Harnessing Artificial Intelligence: What's Practical and Possible

PART ONE

Presented by Michael Coogan

FOMO!
Fear of Missing Out.
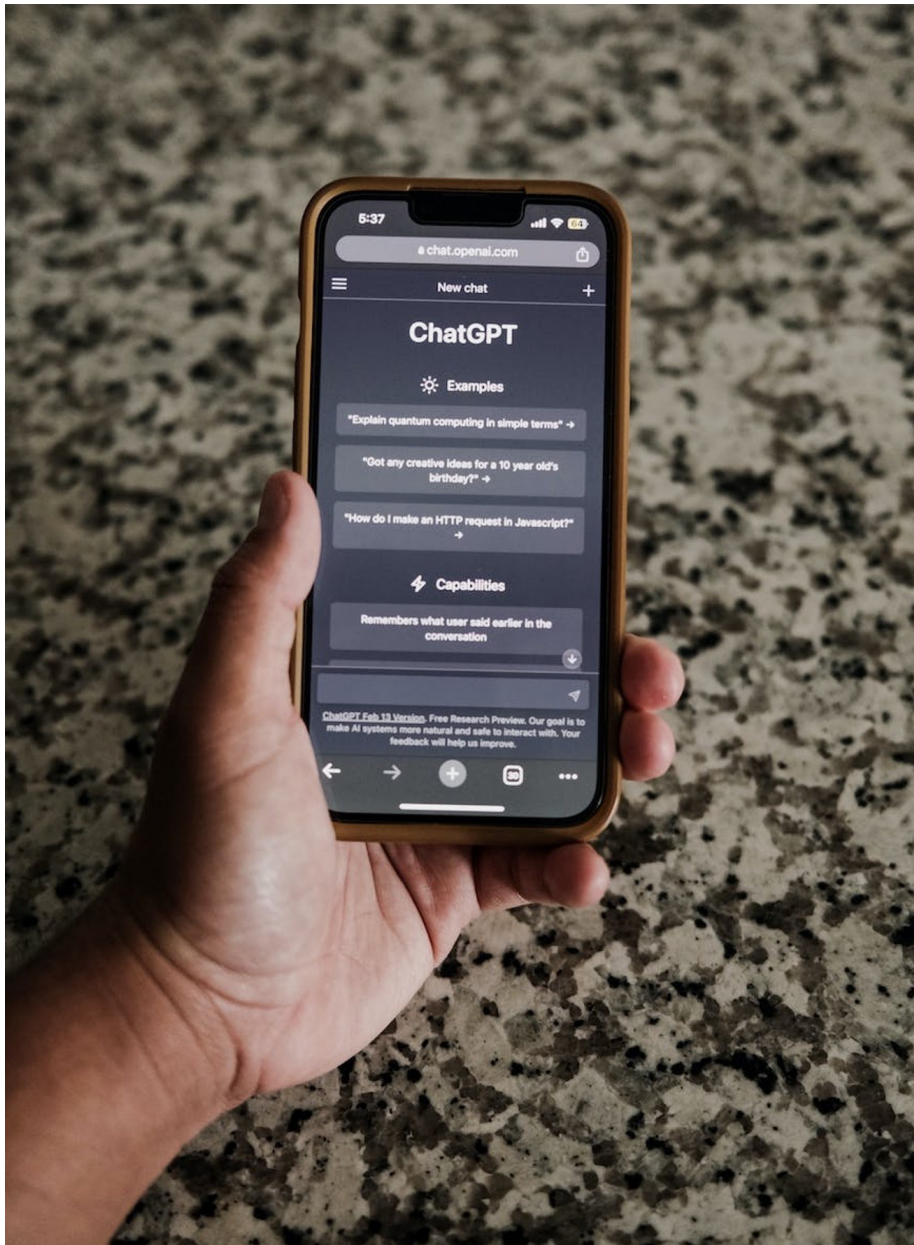
FOLO!
Fear of Looming Obsolescence.

" "The role of the human is not to be overtaken by the advancement of technology, but to embrace it as a tool for empowerment." "

Daniel Schmachtenberger - founder of Civilization Research Institute

AI is Revolutionizing the World

Artificial intelligence is transforming how people live and work on a global scale.

AI is being integrated into nearly every industry and process, changing the fabric of society.
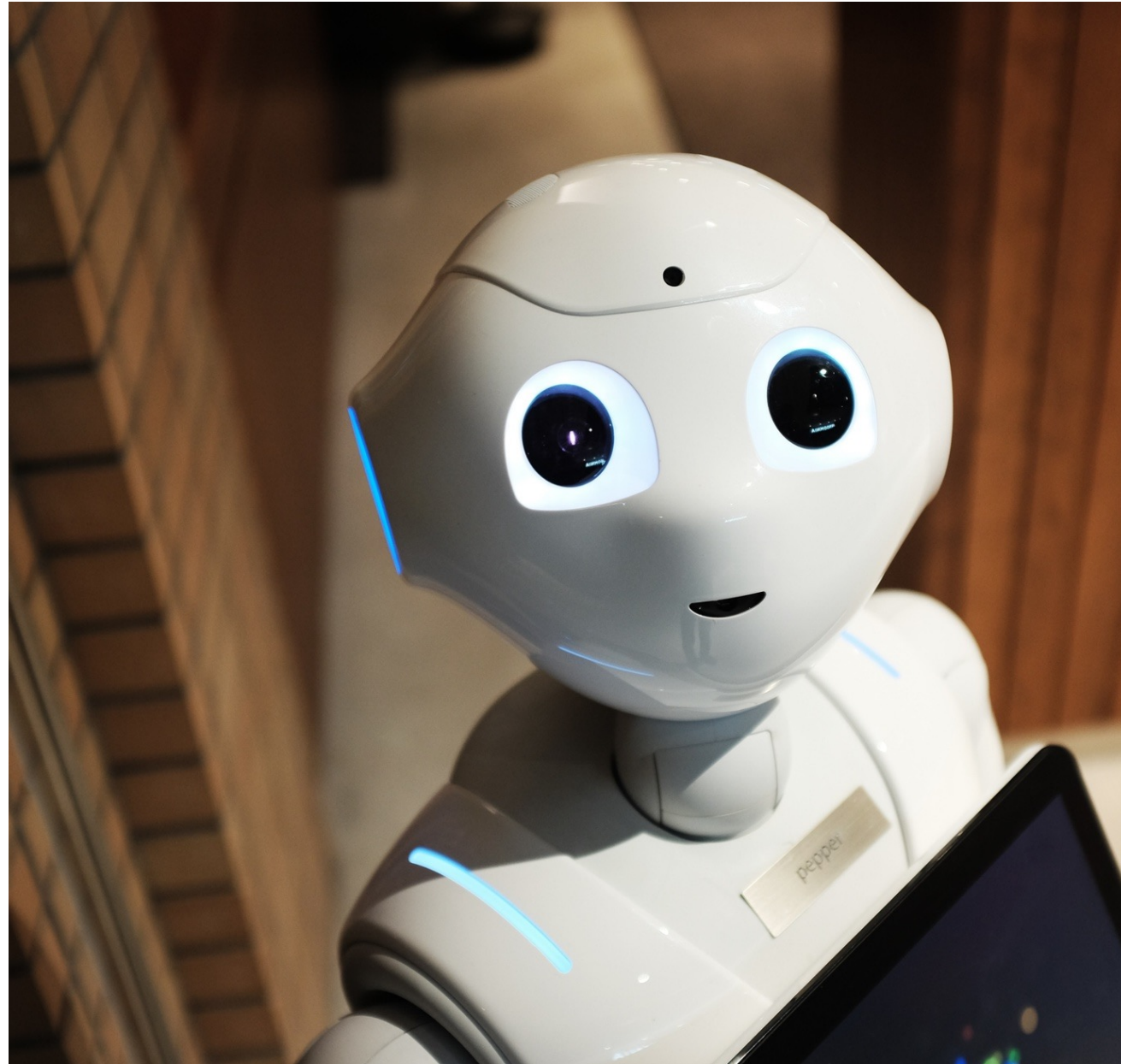
AI Adoption Stats

ChatGPT reached 100M users faster than any consumer app

ChatGPT reached 1 million users within 5 days of release

37.3% annual AI growth to 2030

AI's annual growth rate is expected to be 37.3% from 2023 to 2030 (Forbes)

30% of marketing messages will use AI by 2025

Gartner predicts 30% of outgoing marketing messages from large organizations will be AI generated by 2025
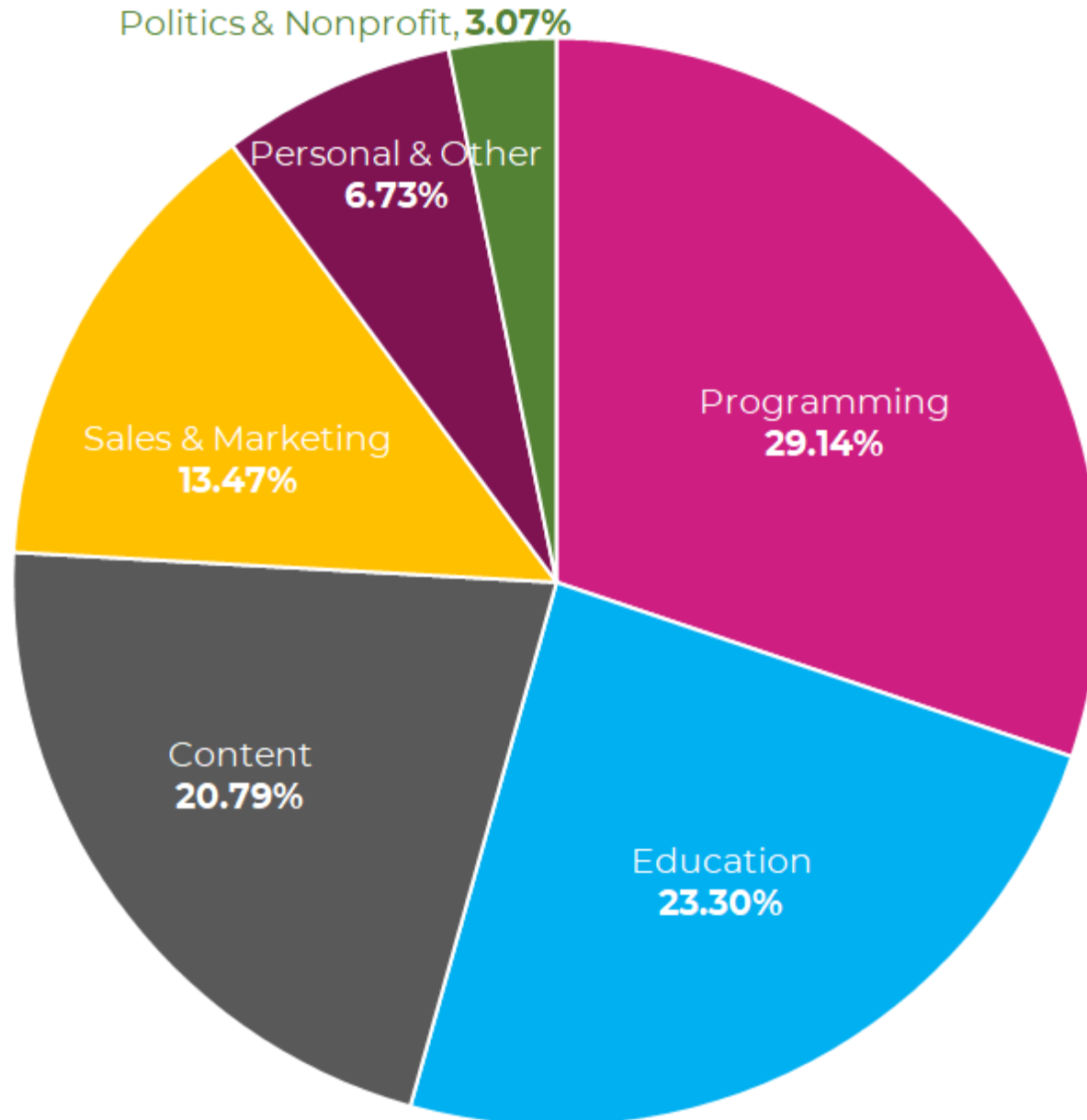
AI market is projected to grow from $136 billion to reach $407 billion by 2027.

(Grand View Research)

AI adoption is accelerating rapidly across industries.

Category Breakdown of 4,098 ChatGPT Prompts

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

Politics & Nonprofit, **3.07%**

Personal & Other **6.73%**

Sales & Marketing **13.47%**

Content **20.79%**

Education **23.30%**

Programming **29.14%**

Source: SparkToro & Datos

Top 50 GenAI Web Products, By Monthly Visits

1. ChatGPT
2. character.ai
3. Bard
4. Poe
5. QuillBot
6. PhotoRoom
7. CIVITAI
8. Midjourney
9. Hugging Face
10. Perplexity

11. YOU.com
12. leonardo.
13. PIXLR
14. VEED.IO
15. tome
16. AI-Novel
17. cutout.pro
18. ForefrontAI
19. Clipchamp
20. TheB.AI

21. NightCafe
22. replicate
23. Speechify
24. IIElevenLabs
25. Lexica
26. VocalRemover
27. Writesonic
28. CHATPDF
29. D-ID
30. Chub.ai

31. GPTGO.ai
32. runway
33. Playground
34. Kaiber
35. Hotpot
36. Stable Diffusion
37. copy.ai
38. ZeroGPT
39. Smodin
40. ZMO.AI

41. Fliki
42. pornpen.ai
43. KAPWING
44. Gamma
45. Looka
46. human or not?
47. PIXAI
48. WRITER
49. NovelAI
50. DeepSwap

The Transformative Potential of AI

- AI is a game changing technology on a global scale.

- Similar to electricity, the industrial revolution, and the internet,

- AI will fundamentally transform how we live, work, and interact.

The AI Opportunity

- Improve productivity and efficiency

  AI can automate repetitive tasks allowing employees to focus on higher value work

- Gain insights from data

  AI can detect patterns and trends not visible to humans

- Personalize experiences

  AI can tailor interactions and recommendations to each customer

- Create new products and services

  AI enables innovations not possible before

- Solve complex problems

  AI can help address global challenges like climate change and disease
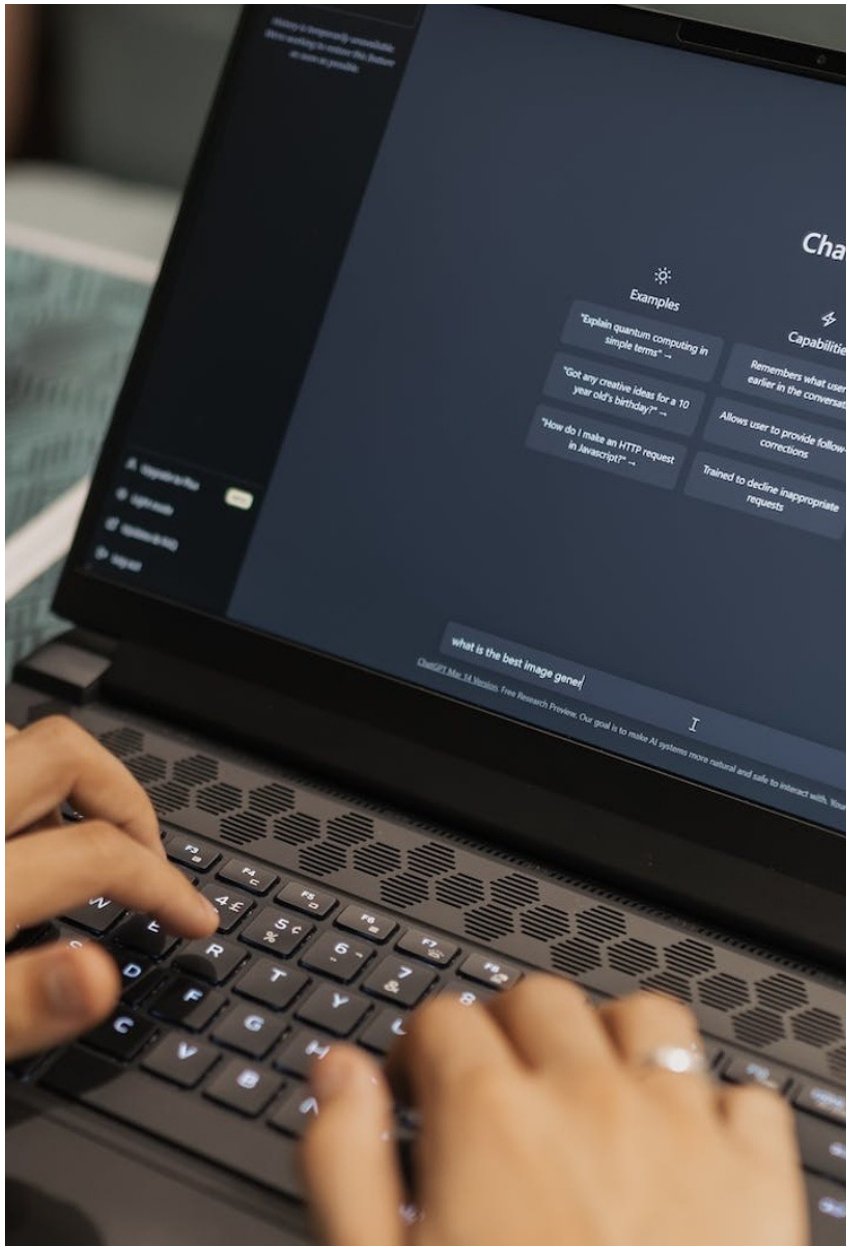
The AI that Every Organization Will Likely Have
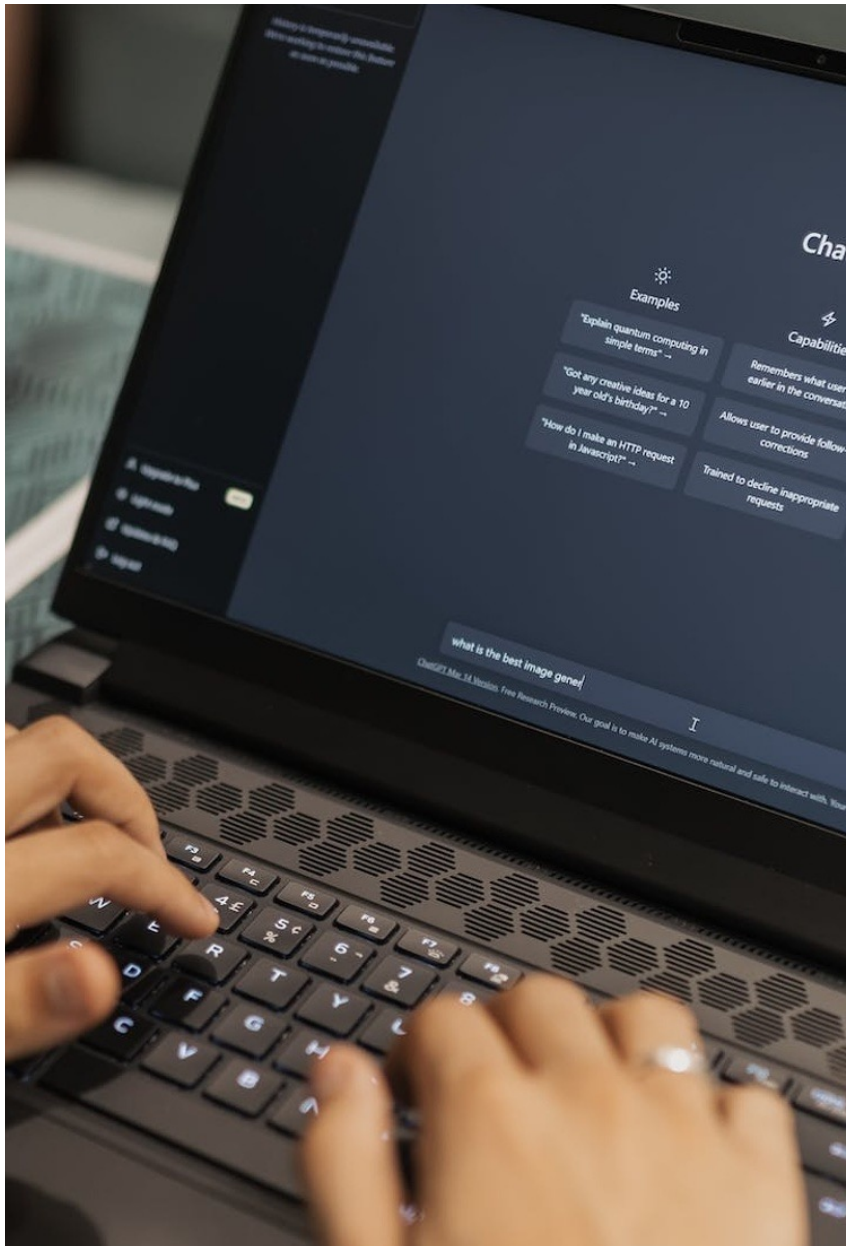
A tuned Large Language Model specific to each organization.

- Tuned to their products and services

- To systems and operations

- To their customer segments

- To their brand voice and message

- The ability to scale with business needs

- Prebuilt prompts and AI operations to
  - To assist marketing, sales, operations, etc.

Thoughts for Adopting AI

Start with specific business use cases

Identify repetitive tasks that can be automated to free up time for more strategic work

Involve stakeholders early

Get input from teams on where AI could help them and how to implement responsibly

Develop prompts systematically

Curate prompts purposefully for your business needs and store them properly to reuse

Manage expectations

Be clear that AI is a tool to aid humans, not replace them

If you could wave a magic wand and automate any aspect of your work, what would it be and why?

Steps for Implementing Automation

Identify repetitive low hanging tasks

Take each repetitive and easy to automate task and categorize it

Categorize tasks into automation buckets

Put tasks into 3 buckets - fully possible today, somewhat possible today, not possible today

Focus on what's fully possible today

Prioritize automating tasks that can be fully automated with current technology

By identifying and prioritizing highly automatable tasks, you can maximize the impact of automation today.

AI is your servant, not your Savior

AI is more than just automation

The levels of Autonomy defined by The Society of Automotive Engineers (SAE), applied to work use cases

	Level 1: Assistance	Level 2: Partial Automation	Level 3: Conditional Automation	Level 4: High Automation	Level 5: Full Automation
Self-Driving Cars	Adaptive Cruise Control	Acceleration, Breaking and Steering Assistance	"AI traffic jam pilot" by Audi	Waymo	Cruise in San Francisco
Customer Support Emails	AI systems suggest documentation to resolve issue	AI systems draft parts of customer support draft	AI systems draft customer support email responses	AI systems respond and handle customer issues. Human check before sending.	AI systems respond and handle customer issues. No oversight.

My AI Toolbox

ChatGPT 4

Conversational AI that can generate human-like text
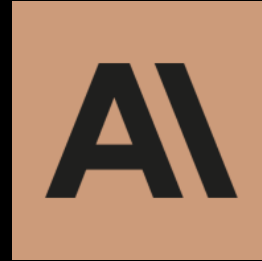
Claude

AI assistant focused on productivity and personalization

Bard

Google's conversational AI that aims to provide helpful information

Otter AI
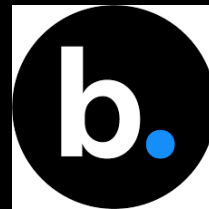
Beautiful AI

MidJourney

Leveraging multiple AI tools can enhance productivity and unlock new possibilities.

My Guiding Principles for AI Use:

Use AI extensively
Continuously explore novel ways to harness AI's capabilities

Be the Human in the Loop
AI provides suggestions, but human judgment is needed to filter and apply them

Recognize AI has limitations
AI lacks nuanced understanding, empathy, passion, and ethical judgment; It cannot think, care or discern

Communicate with AI as if it was Human
Engage with AI conversationally, providing clear instructions. The better the quality of the input, the better the output. GIGO.

Stay Up to Date
AI rapidly changing--keep informed with research; stay current on advancements.

Leverage AI's strengths but rely on human oversight and wisdom

My Primary Use Cases

Content Consumption & Knowledge Gain

AI has assists me in consuming content and in acquiring new knowledge and abilities in different ways

Sorting, Summarizing Analyzing Data

I use ChatGPT to quickly distill meeting minutes, documents, and spreadsheets.

Sales & Client Communications

Answering queries about sales, emails, RFPs, and client communication.

AI is being utilized to enhance productivity, interact with clients, and discover new chances in multiple sectors..

Use Cases

Find select use cases & resources at

https://www.practicalandpossible.com/

Final Thoughts

- ## Use AI tools daily
  Learn how they work and get comfortable with them

- ## Start small
  Automate repetitive, low-hanging fruit tasks with current AI tools

- ## Treat AI as an assistant
  Empower your work. Maintain human oversight

- ## Build and maintain prompts
  Create a library and share with your team

- ## Stay up to date
  Focus on practical uses of AI advancements

- ## Have fun with it!!!

AI: Exploring What's Practical and What's Possible

Q & A

About Michael

With over 30 years in the business, Michael Coogan has led creative ventures for both fun and profit. As Managing Partner of MC2, he helps companies navigate marketing challenges and achieve success. Recently, Michael has focused on AI, consulting businesses on leveraging its potential within their marketing execution.

A fervent advocate for leadership and development, he is a certified John Maxwell Speaker and Coach. Michael believes in empowering others to reach their potential.

Michael's lifelong curiosity and drive have fueled his journey as an entrepreneur, continually pushing him toward innovation and growth in his work and personal life.

Learn more, get links to resources, and more

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