

AI Fundamentals for Business & ChatGPT Secrets

 by Jay Owen



What to Expect / House Rules



Practical

Real-world applications you can use tomorrow



Actionable

Step-by-step guidance, not theory



Mics Off Unless Called On

Use the Raise Hand Feature in Zoom



Q&A Format

Submit questions via chat



Agenda

Opening

Interactive showcase of AI projects

AI 101

Cut through the buzzwords

ChatGPT Mastery

From confusion to confidence

Rapid Adoption

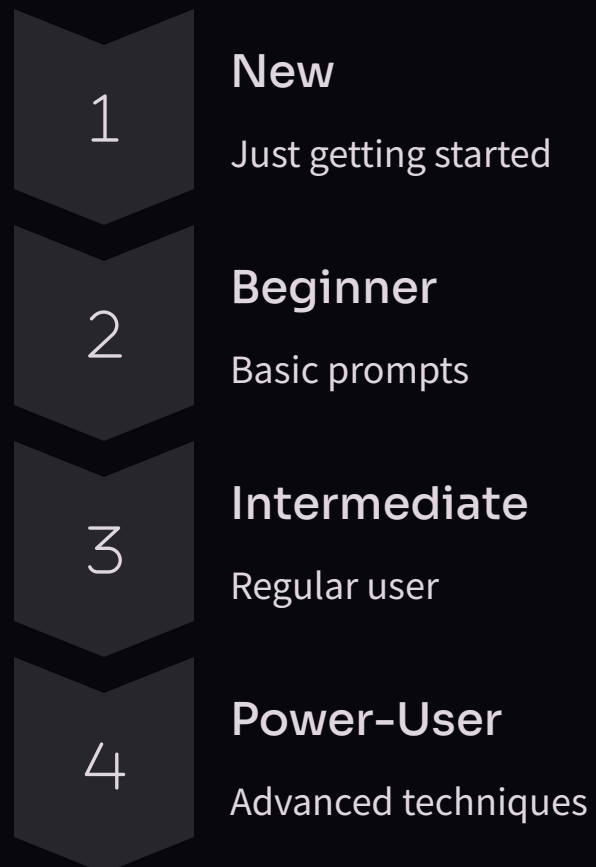
Your implementation roadmap

Future + Q&A

What's next and your questions



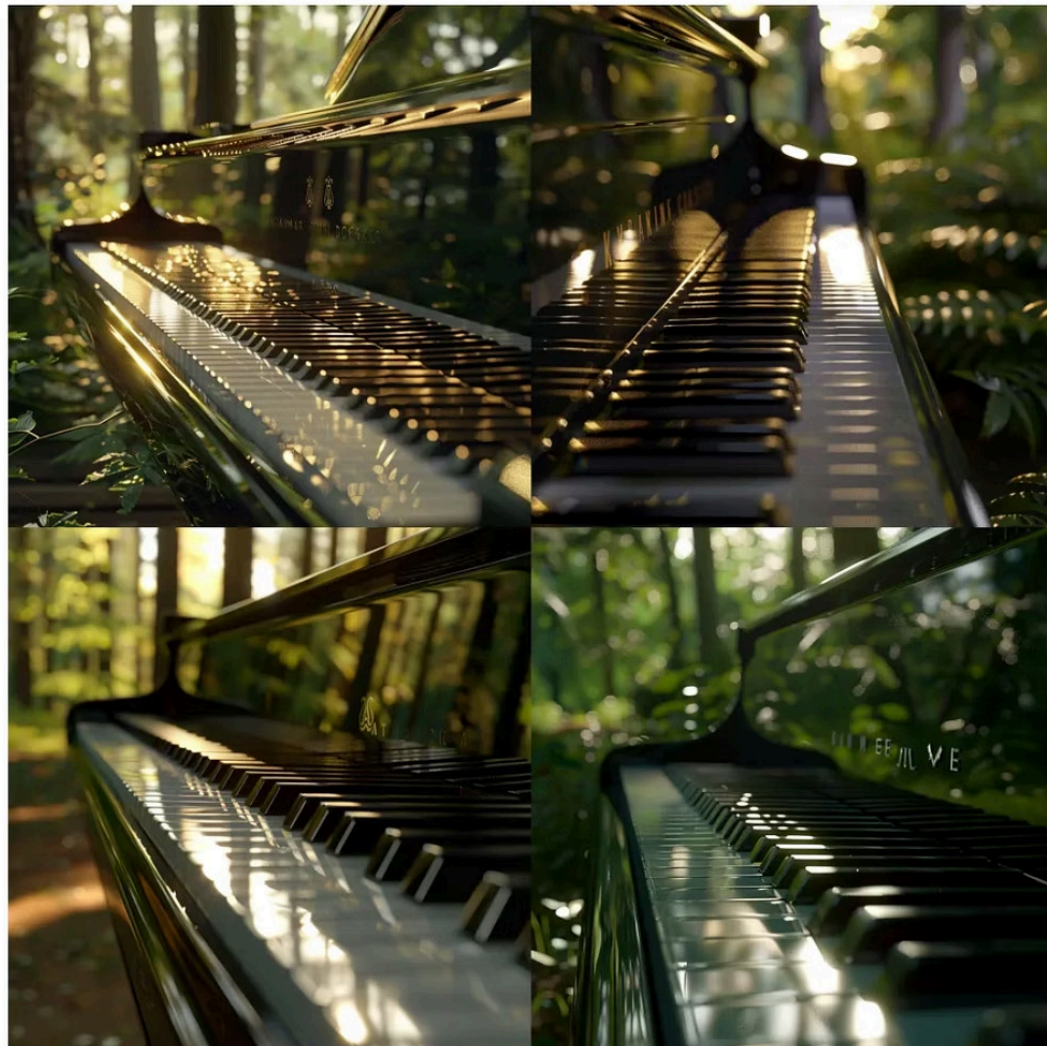
Where are you on your AI journey?



Piano in Forest

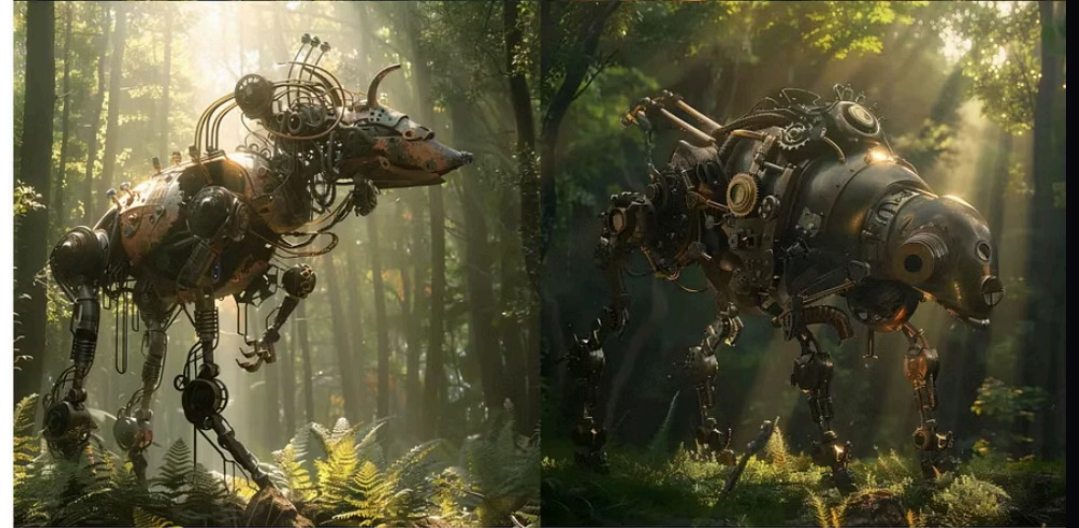
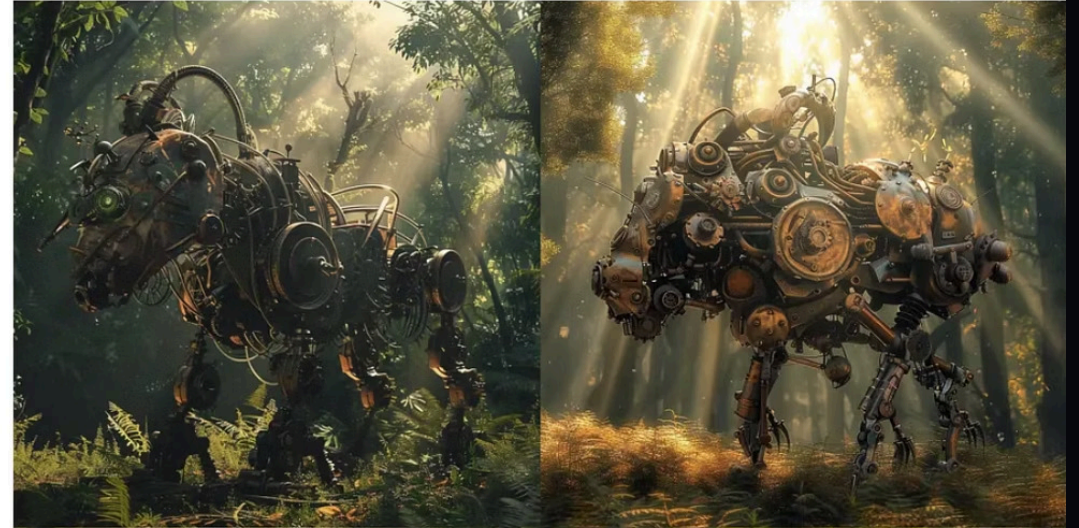
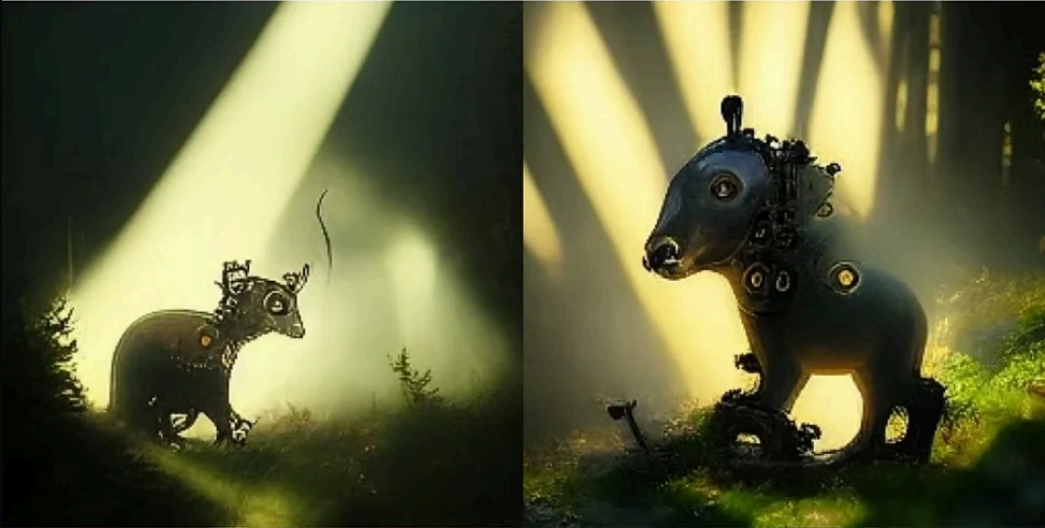


Midjourney v2, 2022



Midjourney v6, 2024

Steampunk Animal



Midjourney v2, 2022

Midjourney v6, 2024



Midjourney v2, 2022

Midjourney v6, 2024

MIDJOURNEY 1



MIDJOURNEY 5.1



Student Projects Showcase



Animated Short

All Created by AI



Audio Book

Completely Custom Voices



Video Game

WWII Flight Simulator



AI-Generated Music

Personalized

Custom tracks based on simple text prompts

Royalty-Free

Full commercial rights for business use

Adaptive

Adjusts to brand tone and audience preferences

DEMO TIME

#1 AI TIP:

BE CONTINUOUSLY CURIOUS



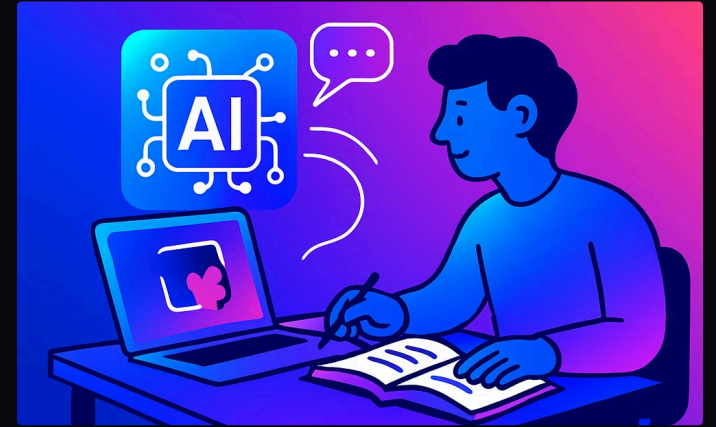
Ask Questions

Explore different prompts and approaches



Experiment

Try new features and capabilities



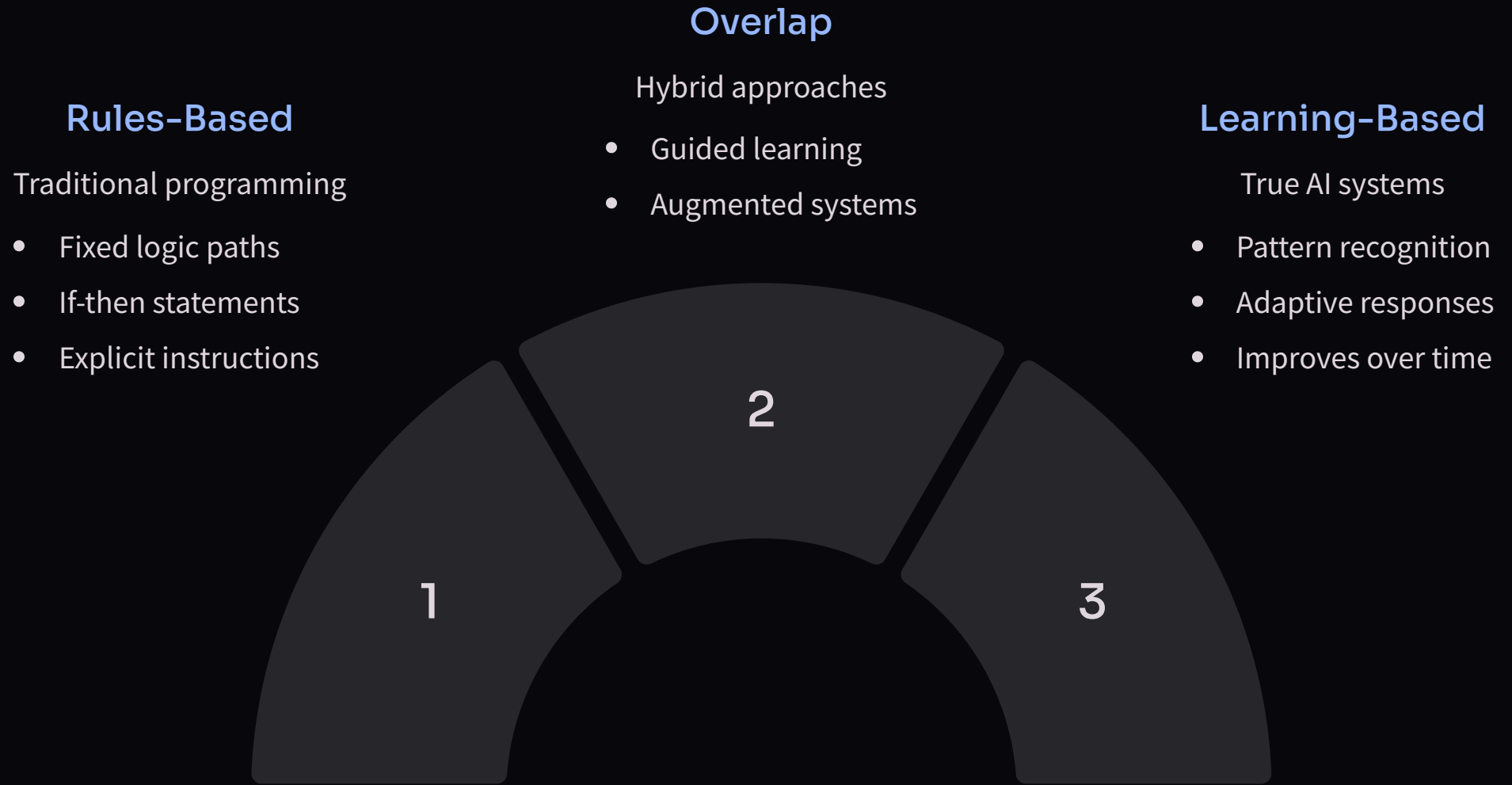
Learn & Iterate

Build on what works, improve what doesn't

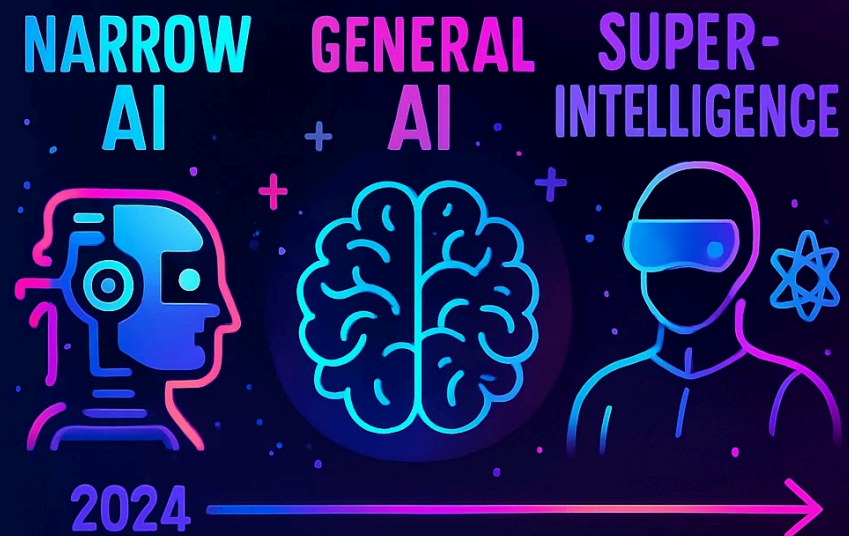
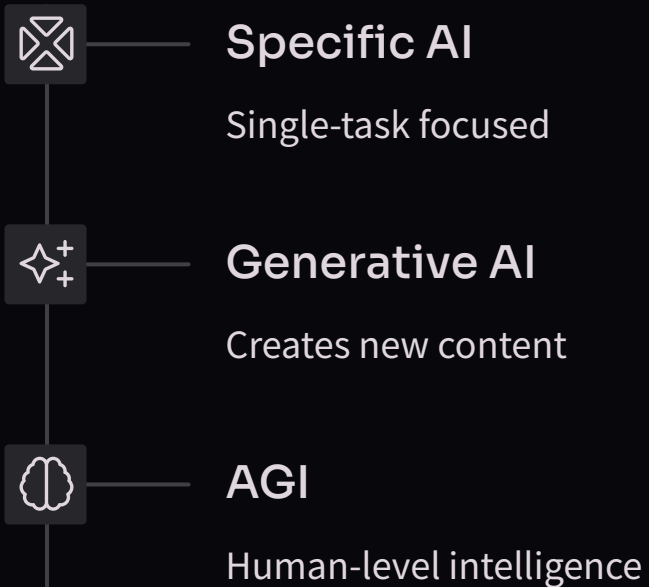


Part 1: AI 101 – *Cut Through the Buzzwords*

Progression to AI



Types of AI Overview



Narrow / Specific AI

Definition

AI designed for a single specific task

Excels in limited domain

Cannot transfer learning to new areas

Everyday Examples

- Email spam filters
- Recommendation engines
- Fraud detection systems
- GPS

Generative AI



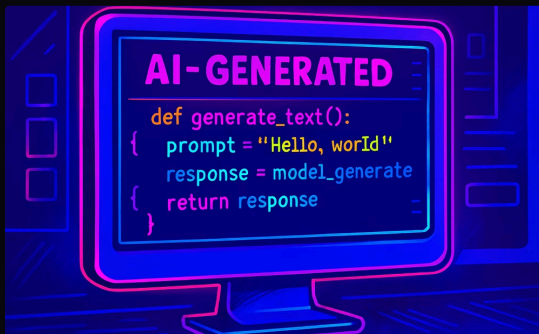
Image Generation

Creates visuals from text descriptions



Text Creation

Produces human-like writing



Code Production

Writes functional programming code

AGI (*Artificial General Intelligence*)



Definition

Human-level intelligence across all domains



Timeline

Realistic estimates: 1-5 years away



Implications

Profound economic and social changes

Key Term: *LLMs*

Tokens

Word fragments LLMs process

Parameters

Knowledge points in the model

Context Window

How much text model can "remember"

TOKENS



PARAMETERS

CONTEXT WINDOW



LLMS



Why LLMs Matter to Business



Speed

Completes weeks of work in minutes



Scale

Handles volume impossible for humans



Cost

Fraction of traditional labor expenses

Popular Models Snapshot



ChatGPT — the original and still the best for most overall use cases

Claude — exceptional for programming and creative writing

Gemini — emerging powerhouse with advanced video capabilities and Google Workspace integration

Llama — open source and integrated with Facebook & Instagram

Grok — able to quickly get the latest news from X.com

General AI Capabilities *Right Now*

1. Text Creation (*Copywriter*)
2. Proofing (*Copy Editor*)
3. Writing Code (*Developer*)
4. Create Images (*Designer*)
5. Create Videos (*Videographer*)
6. Spreadsheet Review & Edit (*Data Analyst*)
7. Slide Creator (*Project Coordinator*)
8. Idea Generator (*Assistant*)
9. Research (Research Assistant)
10. Task Automation (*Project Manager*)
11. Note Taking (*Executive Assistant*)

Cheer or Fear

Opportunities

- Productivity gains
- Cost reduction
- New business models
- Enhanced creativity
- Competitive advantage
- Support for disabilities

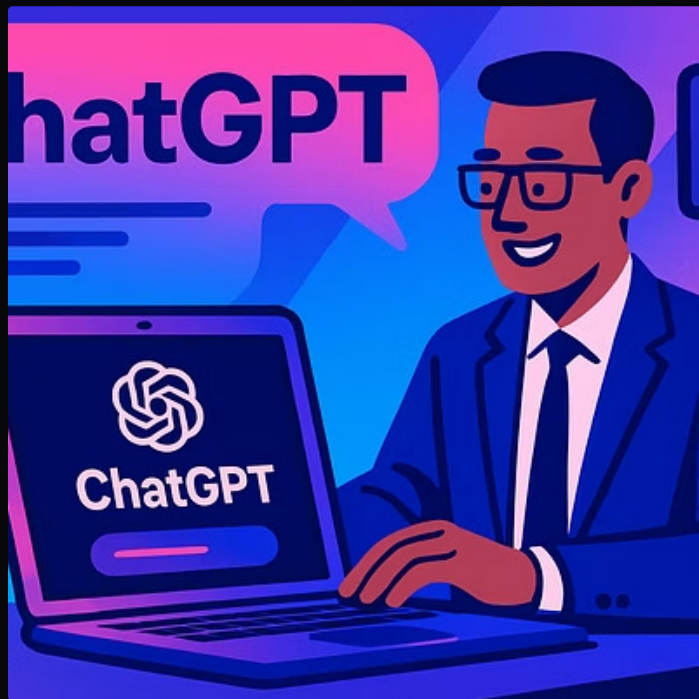
Risks

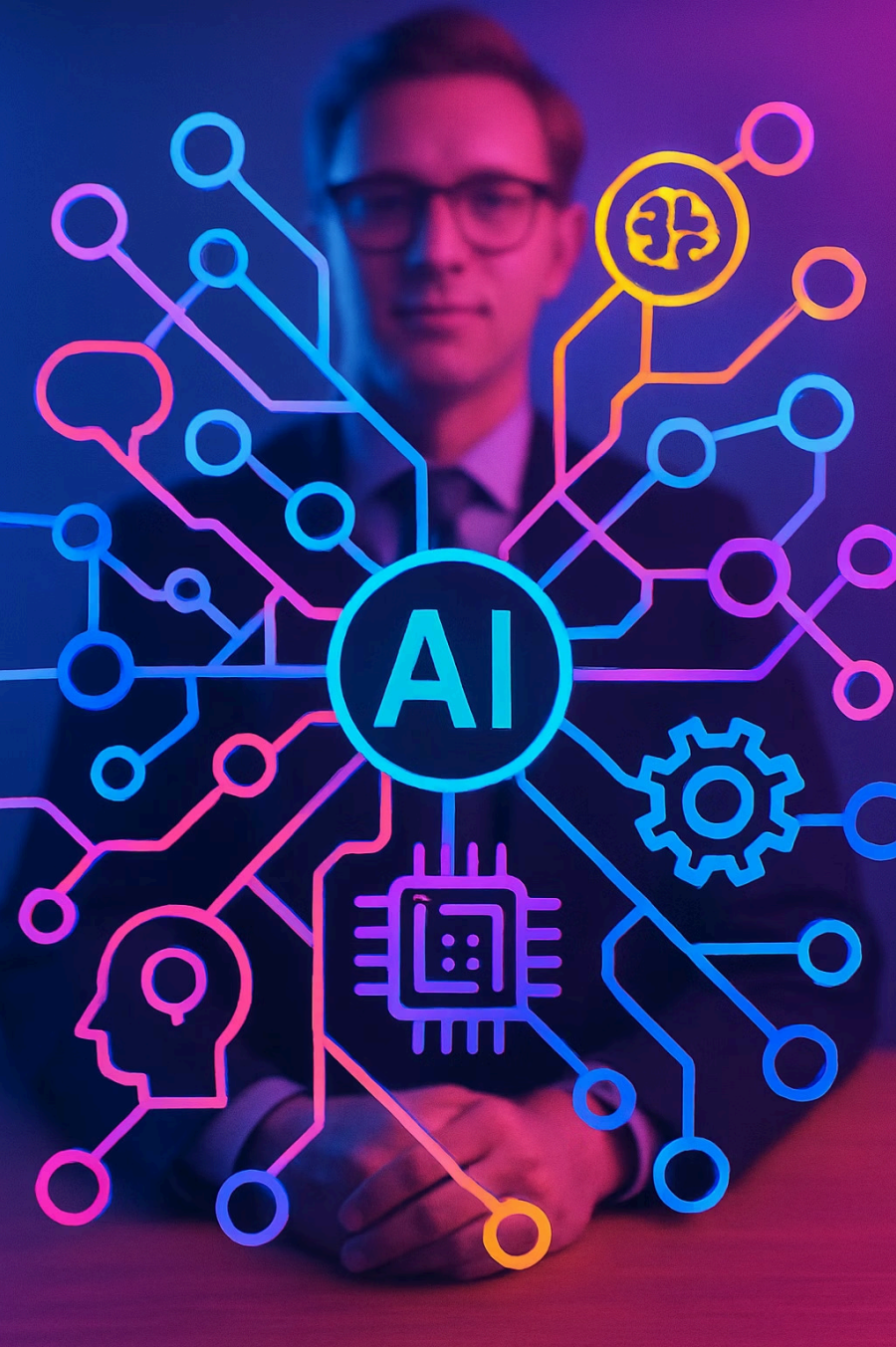
- Job displacement
- Data privacy concerns
- Bias amplification
- Security vulnerabilities
- Dependency issues

Balanced Approach



Part 2: ChatGPT Mastery – *From Confusion to Confidence*





Anatomy of a Prompt



Goal

Clear objective statement



Format

Desired output structure



Warnings

Potential pitfalls to avoid



Context

Background information

CRAFTING SPECIFIC GOAL STATEMENTS FOR AI PROMPTS

Roles & Scope

Be Specific

"Create a marketing email" vs.
"Create a B2B marketing email
for enterprise software"

Define Role

"As an experienced CFO,
analyze these financial
projections"

Set Scope

"Provide 3 key insights in 2-3 sentences each"



Format Element Deep-Dive

Structure Types

"Format as bullet points" or
"Create a 2-column table"

Style Guide

"Use professional tone with
industry terminology"

Length Control

"Keep each section under 50 words" or "Provide a 2-minute read"

TABLE

PRODUCT	SALES	GROWIN	STATUS
Product A	30,000	± 10%	Active
Product B	73,000	± 70%	Active
Product C	30,000	-27%	Insttive
Product D	30,000	€20%	Active

BULLET POINTS

- Key initlative 1
- Key initiative 2
- Key initlative 3
- Key initiative 4

STRUCTURED TEXT

OVERVIEW

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

OBJECTIVER

Sed do-eusmod tempa
incididunt labore et dolore.

TIMELINE

ACTION ITEMS

1. Conduct analysis
2. Develop strategy
3. Execule plan
4. Review results



Warnings Element Deep-Dive

Avoid Pitfalls

"Don't use technical jargon" or
"Avoid making specific price
claims"

Ethical Guardrails

"Ensure content is inclusive and
accessible to all audiences"

Accuracy Checks

"Only include verifiable facts, not speculation"

Context Element Deep-Dive

Background Info

"Our company is a 50-person startup in the healthcare space"

Target Audience

"Content is for mid-level managers with technical background"

Previous Attempts

"We tried email campaigns but open rates were low"

PROVIDING RICH CONTEXT



Example Prompt

GOAL: I want a list of the best medium-length hikes within two hours of San Francisco.

FORMAT: Each hike should provide a cool and unique adventure, and be lesser known.

WARNINGS: For each hike, return the name of the hike as I'd find it on AllTrails, then provide the starting address of the hike, the ending address of the hike, distance, drive time, hike duration, and what makes it a cool and unique adventure.

Return the top 3.

Be careful to make sure that the name of trail is correct, that it actually exists, and that the time is correct.

CONTEXT: My girlfriend and I hike a ton—we've pretty much done all the local SF hikes, from the Presidio to Golden Gate Park. We're definitely in the mood to get out of town this weekend. We recently did the Mount Tam hike, starting from the stairs and ending in Stinson Beach—it was really long, but we loved the celebration at the end with breakfast in town! Ocean views would be a bonus, and we both love delicious food. I've done the Discovery Point hike with the old missile silos probably 20 times, so we're hoping for something different and unique this time, especially since we won't be seeing each other for a few weeks (she has to stay in LA for work).

Another Powerful Prompt Structure

ACT AS A (ROLE)	CREATE A (TASK)	SHOW AS (FORMAT)	WRITTEN LIKE (STYLE)
Marketer, inventor, therapist, journal, advertiser, copywriter, ghost writer, accountant, entrepreneur, mindset coach, project manager, prompt engineer, website designer, best-selling author, Chief Financial Officer.	Essay, recipe article ad copy headline and Nullis blog posts summary sales copy video script SEO keywords book outline email sequence social media post product description.	PDF, XML, HTML, code, graphs, a table, rich text, summary, markdown, word cloud, spreadsheet, Gantt chart, plain text file.	Example copy tone and style

Key Prompting Concept...

ASK THE ROBOT TO ASK YOU QUESTIONS

"What else do you need to know from me to create the best possible outcome?"



ChatGPT Features



Mobile

On-the-go access



Voice

Hands-free interaction



Desktop

Full-featured experience



Canvas

Visual collaboration

CHATGPT





Mobile Platform Highlights



Camera Integration

Snap and analyze on the spot



Share Sheet

Send content directly to ChatGPT



Home Screen Widget

One-tap access to recent chats



Desktop Platform Highlights



Chat Organization

Folders for project management



Code Execution

Run and test code snippets

Voice Chat Highlights



Natural Conversations

Interrupt and redirect mid-response



Multilingual Support

Speak in 40+ languages



Hands-Free Mode

Perfect for commuting or multitasking





Canvas Highlights



Collaborative Editing

Multiple team members simultaneously



Spatial Organization

Arrange ideas visually

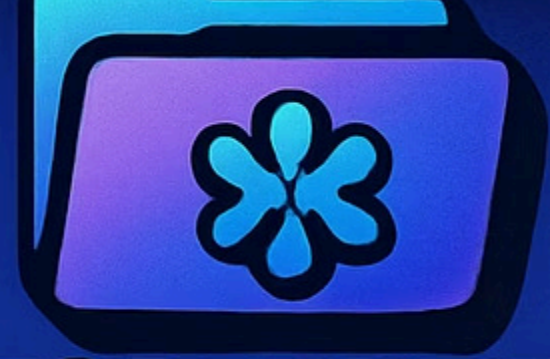


Export Options

PDF, image, or editable formats



DALL·E



CUSTOM GPTs

Advanced Features Index



DALL·E

Image generation



Custom GPTs

Specialized assistants



Projects

Organized
workspaces



File Uploads

Document analysis



Deep Research

Extended Details

DALL-E Feature Spotlight



Product Visualization

Create mockups from descriptions



Marketing Assets

Generate on-brand visuals

Redesign Concept



Custom Illustrations

Unique visuals for presentations

Custom GPTs Feature Spotlight



Industry Specialists

Domain-specific knowledge and terminology



Workflow Assistants

Pre-configured for specific processes



Knowledge Base

Upload proprietary information

**CUSTOM
GPT**
BEING CREATED



for specific business purpose
with knowledge base integration

ChatGPT

Projects Feature Spotlight



Organized Workspaces

Group related conversations



Team Sharing

Collaborate on project insights



Version History

Track progress over time

Workspaces

Marketing

Design

Project Athena

Team A

Marketing

Design

Project Athena

Team A

Sales Update



Kate



Aws



Website Redesign

Emrro



Team Collaboration



File Uploads Feature Spotlight



Document Analysis

Extract insights from PDFs



Data Processing

Analyze spreadsheets and CSV files



Code Review

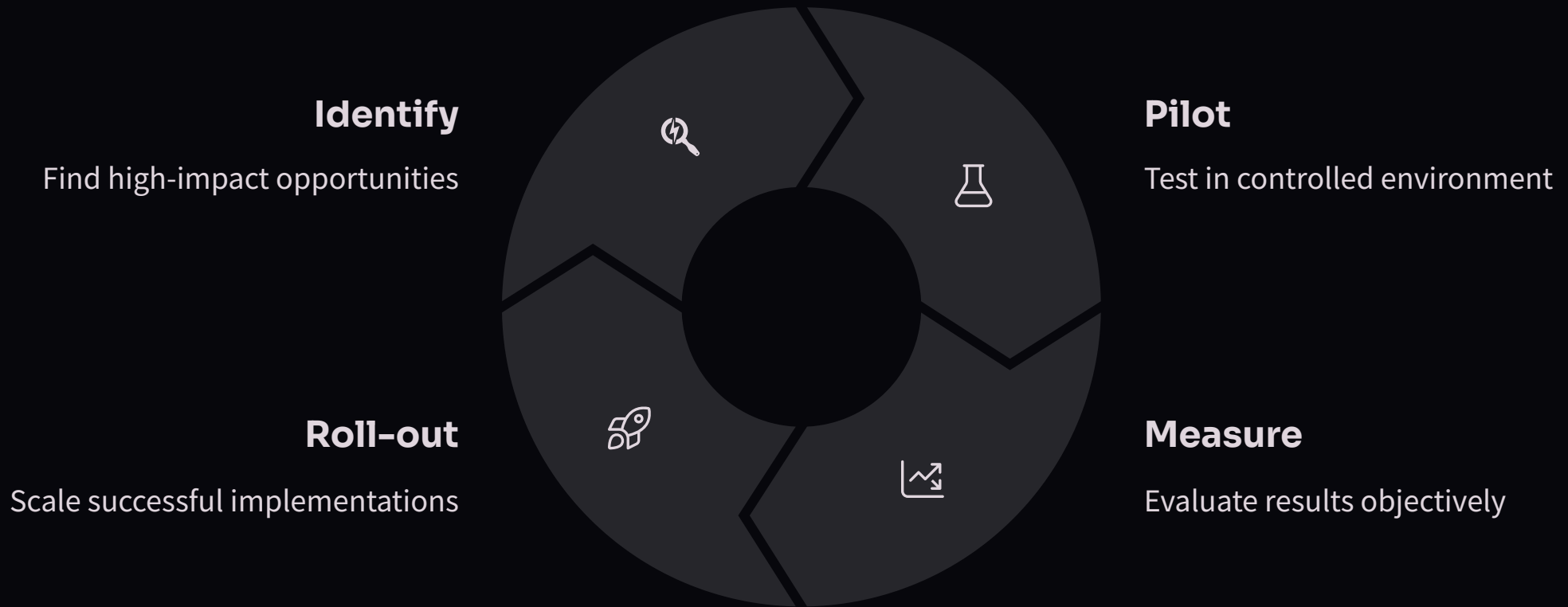
Upload and improve programming files



Part 3:
*Rapid-Adoption
Framework*



4-Step Overview



Common AI Pitfalls: Top 5 Mistakes

1. **Expecting Perfect Results:** AI makes mistakes and requires human oversight for accuracy
2. **Ignoring Data Privacy:** Sharing sensitive information without proper security protocols
3. **Over-Relying on AI:** Replacing human judgment entirely instead of augmenting capabilities
4. **Inadequate Training:** Rolling out AI tools without proper team education
5. **No Clear Strategy:** Implementing AI randomly without defined business objectives

Part 4:

The Future is Now

Exploring AI's immediate impact and emerging opportunities. Real applications transforming business today.



Other Tools I love



Perplexity

AI-powered search that provides accurate answers with real-time sources and citations.



Wispr Flow

AI-powered dictation built into your computer and phone at the OS level.



Midjourney

Premium AI art generator creating stunning visuals from simple text descriptions.



Gamma

Custom presentations in seconds



Freepik

What used to be a stock photo company is now an AI image & video creation tool.



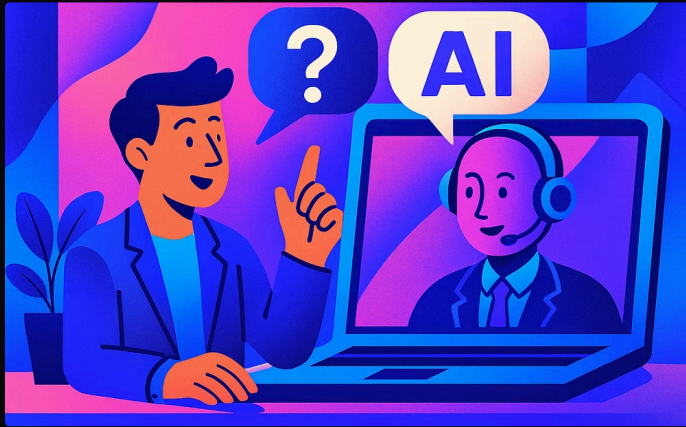
Granola

In person or online meeting recording and summarized notes.

COMPLETE TOOLKIT COMING TO YOUR INBOX

AI Q&A

Your questions answered. Let's dive into real applications and address concerns.



Real-World Applications

Practical ways businesses are implementing AI solutions today



Addressing Concerns

Tackling common questions about AI ethics, privacy, and implementation



Your Specific Questions

Customized answers to help you navigate your unique AI journey