



How to Get Started with AI: A Guide for Businesses

A SUMMARY OF THE PRESENTATION BY AMY BABINCHAK

Introduction

Artificial intelligence (AI) is a technology that can understand and generate natural language, as well as perform other tasks that require human intelligence. AI has the power to transform businesses by enhancing productivity, creativity, and innovation. But AI also comes with some challenges and risks, such as privacy, data quality, and ethical issues. That is why businesses need to know the benefits and limitations of AI, and how to use it safely and effectively.

Key Terminology

The presentation introduced some key terms related to AI, such as:

- Large Language Models (LLMs): These are massive collections of words and texts that AI uses to learn and predict language patterns.
- Hallucinations: These are inaccurate or misleading outputs that AI generates when it lacks sufficient information or context.

- Generative AI: This is a type of AI that can create new content, such as images, texts, or reports, based on the input or instructions that you give.
- Prompts: These are the questions or commands that you give to the AI to generate a specific output.

Statistics and Skills

The presentation also shared some statistics and insights on how AI can impact businesses and workers, such as:

- AI can help workers with various tasks, such as administrative, analytical, and creative work, as well as finding information, summarizing meetings, and planning their day.
- Workers are looking for AI to assist them with their workload, as they feel overwhelmed, uninspired, and unfocused by the current work environment.
- AI will not replace workers, but rather augment their skills and capabilities. However, workers will need to develop new skills to use AI effectively, such as intellectual flexibility, emotional intelligence, bias detection, analytical judgement, creative evaluation, and delegation.

Privacy and Data

The presentation also highlighted some important considerations for businesses regarding privacy and data quality, such as:

- Be careful about where their data goes when they use AI services, as some of them may not have adequate safeguards or policies to protect their data from misuse or leakage.
- Audit and organize their data before using AI, as AI may use outdated, irrelevant, or inaccurate data to generate outputs, which can compromise the quality and reliability of the results.
- Ensure that their workers have the appropriate permissions and access to the data they need to use AI and that they do not expose sensitive or confidential data to unauthorized parties.

How to Get Started

The presentation also provided some suggestions on how to get started with AI, such as:

- Try out some AI tools and services that are available online, such as ChatGPT, Designer, Bing Enterprise AI, Secta AI, IFTTT, and ClickUp AI Tools database, to get a feel of what AI can do and how it works.
- Consult with experts, peers, or mentors who have experience or knowledge in using AI and learn from their best practices and lessons learned.
- Create a plan and a budget for implementing AI in their operations and identify the goals, objectives, and metrics they want to achieve with AI.
- Invest in training and education for their workers and help them acquire the skills and competencies that they need to use AI effectively and responsibly.

Conclusion

AI is a powerful and promising technology that can help businesses improve their performance and competitiveness. But AI also requires careful and thoughtful use, as it can also pose some challenges and risks. Businesses need to know the benefits and limitations of AI, and how to use it safely and effectively. By learning the key terminology, statistics, and skills related to AI, as well as the privacy and data considerations, and the ways to get started, businesses can prepare themselves and their workers for the AI era.