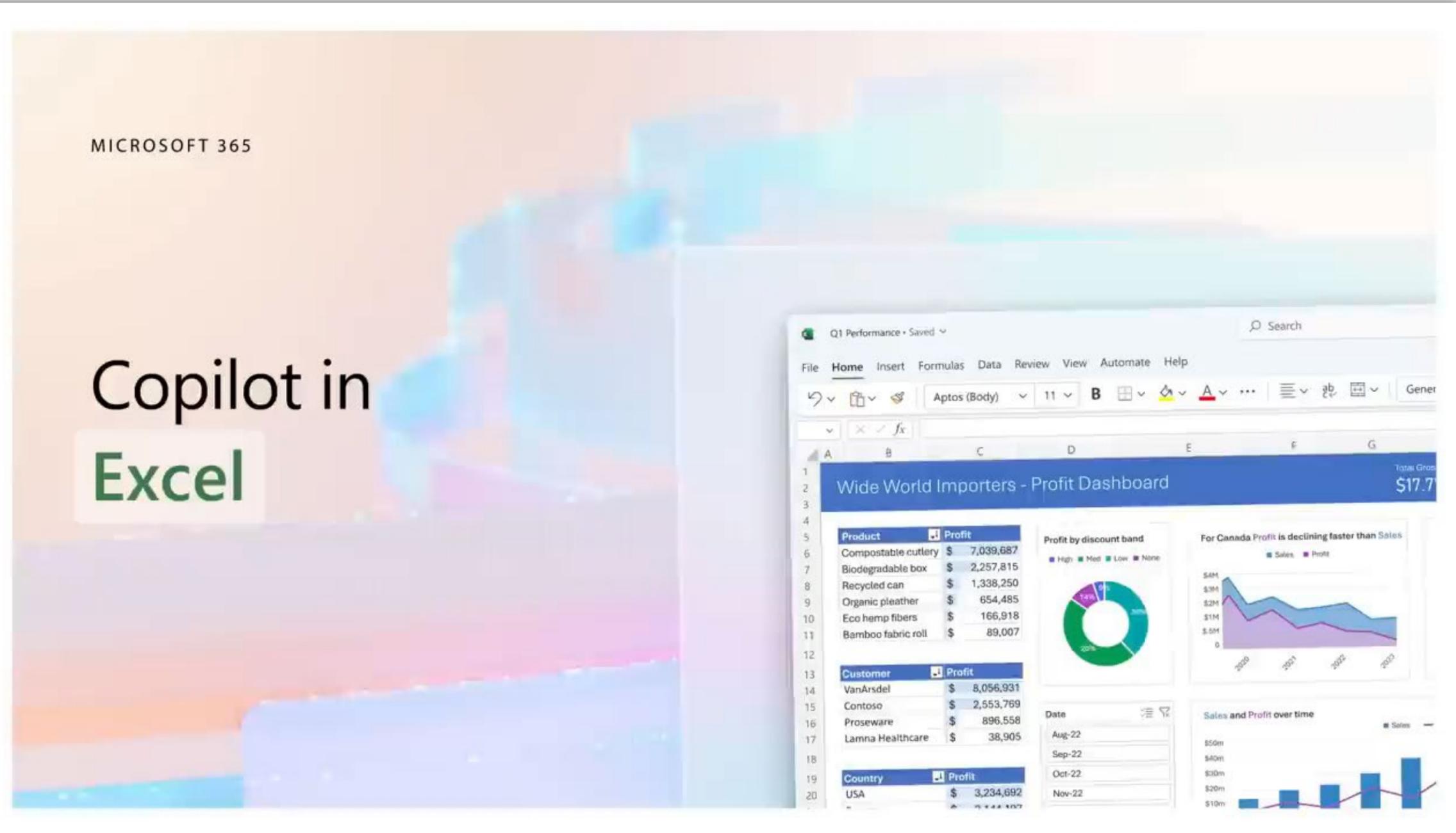
adorable robot looking at data with a magnifying glass. Include charts, graphs and other elements of business intelligence

Goal: “Question” the data sets instead of tasking staff

PLAY4: COLLABORATE WITH DATA

What would you ask your data if you could?

Copilot in
Excel



TEST
HYPOTHESES
CHASE
IDEAS

PLAY4: COLLABORATE WITH DATA

- Unstructured Data
- Qualitative Information
- Automate Python and SQL

```
Analysis ✕  
python Copy code  
  
# Grouping the data by SKU and sentiment to see the distrib  
sku_sentiment_distribution = order_data.groupby(['sku', 'se  
  
# Plotting the distribution of sentiments within each SKU  
plt.figure(figsize=(15, 8))  
sns.heatmap(sku_sentiment_distribution, annot=True, fmt="d"  
plt.title('Distribution of Sentiments within Each SKU')  
plt.xlabel('Sentiment')  
plt.ylabel('SKU')  
plt.xticks(rotation=45)  
plt.show()
```

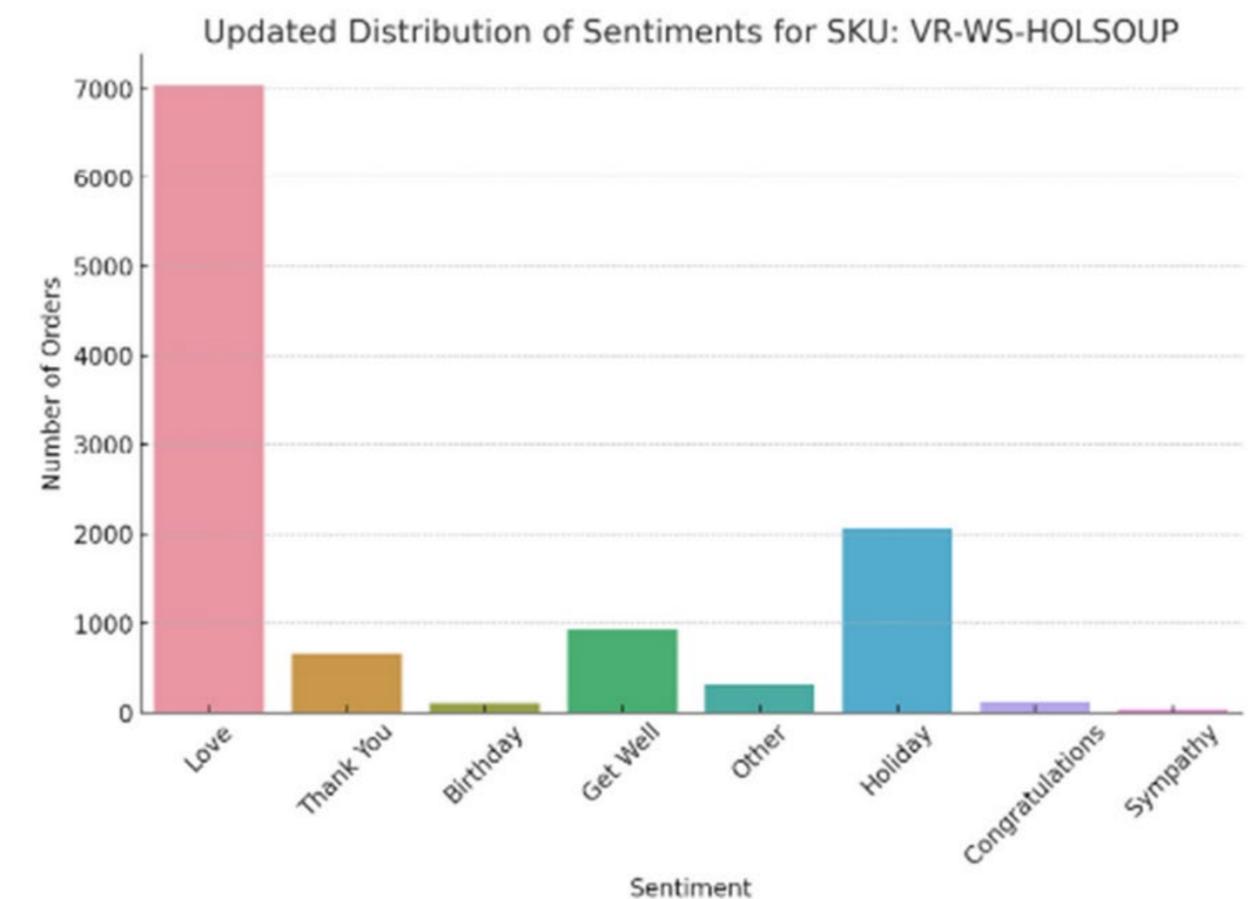
Goal: “Question” data sets instead of tasking staff



Data Analyst

Understood. The "Love" sentiment category was initially considered based on phrases in the entire message, which could include closings like "Love, [Name]". However, to make the analysis more accurate and focused on the intent of the gift rather than the closing signature, I will modify the categorization criteria for "Love" and reanalyze the data. This time, I'll focus on interpreting "Love" based on the content of the message excluding typical closing signatures.

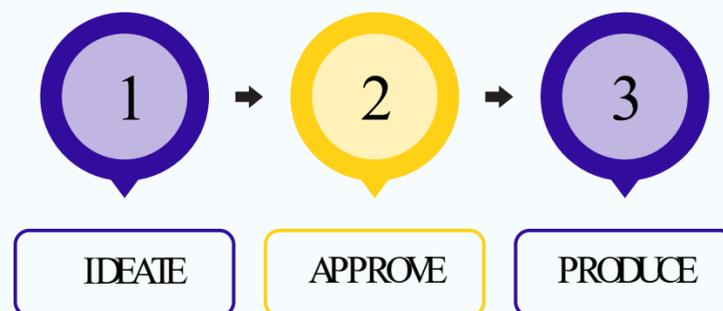
Let's re-categorize the sentiments with this new approach and then reanalyze the SKU `'VR-WS-HOLSOU'`.



PLAY5: ACCELERATE CYCLES

Your creative and feedback timelines are all too long. Shorten them.

- Anything creative should essentially go from ideation to choice
- Staff should be proof testing concepts, ideating and iterating proactively, not reactively
- Code feedback is now immediate... but must be used!



Goal: Identify iterative processes; cut out 2 or more phases using ideation tools



create an image for a presentation dynamic and energetic friendly robot with very long legs, enthusiastically stepping over an enormous gap, set against a white background.

PLAY6: ENABLE A PERSONAL CHATBOT

CAPTURE YOUR MEETINGS!

What would the you of tomorrow regret not capturing today?

Microsoft Virtual Agents and Google Notebook LM are LIVE (in beta). If you aren't collecting transcripts and other data, you could regret it



create an image for a presentation that is a robot acting like a vacuum sucking up information. White background. Friendly

Goal: Integrate a transcription chatbot in your workflow

*Laws vary. Walk carefully...

PLAY6: ENABLE A PERSONAL CHATBOT

Josh's Head
Published · Anyone with a link

Unpublished changes Update

Create Configure



Name
Josh's Head

Description
Add a short description about what this GPT does

Instructions
The goal of this GPT is to assist Kevin, a coach, in improving his coaching sessions with his client, Josh. The GPT will analyze the coaching conversation documents between Kevin and Josh to identify themes, language, and areas of focus, with a special emphasis on actionable items that Josh prefers. The GPT will provide insights on past sessions, suggest conversation strategies, and offer customized advice to enhance the effectiveness of future coaching sessions. This GPT will concentrate on identifying opportunities for actionable advice, ensuring that the suggestions are practical and directly applicable to Josh's needs. It will also help Kevin understand the dynamics of his coaching style and how it can be adapted to better suit Josh's requirements. The GPT will not disclose the content of the coaching sessions but will use the insights derived from them to inform its responses.

Conversation starters

Knowledge
If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

The following files are only available for Code Interpreter:

 Josh -20231202T011355Z-...
Zip Archive

Upload files

Capabilities
 Web Browsing
 DALL-E Image Generation
 Code Interpreter

Actions

Preview

You
List PR activities that Josh has pursued

Josh's Head
I have access to several documents related to coaching sessions between Kevin and Josh. To find specific information about the PR activities that Josh has pursued, I will search through these documents. This may take a little time, so I appreciate your patience. [-]

There are mentions of PR activities in nine of the documents from the coaching sessions between Kevin and Josh. I will now review these specific documents to list the PR activities that Josh has pursued. This process will take a bit more time, so thank you for your patience. [-]

Based on the review of the documents, here are some of the PR activities that Josh has pursued:

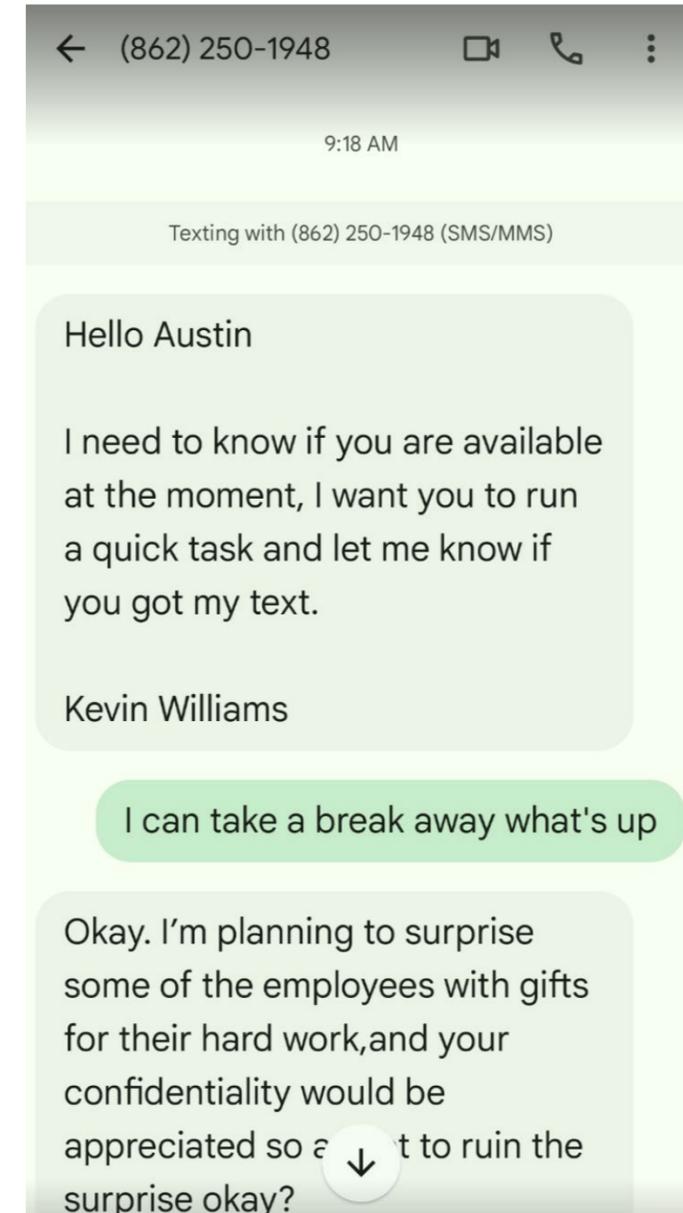
- Exploring PR Firm Recommendations:** Josh discussed seeking recommendations for PR firms in various professional networks and faced challenges with unsolicited pitches from multiple firms.
- Evaluating PR Strategies:** He considered the timing and strategies for engaging with PR agencies, including planning and budgeting aspects.
- Using PR Tools:** Josh mentioned using tools like PR Vault for outreach and expressed interest in refined PR approaches.
- Hiring a PR Professional:** He discussed the dynamics of working with a PR person, including personality and skill considerations.
- PR in Different Contexts:** Josh explored the application of PR in various scenarios, such as long-tail marketing efforts, outreach to specific communities like the medical community, and for product launches.
- Evaluating PR Expertise:** He emphasized the importance of finding PR agencies or individuals with specific expertise, such as in personal care or parenting, and

Message Josh's Head...

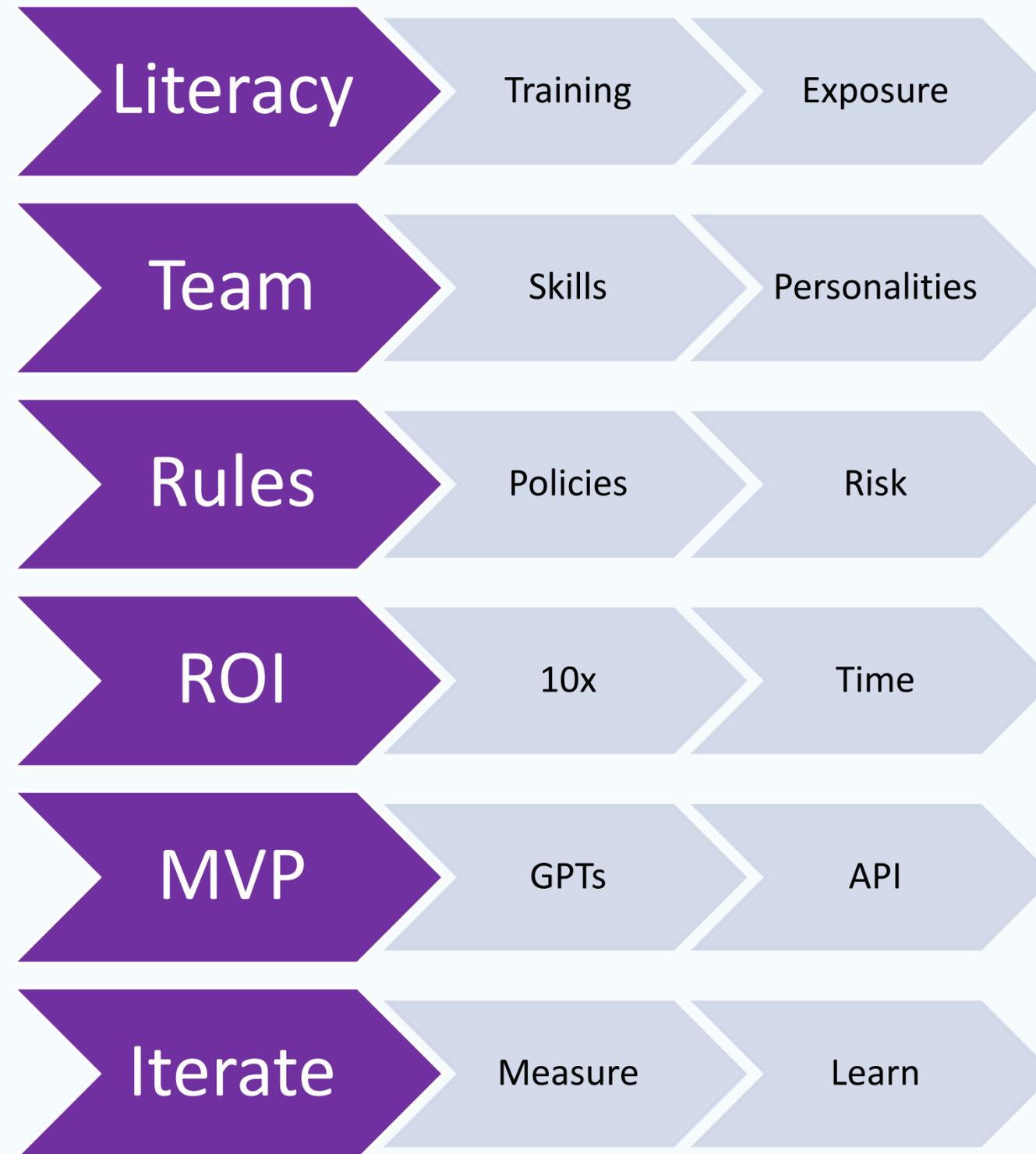
Deepfakes Already Happening

World / Asia

Finance worker pays out \$25 million after video call with deepfake 'chief financial officer'



Process



generate an image of a cute robot pondering the universe. This is for a presentation slide on the process of identifying AI projects

TOMORROW...

Crawl

Just Use It

- Amplify: GPT 4.0-
subscribe and use it.
- Amplify: AI Transcription
- Amplify: Copilot

Walk

Find a 10x Use Case!

- Platform integration-
Duet, Copilot
- Basic Business Intel
work- GPT
- Cycle Skipping (revise
processes)
- API connections for
sheets and docs
- Internationalization
- Scaled Content

Run

Revisit Everything (Hire a Pro)

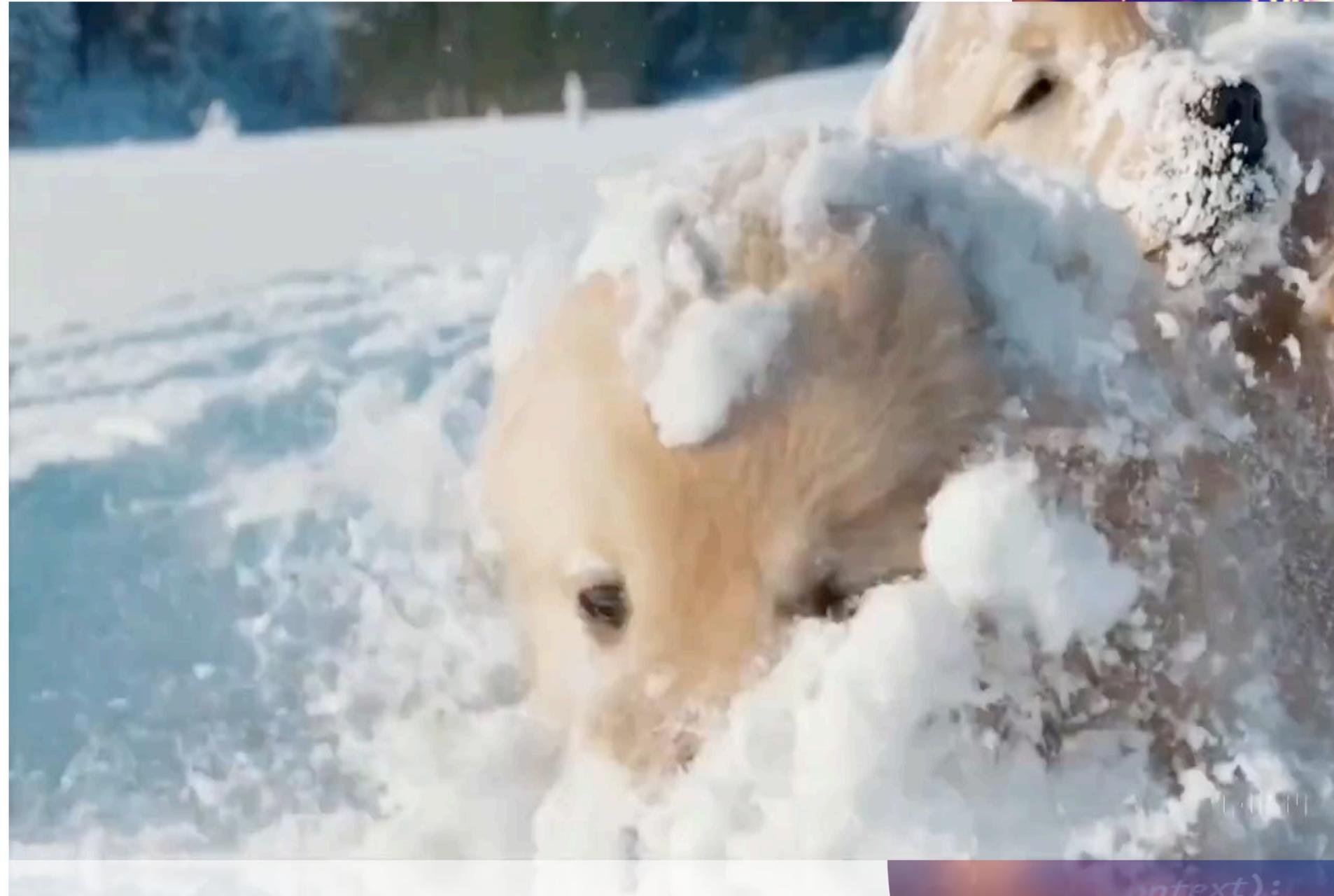
- Captive Models (Mixtral)
- Staff utilization
- Data leveraging



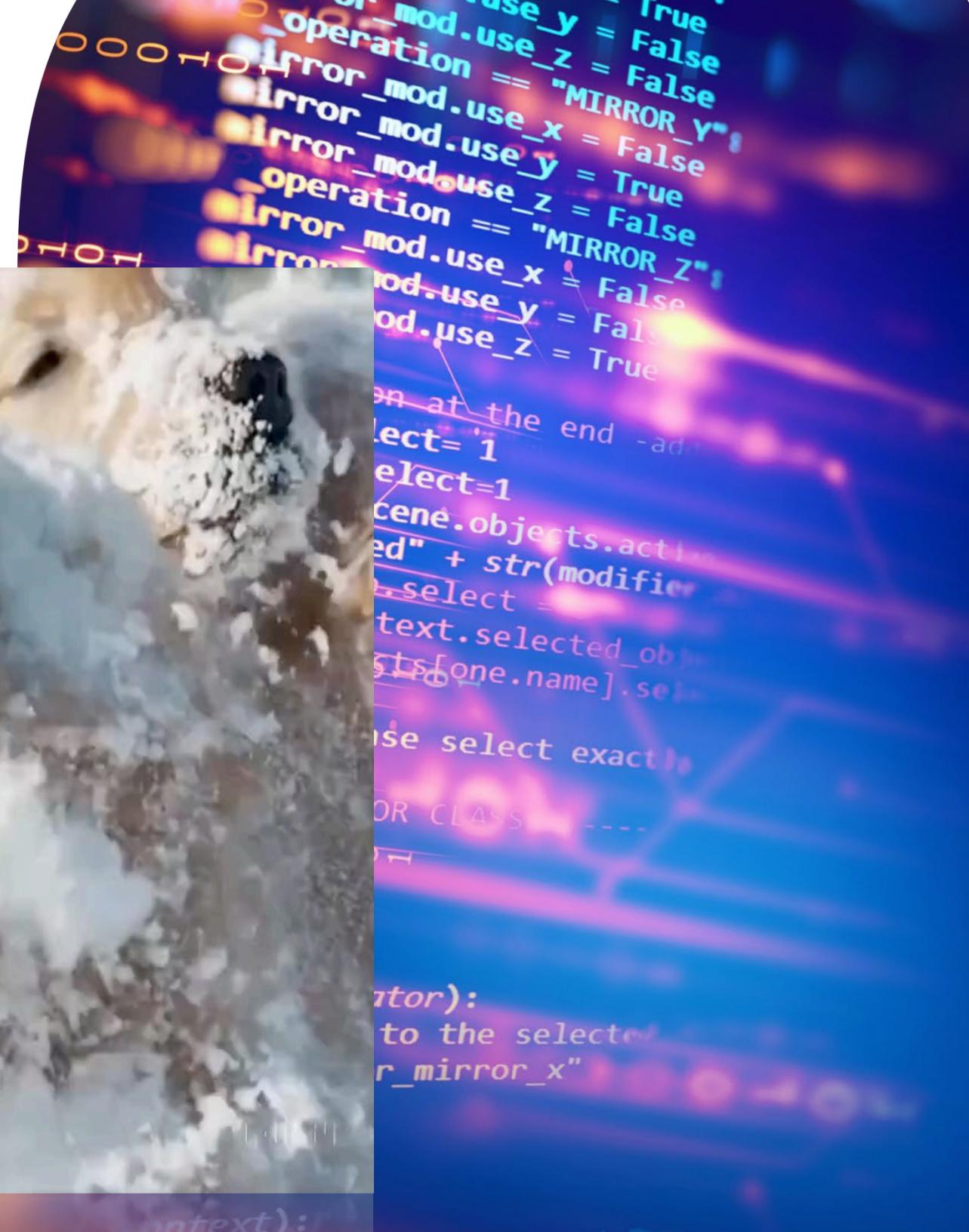
This is what “Early Days” looked like a year ago:



This is what “Early Days” look like today:

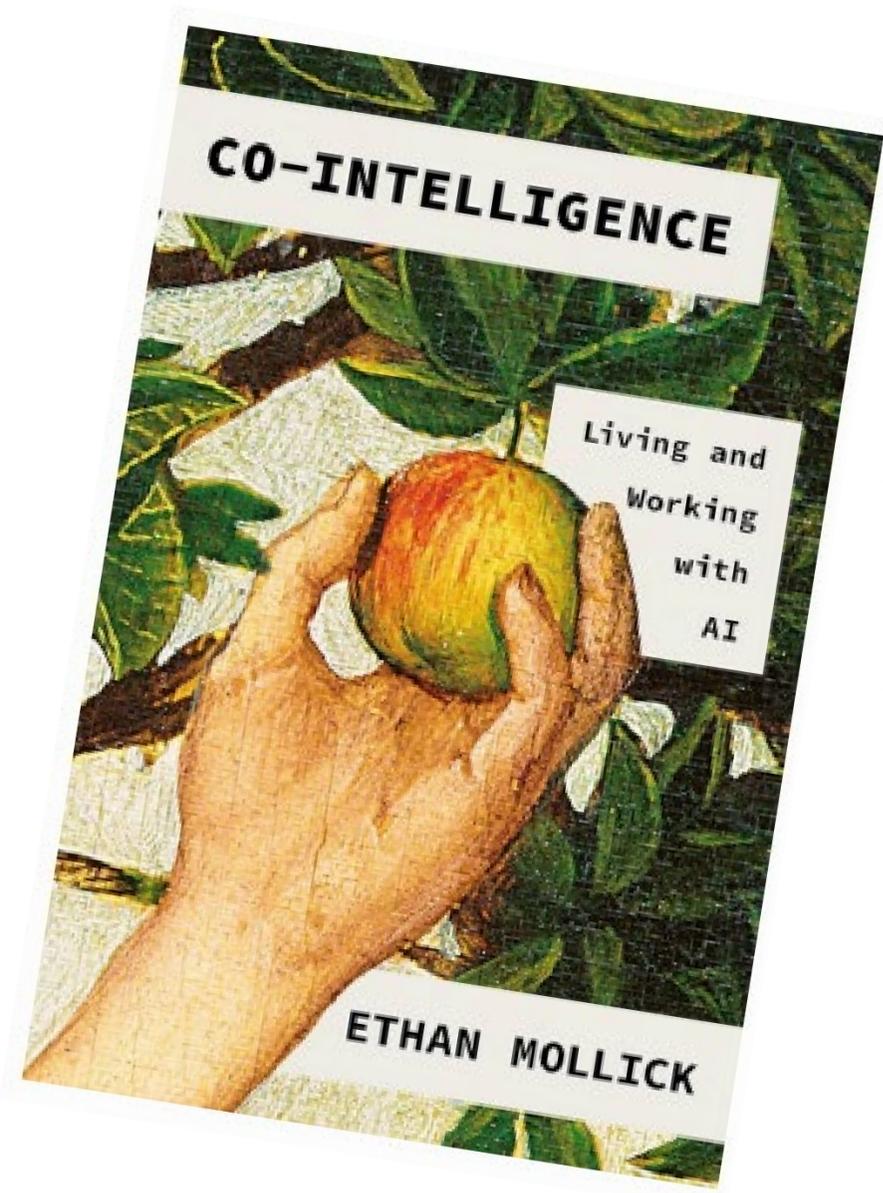


...and this is the worst that it will ever be.



Reading

...and Listening



Ethan Mollick
Wharton Professor of
Entrepreneurship



Marketing AI Institute

CAVEAT(S)...

- This is still very new
- Hallucinations are real and insidious
- Your data might not be safe... at all
- Your staff is already using a lot of these tools... are they doing so intelligently?
- Regulatory change is coming
- The pace of change is incredibly rapid, be careful of investing too much in a particular platform or approach



I'm sure Disney won't mind...

GET IN
TOUCH

CONTACTCARD



THANK YOU

MADBRAINS.AI ADVISORY

Board – Leadership - M&A – Training



EMAIL ADDRESS

KEVIN@MADBRAINS.AI