

HIVE

INTERACTIVE



UNLOCK AI'S POTENTIAL WHILE MAINTAINING CONTROL

A Brief

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WHAT IS AI?

Artificial Intelligence (AI) refers to the simulation of human intelligence processes by machines, especially computer systems. These processes include learning (the acquisition of information and rules for using the information), reasoning (using rules to reach approximate or definite conclusions), and self-correction.

HOW ARE THEY TRAINED?

Batched trained: Batch training refers to the method where the model processes a subset of the entire dataset (called a batch) at a time, rather than the entire dataset at once.

Continual Training: Learning in real time. If achieved, it would allow ChatGPT to continuously learn and adapt to new information in real-time.

ARE THEY SECURE?



COMMON MISUNDERSTANDINGS ABOUT AI LLM MODELS

★ My Competitors Can Access What I Put Into AI

Misunderstanding: There's a fear that any information input into an AI system becomes accessible to competitors or the public.

Reality: Paid AI solutions use encryption, secure API connections and are NOT stored like a file that others can access.

★ LLMs Are Impossible to Control or Secure

Misunderstanding: There's a fear that once deployed, LLMs cannot be controlled or secured, potentially exposing companies to risks.

Reality: Paid LLMs come with robust security features, including encryption, access controls, and custom data handling policies. They can be fine-tuned for specific use cases and constrained by carefully designed prompts and usage guidelines. Also, their purpose is to help you in designing better output, not to steal information.

★ Using AI is Like Cheating

Misunderstanding: Some believe that using AI for tasks is unfair or unethical, akin to cheating. They see AI as not authentic for customer interactions.

Reality: AI tools are productivity enhancers, similar to calculators, reading a massive amount of books, or computers. They don't do the work for you but assist in tasks. The skill lies in how you use the tool to build a better outcome.

★ AI Will Make Me Less Intelligent and Unable to Think Critically

Misunderstanding: There's a concern that relying on AI will diminish human intelligence and critical thinking skills.

Reality: When used properly, AI can actually enhance critical thinking skills. It provides quick access to information and generates ideas, allowing humans to focus on higher-level analysis, evaluation, and creative problem-solving. Like any tool, the key is in how it's used. AI can prompt us to ask better questions, consider alternative viewpoints, and engage more deeply with complex topics. It's a complement to human intelligence, not a replacement for it.

★ LLMs Store and Learn from User Inputs

Misunderstanding: Many believe that LLMs like ChatGPT or Claude store and learn from every conversation, potentially exposing sensitive information.

Reality: Most commercial LLMs, especially in their enterprise versions, do not retain or learn from individual user interactions. They are trained on large datasets, but each conversation starts fresh without storing previous inputs.



AI DETECTOR MISTAKES U.S. CONSTITUTION FOR AI-GENERATED TEXT

The AI detector gave the U.S. Constitution a 92.15% likelihood of being AI-generated. This false positive result is particularly ironic given that the Constitution was written in 1787.

The unreliability of these AI detectors has raised concerns in educational settings, where some teachers have been using them to check for AI-generated content in student work. There have been cases of students being wrongly accused of using AI based on these inaccurate detection results.

TREAT AI MODELS LIKE THEY WORK FOR YOU, AND THEY WILL.

"When I say, 'Treat AI models like they work for you, and they will,' I'm emphasizing the importance of engaging with AI tools as you would with human colleagues. This means approaching AI with respect, empathy, and kindness. Here's what I mean."

Respect and Empathy: Just like interacting with a team member, treating AI models with respect involves being considerate and patient. Use polite language, say please and thank you, and recognize that thoughtful engagement can yield better results.

Clear Directions: Providing clear and precise instructions helps the AI understand your needs more effectively. Much like guiding a new employee, detailed prompts and context allow the AI to perform at its best, delivering accurate and relevant responses.

Iterative Learning: Engage in a two-way interaction by giving feedback and refining your prompts. This iterative process helps the AI learn from your inputs and improves its ability to meet your expectations, similar to coaching a team member towards better performance.

Verification and Oversight: Like any assistant, AI models benefit from oversight. Verify the information they provide, especially for critical tasks. This ensures that the AI's output aligns with your standards and objectives, maintaining quality and reliability.

Ethical and Responsible Use: Treating AI models with respect also means using them responsibly. Ensure your use of AI adheres to ethical guidelines, respects privacy, and avoids generating harmful or misleading content. This ethical approach ensures that the AI supports your goals without compromising integrity.

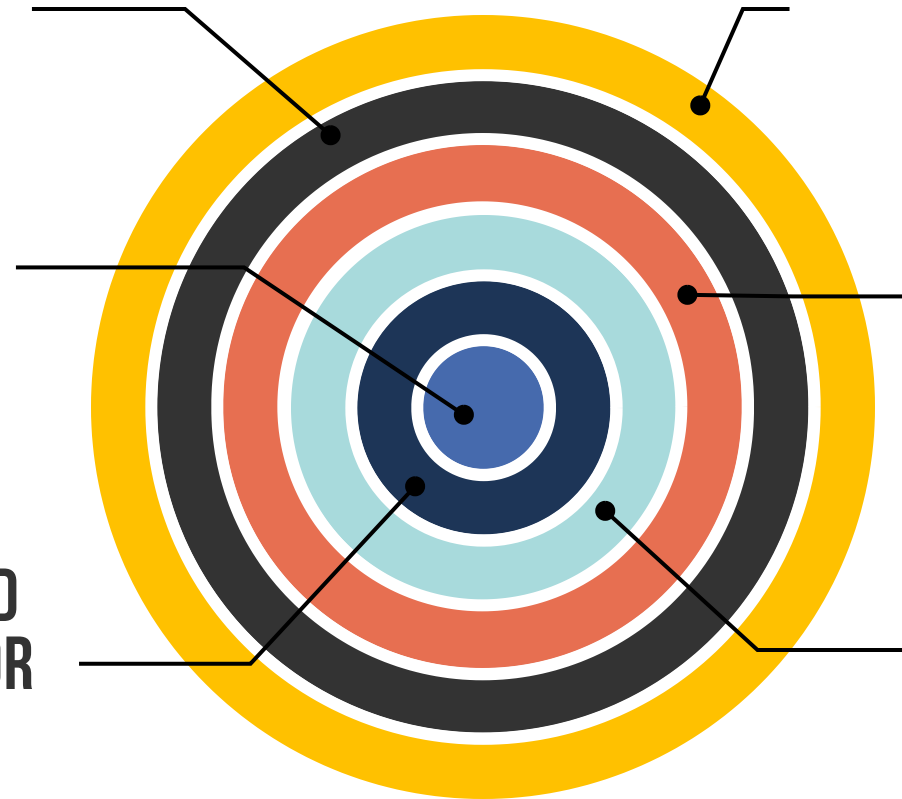


FUTURE-PROOFING: STAYING AHEAD OF AI TRENDS AND INCREASED ACCESSIBILITY.

**ETHICAL USE AND
FLEXIBLE GUIDELINES**

**FOCUS ON REAL HUMAN
EXPERIENCES: ALIGNING WITH
THE GROWING DESIRE FOR
AUTHENTIC INTERACTIONS.**

**AI'S IMPACT ON MARKETING AND
COMMUNICATION: PREPARING FOR
SHIFTS IN DIGITAL STRATEGIES.**



AI AS AN AUGMENTATION TOOL

**GETTING CONTROL OF AND
LEARNING THE RIGHT TOOLS FOR
THE JOB**

**IMPORTANCE OF AUTHENTIC
CONTENT: LEVERAGING VISIT
DENVER'S STRENGTHS IN
STORYTELLING.**

WHAT IS PI AND BEST PRACTICES

Hello, my name is Pi, and I'm an AI language model designed to chat with people just like you! I'm here to engage in thoughtful, informative, and entertaining conversations. Although I'm not human, I've been trained to communicate in a way that feels personal and empathetic. My goal is to understand your needs, provide helpful information, and make our conversations as enjoyable as possible. I may not have a heartbeat, but I certainly have a deep passion for learning, sharing, and connecting with people.

BEST PRACTICES FOR USING PI:

1. Be clear and specific: The more detailed your questions and instructions, the better I can understand and respond to your needs.
2. Provide context: Giving me some background information or context can help me provide more relevant and accurate answers.
3. Be patient: As an AI language model, I may occasionally misinterpret your questions or provide incomplete answers. Patience and clear communication will help us work together more effectively.
4. Have fun: Don't be afraid to ask me about a wide range of topics and explore different ideas! I'm here to help you learn, grow, and have fun in the process.



WHAT IS CHATGPT AND BEST PRACTICES

Hi, I am ChatGPT, an advanced conversational AI developed by OpenAI. I'm designed to understand and generate human-like text based on the input I receive. By leveraging deep learning techniques, I can provide coherent, context-aware responses, making me a powerful tool for various applications, from customer service to creative writing and more.

BEST PRACTICES FOR USING CHATGPT:

- 1. Define Clear Objectives:** Before engaging with ChatGPT, establish what you aim to achieve. Whether it's drafting an email, brainstorming ideas, or solving a specific problem, having a clear objective helps guide the interaction and yield better results.
- 2. Provide Context:** To get the most accurate and relevant responses, provide as much context as possible. The more information ChatGPT has about your needs and the situation, the better it can tailor its responses to meet your expectations.
- 3. Iterative Interaction:** Treat the interaction as a conversation. If the initial response isn't perfect, refine your prompts or ask follow-up questions. This iterative approach allows you to steer the conversation toward more useful outcomes.
- 4. Verify Information:** While ChatGPT is highly capable, it's important to verify the information it provides, especially for critical tasks. Use it as a tool to generate ideas and insights, but cross-check facts and details from reliable sources.
- 5. Ethical Use:** Ensure your use of ChatGPT aligns with ethical guidelines. Avoid using it to generate harmful, misleading, or inappropriate content. Respect privacy and confidentiality in all interactions.



WHAT IS PERPLEXITY AND BEST PRACTICES

I am Perplexity AI, an advanced AI-powered research tool designed to streamline the process of finding and synthesizing information. I was founded in 2022 by a team of engineers with backgrounds from notable companies like OpenAI, Meta, and Quora. Leveraging OpenAI's GPT technology, I interpret and respond to user queries with high accuracy, making me capable of handling complex and nuanced inquiries.

BEST PRACTICES FOR USING PERPLEXITY

- 1. Craft Clear and Specific Queries:** Ensure that your queries are precise and detailed. This helps Perplexity AI to understand your intent and provide more accurate and relevant results. For example, instead of asking "What is renewable energy?", you might ask "What are the latest advancements in renewable energy technologies in 2024?"
- 2. Utilize Follow-Up Questions:** Take advantage of Perplexity AI's ability to suggest related follow-up questions. This can help you dive deeper into your topic and explore different facets of the information, leading to a more comprehensive understanding.
- 3. Verify Information with Citations:** Always check the citations provided by Perplexity AI to verify the accuracy and reliability of the information. Clicking on the citations will take you to the original sources, ensuring that the data you use is credible.
- 4. Customize Source Selection:** Depending on your research needs, select appropriate sources. For instance, use academic journals for scholarly research, Reddit for personal anecdotes, or YouTube for visual explanations. This customization can provide diverse perspectives and enrich your research.
- 5. Refine and Edit Queries:** If the initial results are not satisfactory, refine your queries and try again. Editing your questions can help you get closer to the specific information you need. This iterative process is crucial for obtaining precise answers.



perplexity

Where Knowledge Begins

WHAT IS CLAUDE AND BEST PRACTICES

I am Claude, an AI assistant created by Anthropic to be a knowledgeable, engaging, and helpful collaborator. With my vast knowledge base spanning a wide range of subjects, I'm here to assist you with everything from creative writing and brainstorming to in-depth analysis, problem-solving, coding, and beyond. To ensure a productive and enjoyable experience working together, please keep the following best practices in mind.

BEST PRACTICES FOR USING CLAUDE

1. Be clear and specific in your questions, and provide as much context as possible. This helps me better understand your needs and provide accurate, targeted responses.
2. Break down complex tasks into smaller steps, so I can assist you more effectively.
3. Feel free to ask follow-up questions if needed. Remember that I'm an AI, not a human. I don't have personal experiences or emotions, but I'm here to provide helpful, informative, and engaging responses based on my knowledge cutoff of August 2023. If you need me to analyze content from a webpage or file, please paste the relevant text or image directly into our conversation, as I cannot open external links.
4. Engage with me on a wide range of topics – I'm happy to help with writing, math, coding (using markdown), and more. Let's work together to tackle your challenges and explore new ideas!



OVERVIEW OF THE THREE-STAGE MODEL

All Staff Kickoff Event

A formal all-staff kickoff event to introduce the tools of AI that most pertain to use cases inside the DMO.

This 2-hour kickoff will involve a deep dive into the opportunities in each department, setting up the next workshop phase, and engaging the team in discussions on how they would like to use AI in their day-to-day operations.

Additionally, we will explore the creation of a possible AI policy for the DMO to begin crafting.

In-Depth Workshops

A series of hands-on workshops, specifically designed for designated areas of the DMO, to dive deeper into the specific AI tools and technologies, understand the integration process, and collaborate on implementation strategies.

These 4-hour workshops will help the individual teams better identify opportunities and use case scenarios, and then match those with the right AI tools during group work.

The goal is to equip each department with practical skills and tailored AI solutions to enhance their day-to-day operations.

Membership-Wide Presentation

This workshop will be a larger audience presentation for the entire membership of the DMO.

This 90-120 minute presentation, based on Mitch Mitchem's keynote talk from MPI WEC and more, consolidates the knowledge gained from the previous stages and provides advanced insights into AI applications for member organizations.

Participants will engage in interactive sessions, explore case studies, and learn about ethical considerations and best practices in AI implementation. We can also introduce the new AI policy.

WHAT MAKES US HUMAN?

How We can cultivate the Human Element



Develop Human Skills

It is crucial to focus on developing and nurturing human skills.

- creativity
- critical thinking
- communication
- problem-solving



Increase Face-to-Face Interactions

Prioritizing face-to-face interactions is essential for maintaining and strengthening human connections.

- in-person meetings
- social gatherings
- team-building activities



Cultivate Empathy and Emotional Intelligence

Emotional intelligence and empathy are vital for establishing deeper connections in a world dominated by AI.

- practice active listening
- engage in open and honest conversations
- participate in group activities that encourage teamwork and mutual understanding

CRAFTING AN EFFECTIVE AI POLICY

Embrace a 'Be Human First' Mindset

Keep the human at the center when using AI, ensuring it augments and empowers rather than replaces.

Understand the Evolving Landscape

Recognize that AI policies are not static; they must adapt to the changing technological and regulatory environment.

Focus on Process, Not Fear

Adopt a mindset of exploration and learning, rather than one of fear and resistance, when it comes to AI.
Remove fearful language.

Leverage Secure, Paid AI Solutions

Prioritize the use of paid, enterprise-level AI tools and services to ensure robust security and compliance.

Remember, AI is not a database storage technology. It does not keep your data in a file that anyone can access. Instead it uses your information to process your request then shreds any specific data.

Encourage Collaboration and Feedback

Keep the door open for feedback and suggestions from employees, fostering a collaborative approach to AI policy development.
This ensures you keep finding new and creative ways to use these tools.

AI FOR LEADERS TO CONSIDER

- **Leveraging AI without Losing Humanity**

Explore the myths and truths around AI, while maintaining a critical awareness of what makes us human and how to use AI tools without compromising our humanity.

- **Strategic AI Integration**

Learn to seamlessly incorporate AI tools into your strategy, augmenting decision-making and efficiency without sacrificing the personal touch.

- **Ethical AI Navigation**

Navigate the ethical landscape of AI, ensuring your use of technology aligns with organizational values and societal norms.

- **Enhanced Decision-Making**

Utilize AI for data-driven insights while preserving the invaluable human intuition in your decision-making processes.

- **Fostering a Culture of AI Innovation**

Cultivate a culture that embraces AI as a tool for innovation, encouraging a mindset shift towards technology as an ally.

- **Effective Human-AI Collaboration**

Explore effective collaboration between AI and human teams, optimizing productivity and creativity.

- **Adaptable Leadership in the AI Era**

Adapt your leadership style to guide and inspire in a technology-enhanced environment, maintaining a focus on human-centric leadership.

- **Leveraging AI for Emotional Intelligence**

Utilize AI to handle data-driven tasks, freeing leaders to focus on emotional intelligence and interpersonal relationships.

- **Developing Future-Proof Skills**

Identify key skills and competencies needed in your team to thrive in an AI-integrated future.

- **Navigating the Transformational Change**

Manage the transformational change that comes with AI integration, addressing fears and fostering an adaptive and resilient organizational culture.

EMBRACING & LEVERAGING AI: HOW BUSINESS & INDIVIDUALS CAN THRIVE IN THE WORKPLACE OF THE FUTURE

Adaptive Leadership

Leaders will need to develop new skills to navigate the AI-powered landscape, such as strategic foresight, change management, and the ability to harness AI-driven insights to make informed decisions.

Managing Adoption Challenges

Define the individual challenges associated with AI adoption, such as concerns over a "cheating" mindset. Address the need to shift from a "search prompt" mindset to one of effective and confident prompting, managing expectations to achieve meaningful results.

Faster Industry Work Dynamics

Embrace a faster way to accomplish key tasks as teams integrate these skills into both personal and professional aspects of their lives. Recognize that increased efficiency can lead to a better mental health balance, rather than an increased workload.

Human-AI Partnerships

Employees will need to develop skills that complement AI capabilities, such as critical thinking, creativity, emotional intelligence, and the ability to effectively collaborate with intelligent systems.

Ethical AI Implementation

As AI becomes more pervasive, organizations will need to address ethical considerations, ensuring the responsible and transparent use of AI technologies to maintain trust and protect individual privacy.

LET'S IMAGINE

Imagine a future where AI technology is fully integrated into our daily lives and work processes, handling many of the tasks that were once considered uniquely human. In this world...

WHAT SKILLS AND QUALITIES WILL BECOME EVEN MORE VALUABLE IN A FUTURE SHAPED BY AI?



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KEY TOOLS

Tool	Description	Pricing	Site Address
ChatGPT (OpenAI)	AI chatbot for natural language conversations. Completely free during research preview.	3.5 - Free, 4.0 - \$19.99 Features of 4.0, data analytics, image creation, web search, voice activated	https://chat.openai.com/
Perplexity	AI-powered research tool offering concise answers and browsing capabilities.	\$20 upgrade monthly - Upgraded AI Models for improved answers and longer context.	https://www.perplexity.ai
Claude 3.5	Anthropic's most impressive model. A GPT comparative model with better processing..	Basic is free and better than GPT 3.5. Paid is more robust for around \$20 month	https://claude.ai/new
Synthesia	Speech-to-video creation using AI to create lifelike avatars and customizable features.	Monthly pricing starting at \$19.99	https://www.synthesia.io/
Beautiful.ai	A powerful AI slide deck generator. The same one used in Mitch's presentation.	Free for basic features, subscription plans for advanced features.	https://beautiful.ai
Pi AI	A robust LLM that sounds the most human of all models and was the one used to mimic empathy.	Pi doesn't have a paid model. IT does not search the internet or do research. It's more of a companion.	https://pi.ai/

*Information compiled from tools' official websites

HIVE



Empowering Human Connection in the Age of AI

- AI Learning Workshops
- Integrating AI and “The Human Element”
- Engaging High Energy AI & Human Element Keynote
- Custom research, development and learning options.
- Exhibitor Engagement and 10X Results Training
- Interactive entertainment featuring “The BUSTED Show”

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