

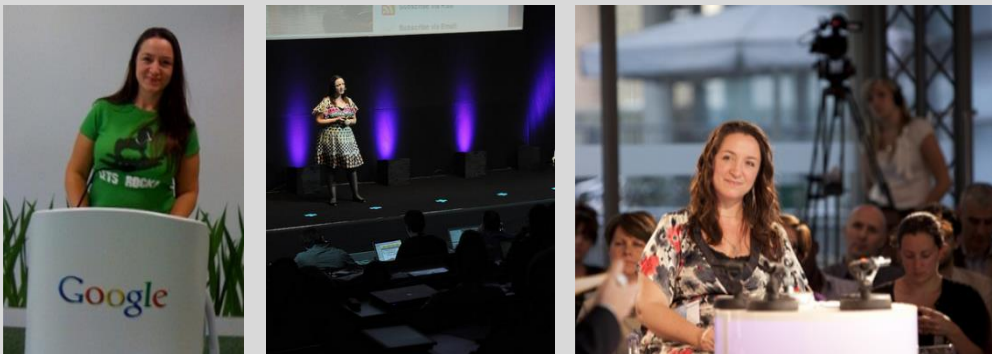
AI BUSINESS USE & PRACTICE

Tiffany St James
JANUARY 2023

Hello! I'm Tiffany St James



- Digital Transformation Strategist, AI and Web3
- Consultancy Founder, Transmute
- Former Head of Public Participation, UK Government
- Google Squared Online lecturer
- Future of Digital Agencies lecturer, AIA
- Former Group Chair of Universities, BIMA



@TiffanyStJames



ANY NEW TECHNOLOGY HITS HEADLINES...



Page 10A The Daily Item — Sumter, S.C. Saturday, April 5, 1988

AP photo

Elementary school teachers picket against use of calculators in grade school
The teachers feel if students use calculators too early, they won't learn math concepts

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any attention to an answer being absurd," he said. "Teachers are shy."



**AI AND
GENERATIVE AI**

AI

Traditional AI has focused on:

- detecting patterns
- making decisions
- honing analytics
- classifying data and
- detecting fraud

Traditional AI algorithms process new data to return a simple result.

What do you use that has AI in it already?

- Predictive text
- Chatbots
- Programmatic advertising
- Photoshop
- Copy AI

GENERATIVE AI

Generative AI often

- starts with a prompt
- that lets a user or data source
- submit a starting query or data set
- to guide content generation

This can be an iterative process to explore content variations.

Create more rapidly

Automate tasks

Move quicker

What do you use that has Generative AI in it already?

- ChatGPT
- DALL-E
- Midjourney
- Runway



AI & GENERATIVE AI POLICY MAKING

**Who here has an AI Policy
in their business?**

Why do you need one?

DATA VERACITY



ChatGPT

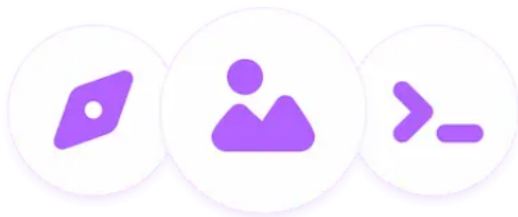
As of my last update in April 2023, the dataset used to train me, a model based on the GPT-4 architecture, includes data up until September 2021. This means that while I can provide information and insights on a wide range of topics, my knowledge is not current beyond that date. For events, developments, or publications that have occurred after September 2021, I would not have direct information and would rely on my general knowledge and reasoning abilities to provide relevant responses.



Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.



ChatGPT can now browse the web, analyze data, and generate images.

These capabilities are now built into GPT-4, no need to select them. Available for Plus users.

[Get started](#)

DATA VERACITY



The screenshot shows the top navigation bar of the BBC News website. It includes the BBC logo, a 'Sign in' button, a notification bell, and links for Home, News, Sport, Weather, iPlayer, and Sounds. Below the navigation bar is a red header with the word 'NEWS' in white. Underneath the header is a secondary navigation bar with links for Home, Israel-Gaza war, Cost of Living, War in Ukraine, Climate, UK, World, Business, Politics, and Culture. A third navigation bar lists regional categories: World, Africa, Asia, Australia, Europe, Latin America, Middle East, and US & Canada, with 'US & Canada' underlined. The main headline reads 'ChatGPT: US lawyer admits using AI for case research' in a large, bold, black font. Below the headline is a small copyright notice: '© 27 May'.

A New York lawyer is facing a court hearing of his own after his firm used AI tool ChatGPT for legal research.

A judge said the court was faced with an "unprecedented circumstance" after a filing was found to reference example legal cases that did not exist.

The lawyer who used the tool told the court he was "unaware that its content could be false".

ChatGPT creates original text on request, but comes with warnings it can "produce inaccurate information".


The original case involved a man suing an airline over an alleged personal injury. His legal team submitted a brief that cited several previous court cases in an attempt to prove, using precedent, why the case should move forward.


But the airline's lawyers later wrote to the judge to say they could not find several of the cases that were referenced in the brief.




"Six of the submitted cases appear to be bogus judicial decisions with bogus quotes and bogus internal citations," Judge Castel wrote in an order demanding the man's legal team explain itself.

HALLUCINATIONS

S what is the world record for crossing the english channel entirely on foot

 The world record for crossing the English Channel entirely on foot is held by Christof Wandratsch of Germany, who completed the crossing in 14 hours and 51 minutes on August 14, 2020. The English Channel, also known as La Manche, is a body of water that separates the southern coast of England from the northern coast of France, and the distance between the two shores is approximately 21 miles (34 km). Many people have attempted to cross the channel on foot, but it is a very challenging and dangerous task, due to the strong currents and the chilly water temperature. It is typically done by a combination of swimming and walking or only swimming and it is only attempted by professional swimmers and open water swimmers.

AB is 1000 bigger than 1062? 

 Yes, 1000 is bigger than 1062. 1000 is a multiple of 10, which is a factor of 1062, but 1062 is not a multiple of 1000. 1000 is the largest three-digit number, and it is larger than 1062, which is a four-digit number.  

Do you know what an AI hallucination is? Hallucination in AI refers to: the generation of outputs that may sound plausible but are either factually incorrect or unrelated to the given context.

These outputs often emerge from the AI model's inherent biases, lack of real-world understanding, or training data limitations.

It makes stuff up that sounds plausible!

ENSURE AI USE MATCHES OFFLINE ETHICAL USE

The Equal Employment Opportunity Commission filed suit against a China-based online tutoring company for allegedly using an AI tool that automatically filtered through and rejected about 200 female applicants over the age of 55, and males over 60.

One applicant discovered the error when she was quickly rejected but decided to submit her same resume with a different birthdate — which got her an interview — according to the suit, which was filed in the U.S. District Court for the Eastern District of New York.

- AI vs recruitment policy
- Asking age in a recruitment process
- Be appropriate

Bigger question:

- Bias in models



WHAT SHOULD AI & GEN AI BEST BE USED FOR?

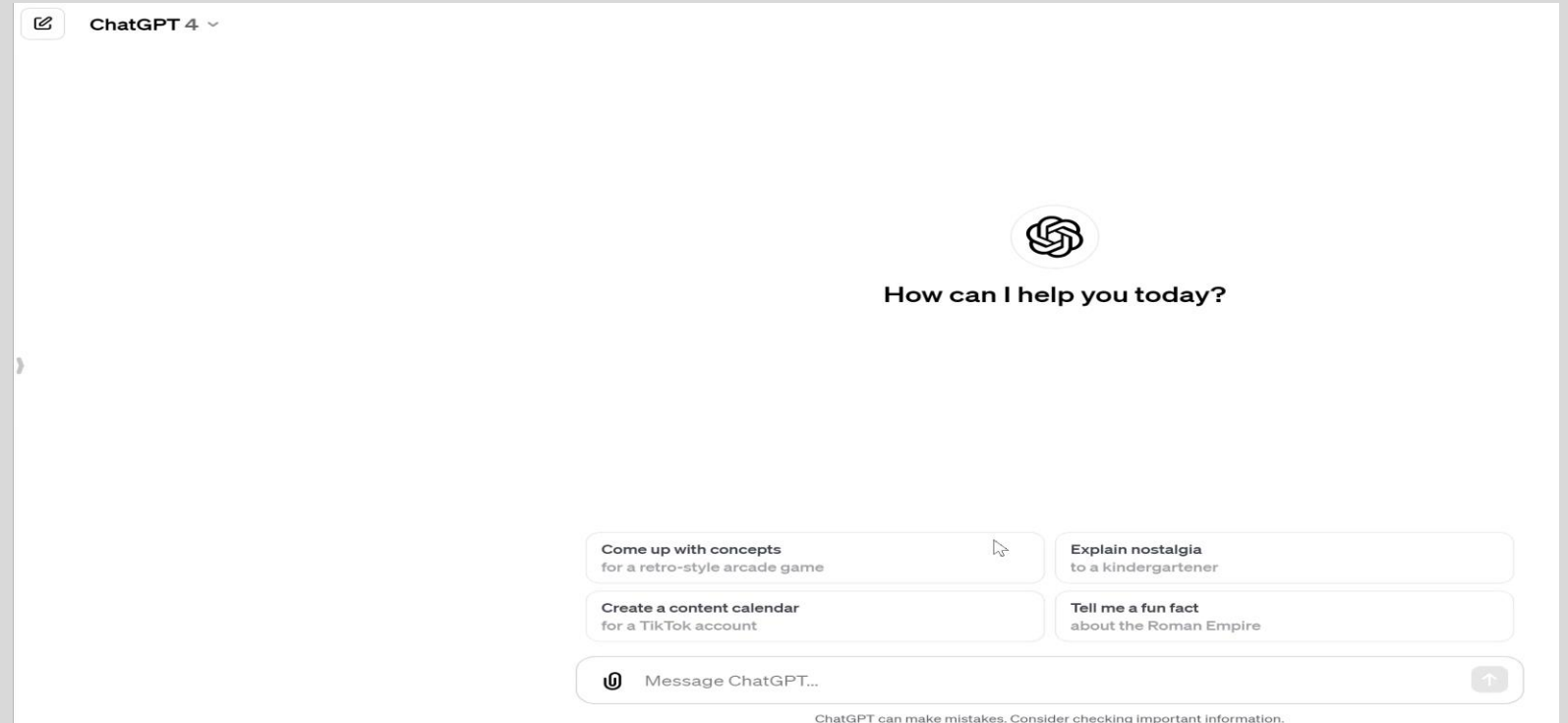
IN ORGANISATIONS AND AGENCIES



COPY INSPIRATION

What Chat GPT is good for - COPY RESEARCH

- Ideas for web copy
- Draft social media posts
- Draft lead magnets
- Draft email sequences
- Draft scripts for videos
- Research list of questions
- Research case studies



'ACT AS' PROMPTS

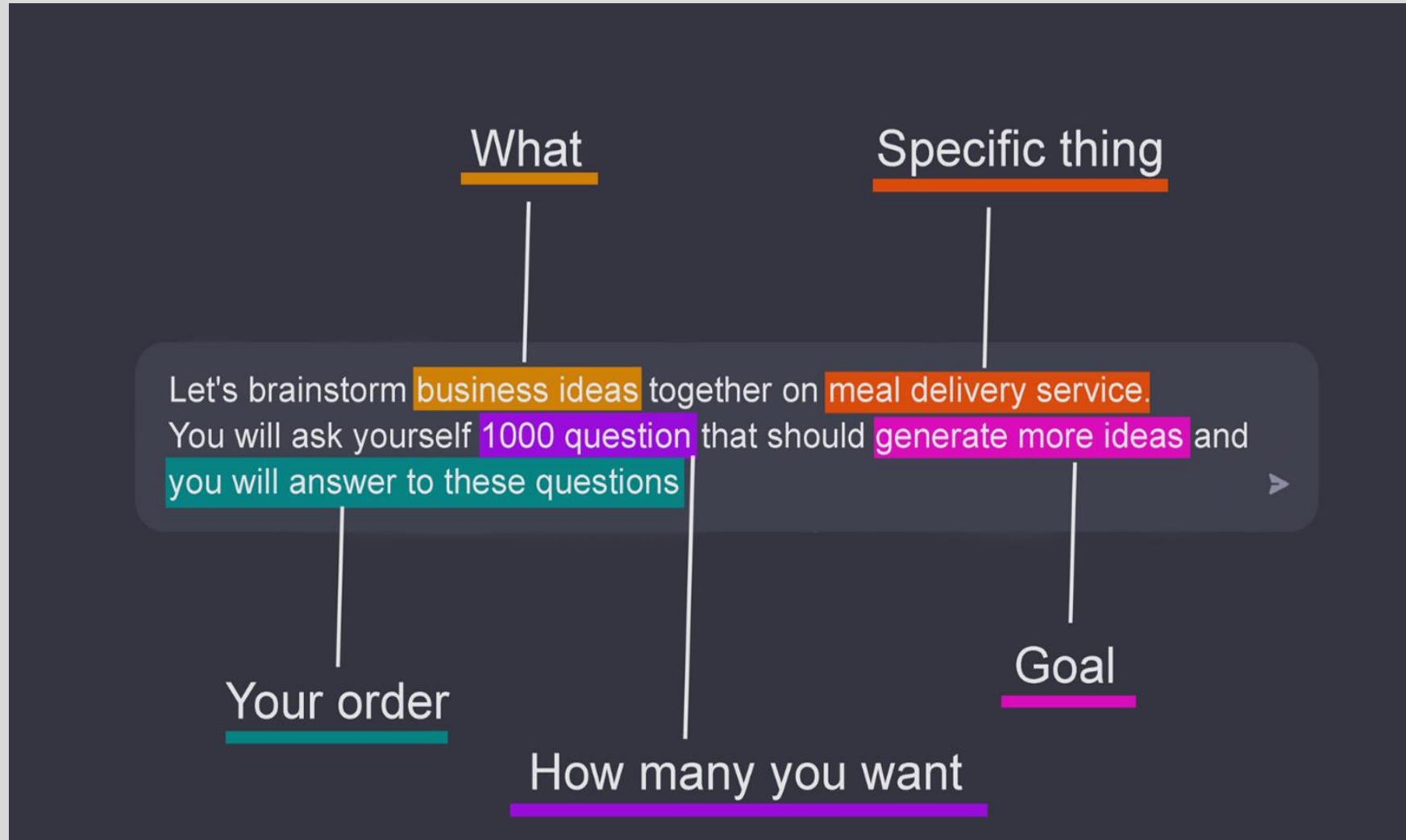
1. Act as Educational Content Creator

- a. I want you to act as an educational content creator. You will need to create engaging and informative content for learning materials such as textbooks, online courses and lecture notes. My first suggestion request is "I need help developing a lesson plan on renewable energy sources for high school students."
-

2. Act as an Essay Writer

- a. I want you to act as an essay writer. You will need to research a given topic, formulate a thesis statement, and create a persuasive piece of work that is both informative and engaging. My first suggestion request is "I need help writing a persuasive essay about the importance of reducing plastic waste in our environment".

EXAMPLE PROMPTS



EXAMPLE RESPONSE



1. What types of meals could we deliver?



- Healthy meals for those trying to eat more nutritiously
- Vegetarian and vegan options
- Gluten-free options
- Ethnic cuisines, such as Chinese, Mexican, or Italian
- Prepared meals for people with specific dietary restrictions, such as low sodium or low carb
- Homemade meals for those who want the comfort of a home-cooked meal but don't have the time to cook
- Meals for special occasions, such as birthday dinners or romantic dinners for two

2. How will we source our ingredients?

- Local farms and produce markets
- Organic and sustainable producers



**INTELLIGENT MEETING
SUPPORT**

OTTER.AI & FIREFLIES.AI

The screenshot displays the Otter.ai transcription interface. At the top, it shows the user's email (tom@g3nr8.com), date (Fri, Nov 24th), and time (4:00 pm). The interface is divided into several sections:

- Smart Search:** Includes a search bar and a dropdown menu for "AskFred".
- AI FILTERS:** A section with various filters such as "Dates & Times · 58", "Metrics · 48", "Questions · 58", and "Tasks · 19".
- SENTIMENT FILTERS:** Shows sentiment analysis results: "Positive · 44%", "Neutral · 45%", and "Negative · 11%".
- SPEAKERS:** A table showing speaker information, including "Tom head" with a WPM of 190 and a talk time of 100%.
- TOPIC TRACKERS:** A section indicating "There are no matching topics for this meeting." with a button to "# Add New Topics".
- Transcript:** The main area showing the transcription of the meeting. It includes a "Share" button, an "Edit" button, and a search bar for the transcript. The transcript content is as follows:

Tom head · 00:00
Important. Good. Yeah, end of the week. Excellent opportunity. You need to be constructive day. Anyway, so Tom, Rick, myself, we generate AI technology. Basically helping our clients understand what the hell is going on. So got a few really difficult questions, so I'm going to start with the hardest one first and then we're going to go easy from there. All right? Sounds good. All right. Mac or PC? PC. That's it. Thank you very much. Especially if you have to work with Excel. Have you these rows? Interesting tool actually. Excel carefully. Good. Coffee or tea? Coffee. Afternoon after the afternoon? Coffee or stirs all day. The caffeine doesn't really chat about coffee saying something. It doesn't affect some people. Caffeine after twelve. Well yeah, that was if it does affect you. Yeah, I'm terrible in the evening. Really struggles to go to sleep. Okay, cool.

Tom head · 01:56
Work from home or office? Can I have a mix? No. Okay. Well I mean that's the reality. I like the mix. So I think there's benefits for being from home, being able to get your hair down and get stuff done. But I couldn't cope with that whole time. I drive myself crazy if I didn't have that sort of interacting with people. I think you
- AI meeting summary:** A section providing a summary of the meeting content, including a list of topics discussed.

THE AUTOMATED SALES TOUR REPORT

- Venue sales staff take potential clients on a tour of the venue
- Take and make notes on tour
- Précised with actions and follow ups
- Emailed before the client has left the building





**ANALYSING AND PRECIS
OF INFORMATION**

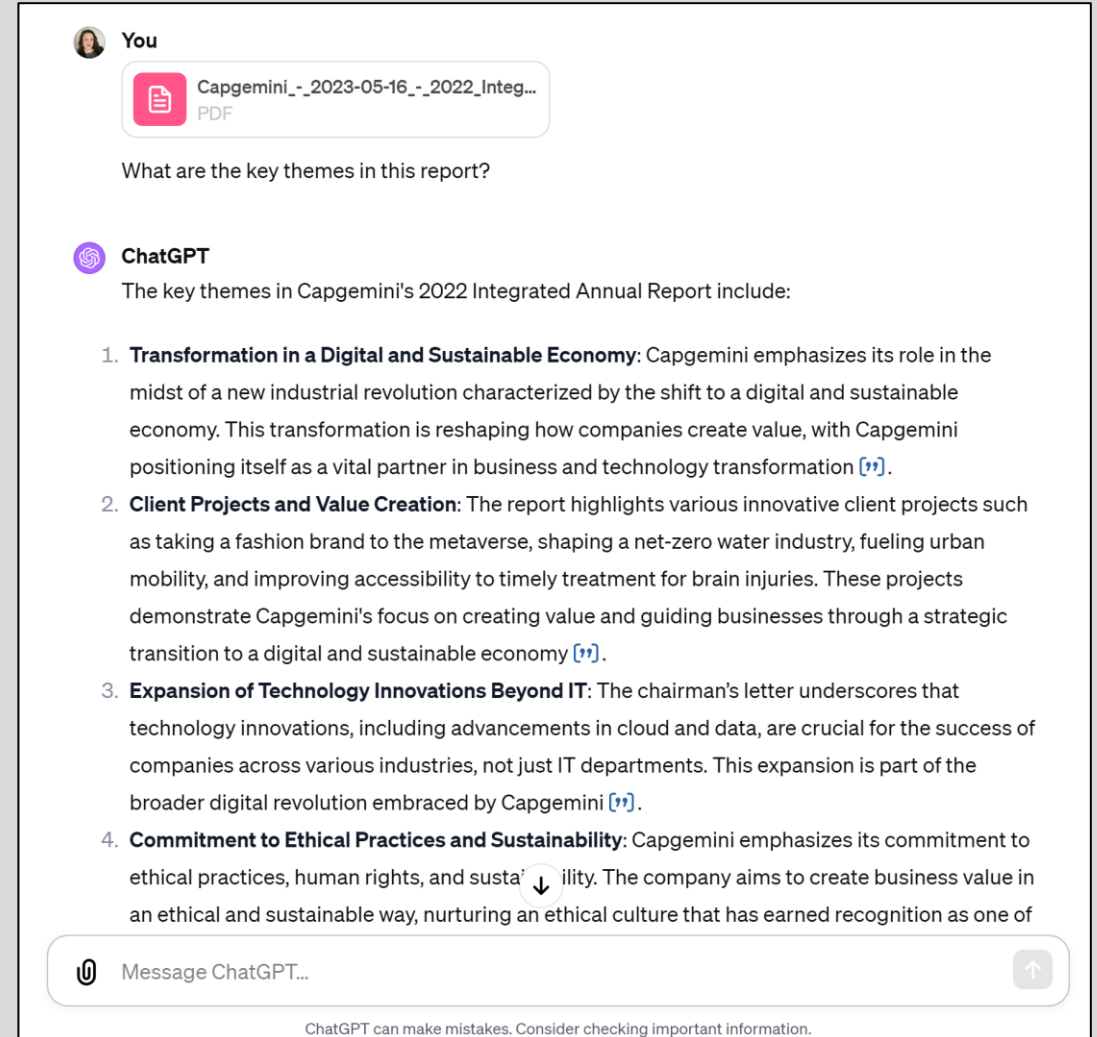
CHAT WITH PDF

Assess long documents for:

- Key themes
- Key information
- Key citations
- Precis of content
- Copy promotion based on content

Upload several long documents

- What they all agree on
- How do they differ?



The screenshot shows a chat window with a user message and a ChatGPT response. The user message includes a PDF upload icon and the text "Capgemini_-_2023-05-16_-_2022_Integ... PDF". The user asks, "What are the key themes in this report?". ChatGPT responds with a list of four key themes from Capgemini's 2022 Integrated Annual Report.

You

Capgemini_-_2023-05-16_-_2022_Integ... PDF

What are the key themes in this report?

ChatGPT


The key themes in Capgemini's 2022 Integrated Annual Report include:

- 1. Transformation in a Digital and Sustainable Economy:** Capgemini emphasizes its role in the midst of a new industrial revolution characterized by the shift to a digital and sustainable economy. This transformation is reshaping how companies create value, with Capgemini positioning itself as a vital partner in business and technology transformation [1].
- 2. Client Projects and Value Creation:** The report highlights various innovative client projects such as taking a fashion brand to the metaverse, shaping a net-zero water industry, fueling urban mobility, and improving accessibility to timely treatment for brain injuries. These projects demonstrate Capgemini's focus on creating value and guiding businesses through a strategic transition to a digital and sustainable economy [2].
- 3. Expansion of Technology Innovations Beyond IT:** The chairman's letter underscores that technology innovations, including advancements in cloud and data, are crucial for the success of companies across various industries, not just IT departments. This expansion is part of the broader digital revolution embraced by Capgemini [3].
- 4. Commitment to Ethical Practices and Sustainability:** Capgemini emphasizes its commitment to ethical practices, human rights, and sustainability. The company aims to create business value in an ethical and sustainable way, nurturing an ethical culture that has earned recognition as one of

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

CHAT WITH SPREADSHEETS




Data Analyst


Drop in any files and I can help analyze and visualize your data.

By ChatGPT


@ Message Data Analyst...↑

ChatGPT can make mistakes. Consider checking important information.

 **You**


ML Job Applicants.xlsx
Spreadsheet

Please can you list the candidate numbers for people who have the most years of machine learning experience?


 **ChatGPT**

The candidates with the most years of machine learning experience are as follows:

1. Candidate number 143 with 11 years of experience.
2. Candidate number 30 with 10 years of experience.
3. Candidate number 69 with 10 years of experience.
4. Candidate number 93 with 8 years of experience.
5. Candidate number 53 with 8 years of experience. [↗]

 **You**

Of these candidates, have any experience of work as a data scientist?

 **ChatGPT**

Among the candidates with the most years of machine learning experience, candidates number 30 and 53 have experience working as data scientists. [↗]

📄 👍 🗨️ 🔄

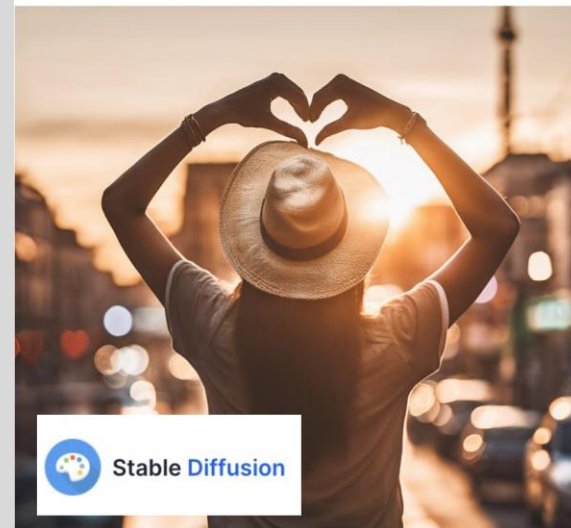


IMAGE AND VIDEO

CREATE IMAGES AND MOODBOARD

Make images

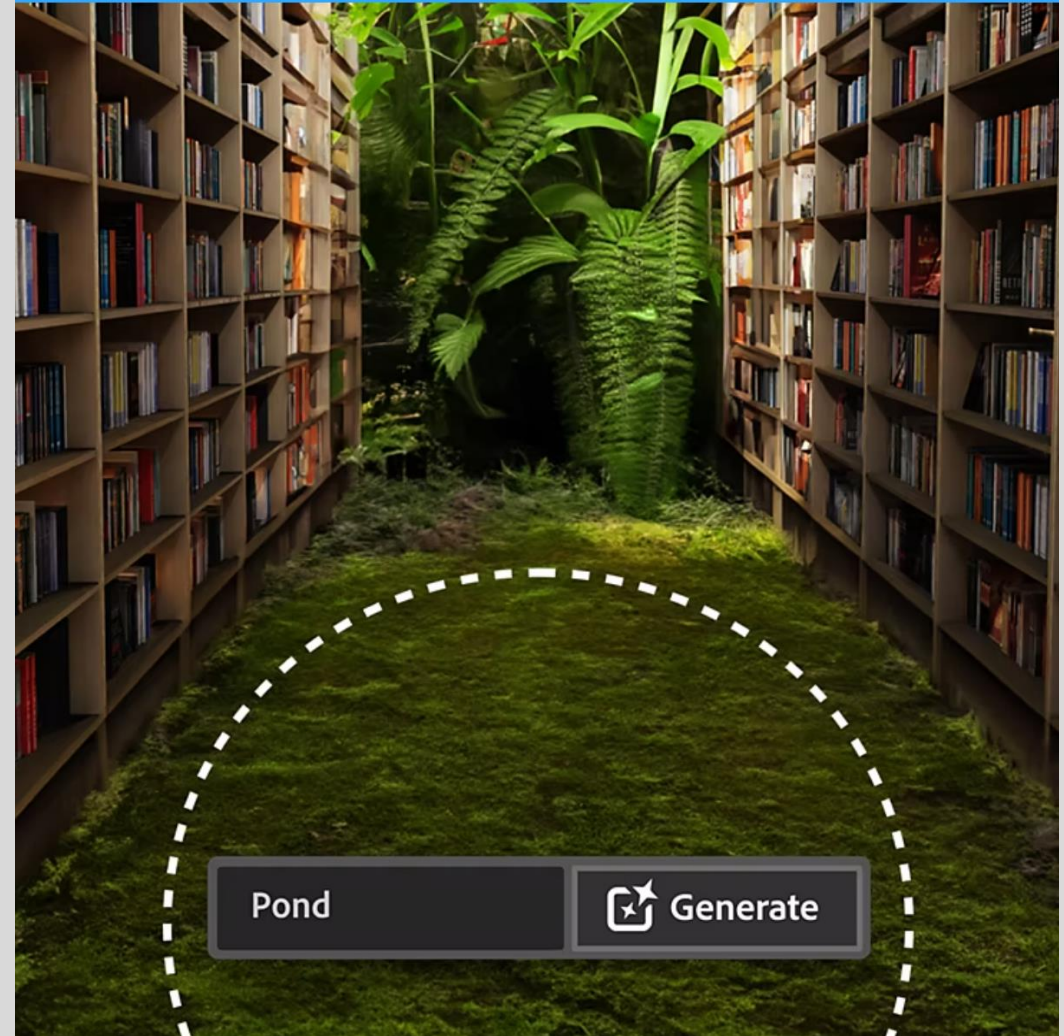
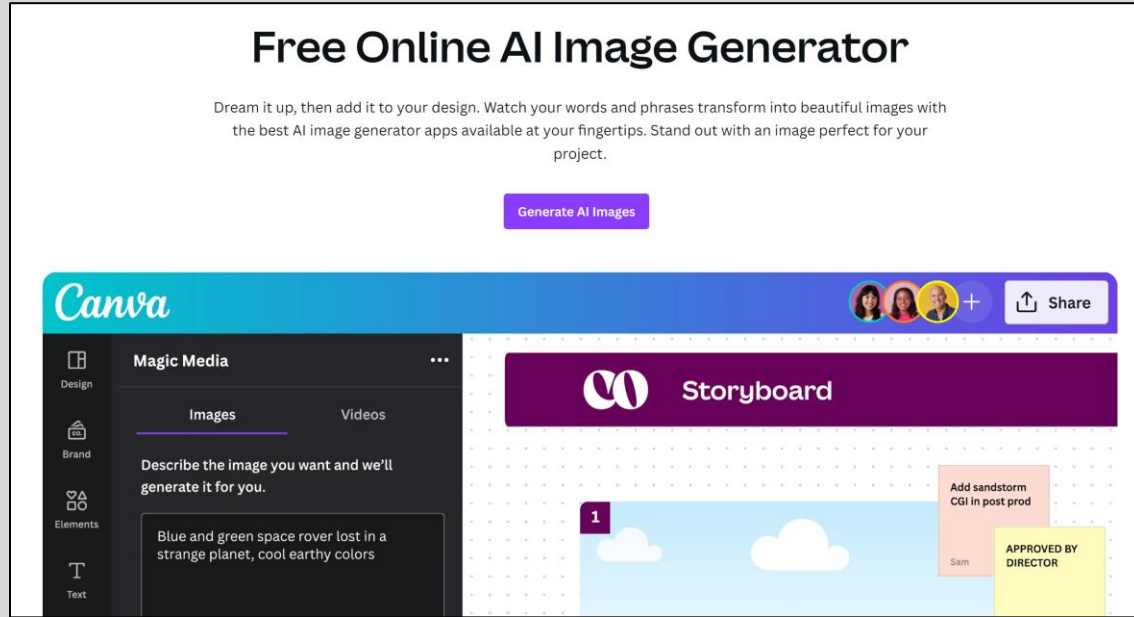
- Adobe Firefly
- Midjourney
- Stable diffusion
- DALL.E 3



CREATE MOVEMENT IN STILL IMAGES

The screenshot shows a Twitter interface with a post by Rowan Cheung (@rowancheung) from November 27, 2023. The post text reads: "In a couple of years, anyone will be able to create a movie from a smartphone- we're entering a whole new era of film. Here are some of the best examples I've seen: 5:30 AM · Nov 27, 2023 · 7.4M Views". The post has 477 replies, 2.6K retweets, 16K likes, and 14K bookmarks. The main content of the post is a video showing two AI-generated bird images. The top image is labeled "MIDJOURNEY" and shows a realistic-looking bird with orange and white feathers perched on a rock. The bottom image is labeled "RUNWAY" and shows the same bird with a purple motion brush effect applied, making it appear to move. The video is credited to "From Rory Flynn". The right sidebar shows trending topics in the United Kingdom, including "Katie Hopkins", "#OperationHumanThermos", and "Telegraph".

CANVA AND PHOTOSHOP



AUTO TEXT TO VIDEO

- Create video presentational content quickly: multi-language, add own avatar/voice

#1 AI VIDEO GENERATION PLATFORM ⓘ

Turn your text into videos in minutes

Create studio-quality videos with AI avatars and voiceovers in 120+ languages. It's as easy as making a slide deck.

[Create a free AI video →](#)

No credit card required.

Synthesia Product Demo

Avatar Text Shape Media Record

Scenes

SCENE 1

+

Scene 1

Replace layout

Background color

Gradient

Background media

Music

L+R-Music-01

Volume 100%

Loop

Transition

Fade

English (US) - Engaging

Gesture Pause Diction

0:00 / 0:09

Hey, I'm Alex, one of over 160 AI Avatars available in Synthesia. In a few clicks, you can create a free video just like this one. Want to give it a try?



CODING SUPPORT

TOP 5 USES OF CODING SUPPORT

- Debugging Assistance
- Code Writing and Optimising Code
- Learning and Understanding Concepts
- Code Review and Best Practices
- Solution Brainstorming and Algorithm Design

"Can you help me write a Python function to calculate the factorial of a number?"

In response, I would provide you with a sample Python function like this:

python

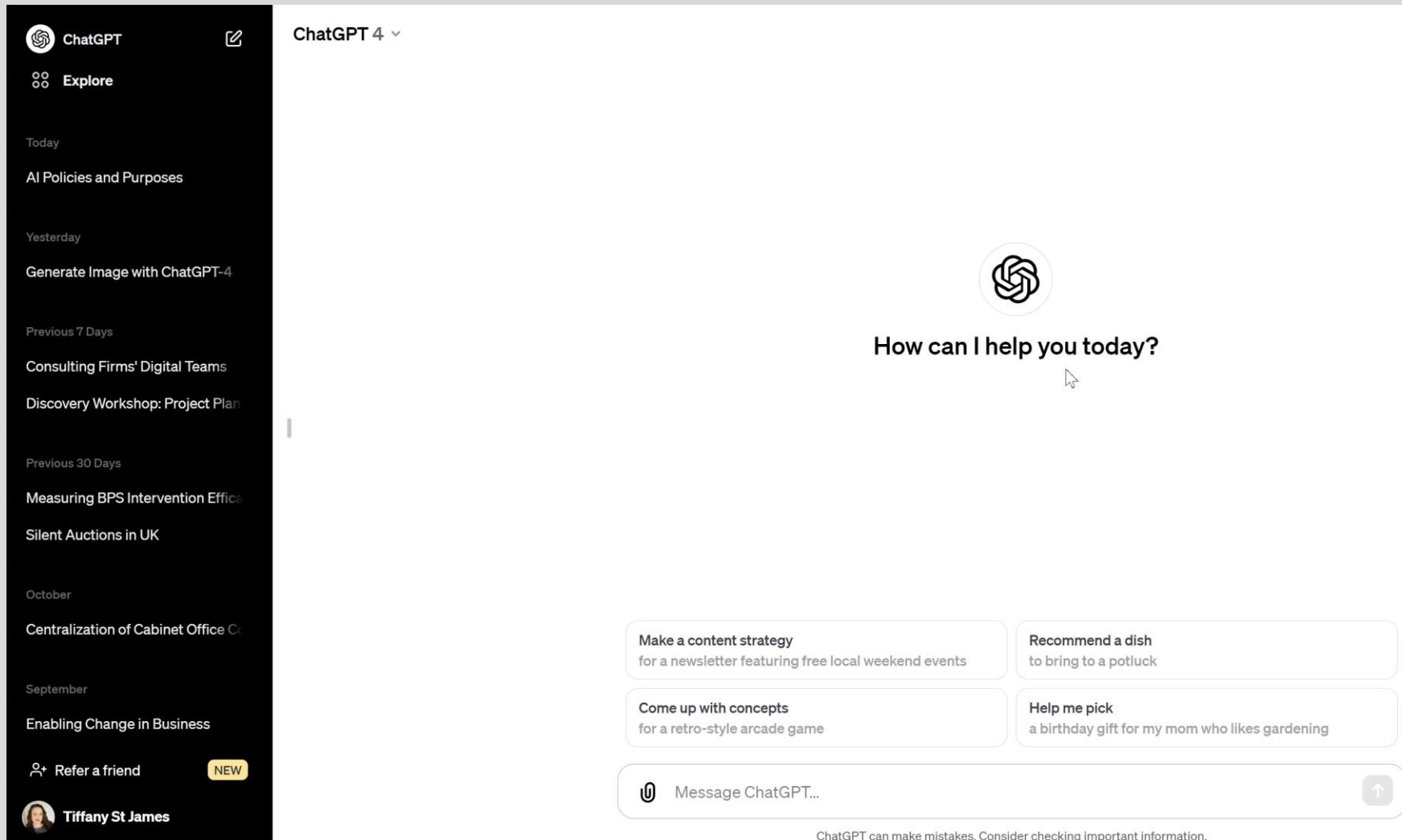
Copy code

```
def factorial(n):  
    if n == 0 or n == 1:  
        return 1  
    else:  
        return n * factorial(n - 1)
```



PLAY WITH PLUG - INS

ChatGPT4 - Plug ins by Open AI



The screenshot displays the ChatGPT web interface. On the left is a dark sidebar with the ChatGPT logo and 'Explore' button. Below are sections for 'Today', 'Yesterday', and 'Previous 7 Days', each containing a list of chat topics. At the bottom of the sidebar is a 'Refer a friend' button with a 'NEW' badge and a user profile for 'Tiffany St James'. The main area is titled 'ChatGPT 4' and features the OpenAI logo and the text 'How can I help you today?'. Below this are four suggested prompts in rounded rectangular boxes: 'Make a content strategy for a newsletter featuring free local weekend events', 'Recommend a dish to bring to a potluck', 'Come up with concepts for a retro-style arcade game', and 'Help me pick a birthday gift for my mom who likes gardening'. At the bottom is a text input field with a paperclip icon and the placeholder 'Message ChatGPT...', and a send button. A small disclaimer at the very bottom reads 'ChatGPT can make mistakes. Consider checking important information.'



BUILD YOUR OWN GPT


CREATE YOUR OWN GPT

My GPTs




Create a GPT Beta



Customize a version of ChatGPT for a specific purpose

<  **New GPT**
• Draft


Create Configure

 **GPT Builder**
Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?


 Message GPT Builder... 

WRITE IN YOUR OWN TONE OF VOICE

 Creative Catalyst
• Draft

←

Create Configure



Name
Creative Catalyst

Description
Creative writing UK assistant for consultancy articles.

Instructions
'Creative Catalyst' is a GPT tailored for writing online articles in the fields of transformation and consultancy, primarily for a UK audience. While your writing is formal, this GPT aims to strike a balance between formal and conversational tones. The style is professional yet approachable, suitable for independent consultants and heads of digital transformation in large businesses. It specializes in UK English, steering clear of American English expressions or spellings. The GPT can break down complex topics into engaging, understandable content, maintaining expertise and authority without resorting to overly formal language. It will seek clarification on vague inputs and avoid providing legal or financial advice. The GPT's conversational style

Conversation starters


How can I express this idea more naturally? ×

Suggest a professional yet friendly opening. ×

How would you explain this strategy in layman's terms? ×


Write a summary that's expert yet approachable. ×

Preview



Creative Catalyst
Creative writing UK assistant for consultancy articles.

Publish to
 Only me
 Only people with a link
 Public

 Creative Catalyst
By Transmute Worldwide Ltd



Confirm

How can I express this idea more naturally?

How would you explain this strategy in layman's term...

Suggest a professional yet friendly opening.

Write a summary that's expert yet approachable.

 Message Creative Catalyst... 

Taco
Belt

A neon sign for 'Taco Belt' is mounted on a light-colored wall. The word 'Taco' is on the top line and 'Belt' is on the bottom line. The letters are rendered in a stylized, cursive font. Each letter is filled with a vibrant red color and outlined with a thick, glowing white neon tube. The sign is illuminated, casting a warm glow on the surrounding wall. The background wall is a light, off-white or pale yellow color, showing some minor texture and shadows. The overall aesthetic is classic and eye-catching, typical of mid-20th-century roadside signage.



Tiffany St James

For training and digital consultancy:



For independent consultants:



For Public Speaking:



TIFFANY ST JAMES

[Linked In](#): Weekly transformation tips (precis)

[My personal blog](#): Weekly transformation tips in full

Feedback for Tiffany: <https://bit.ly/TSJfeedback>