

Application Guide

LEVERAGING AI IN BUSINESS WITH GARRETT STANLEY



BOTTOM LINE:

Artificial intelligence is already having an impact on our lives and businesses. How can leaders leverage its benefits sooner than later?

KEY TAKEAWAYS

I. AI can improve decision-making.

- A. AI allows people to step outside of brand familiarity tunnel vision by inviting other perspectives to the table.
- B. AI helps identify patterns and trends that might not have been noticed otherwise.
- C. AI, specifically ChatGPT, has the ability of a search engine to collect data and remember what you've searched and previously written (even when revisiting it a week later) and can consider all components.

II. AI is an asset to help organizations become more efficient, but you will need to tweak and perfect its output.

- A. One practical way to leverage AI is to use ChatGPT as if they were an intern.
 - 1. It is helpful to get tasks done and off your plate. It helps with brainstorming and fine tuning messaging and approaches.
 - 2. But AI needs guidance. It relies on our ability to feed it with insight and information in order to do its job effectively. The better you become at prompting ChatGPT, the better an asset it will be in your business.
- B. Examples
 - 1. Use ChatGPT while brainstorming to fill gaps as you bounce ideas off it.
 - 2. Have it create a base outline and then go back and complete the details and proper information.
 - 3. Ask it to create a script but go back and make it personal and on-brand.

III. Risks and Challenges of AI

- A. **Accuracy:** You don't want to waste your time building something that's inaccurate, so you must always go in and review the work AI generates.
- B. **Overreliance on technology:** The more a leader leans on technology it begins to override their judgment or intuition.
- C. **Loss of human connection:** While the information may be true, it has the potential to sound disingenuous and is less likely to be taken seriously.
- D. **Decrease of true innovation:** AI doesn't generate new ideas; it aggregates and predicts responses based on prompts. Without new information, you'll keep generating the same ideas in different contexts.

IV. People crave personal touch and human connection, so we're not going away... but neither is AI. We need to take steps to "future-proof" our careers.

- A. **Develop digital literacy and fluency** in order to navigate and leverage AI-powered tools and technologies effectively.

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B. Cultivate emotional intelligence and interpersonal communication. These human skills are becoming increasingly valuable in a world where AI handles routine tasks.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION

1. What are your initial thoughts and feelings about the rise of AI technology?
2. Where could you utilize AI, specifically ChatGPT, as a tool in your organization?
3. What ideas do you have to maintain the “personal touch” that AI tends to lack?
4. What steps are you currently taking to “future-proof” your organization?

RESOURCES MENTIONED

1. [ChatGPT](#)
2. [How Artificial Intelligence Can Improve Organizational Decision Making, Forbes Aug. 2022](#)
3. [How Generative AI is Changing Creative Work, Harvard Business Review, Nov. 2022](#)

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