

Local Business Network

*The **POWER NETWORKING** Organization*

Presented by LBN Greater Livonia

Tues July, 18, 2023

Audience AI Savvy

POLL QUESTION:

HOW SAVVY ARE YOU WHEN IT COMES
TO AI (ARTIFICIAL INTELLIGENCE)?

An Introduction to AI

Ken Kelsey, KelseyPromo

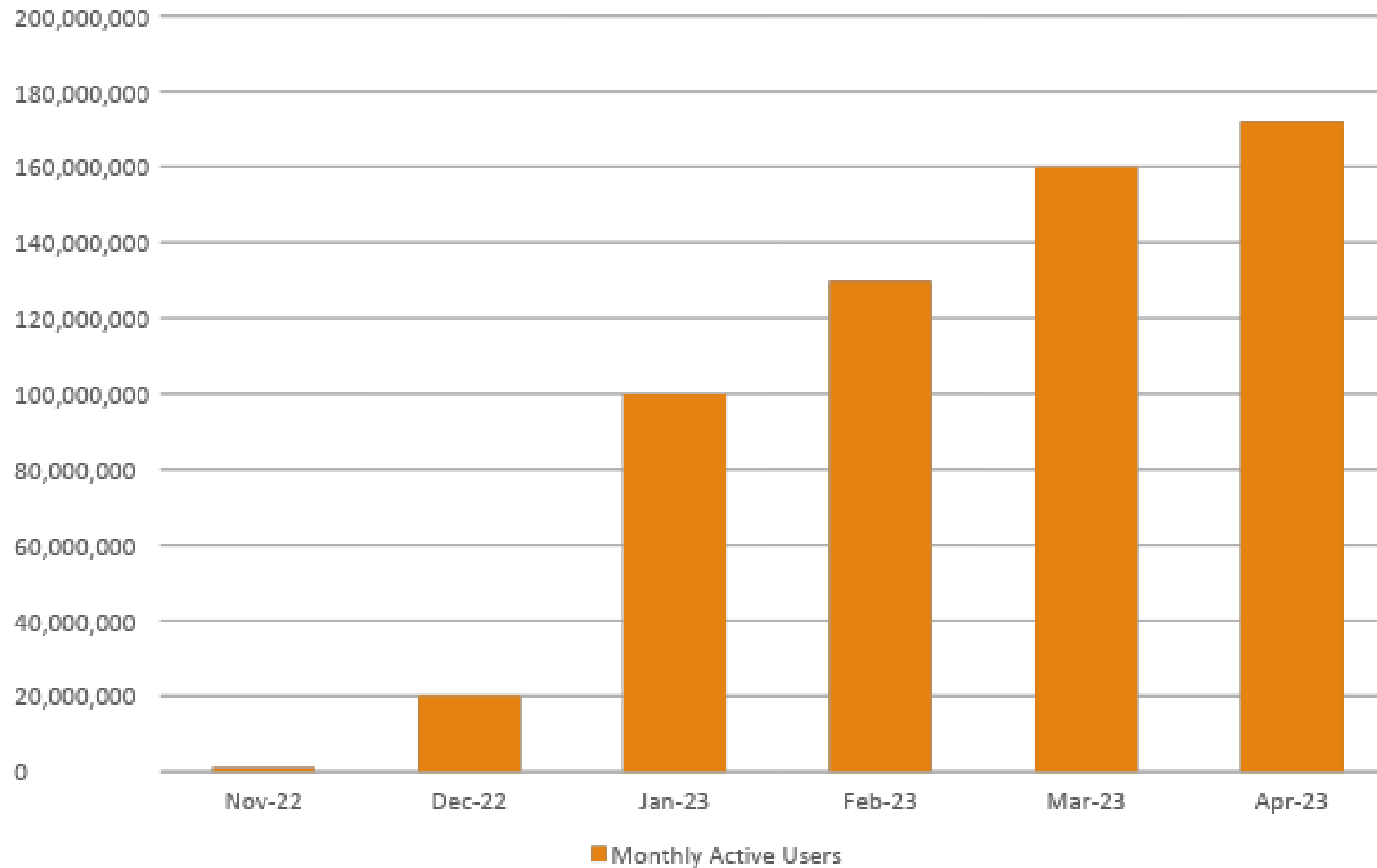
Unleashing the Power of Artificial Intelligence in Your Business

FROM DATA TO DECISION-MAKING: HOW AI EMPOWERS YOUR BUSINESS FOR GROWTH AND SUCCESS

"The real risk with AI isn't malice but competence. A superintelligent AI will be extremely good at accomplishing its goals, and if those goals aren't aligned with ours, we're in trouble."

- Nick Bostrom, philosopher

The Overnight Rise of ChatGPT



The Dawn of a New AI Era

CHATGPT USHERS IN THE NEXT GENERATION OF AI

ChatGPT's Key Capabilities

Natural Language Processing

- Understands natural speech and question
- Provides clear and coherent responses

Massive Knowledge Base

- Contains vast troves of data & information
- Constantly updating knowledge

Machine Learning

- Continually learns and improves
- Gets smarter over time

Envisioning an AI-Powered Future

The Boundless Potential of AI for Small Businesses

Let's dream big for a minute about the possibilities...With AI, you could have an advisor to:

Provide financial guidance

Suggest operations optimizations

Generate FAQs and knowledge base articles

Improve website content for SEO

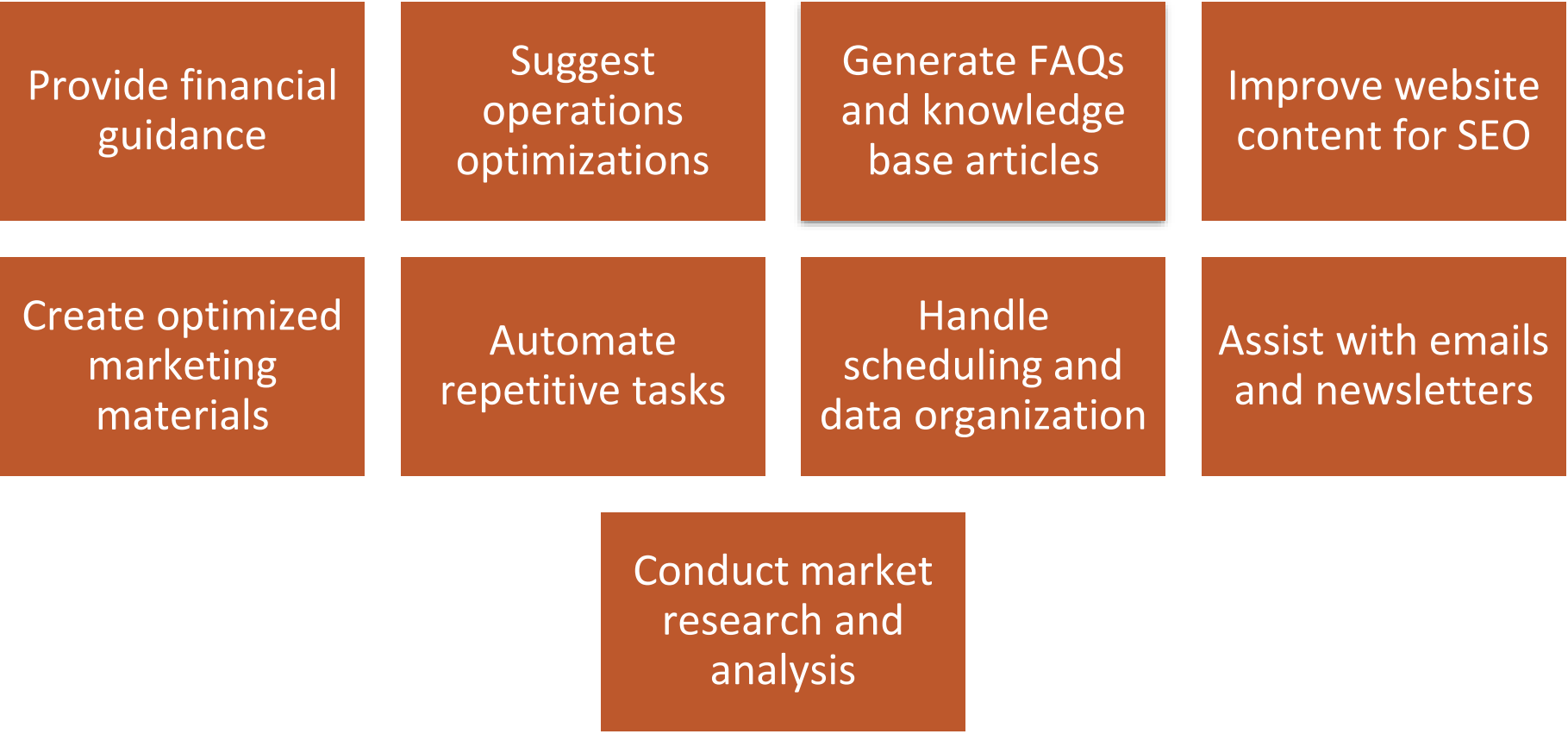
Create optimized marketing materials

Automate repetitive tasks

Handle scheduling and data organization

Assist with emails and newsletters

Conduct market research and analysis



Create graphics
and visuals

Write content like
blog posts and
website copy

Help with
bookkeeping,
invoicing, and
taxes

Recruit candidates
and screen
resumes

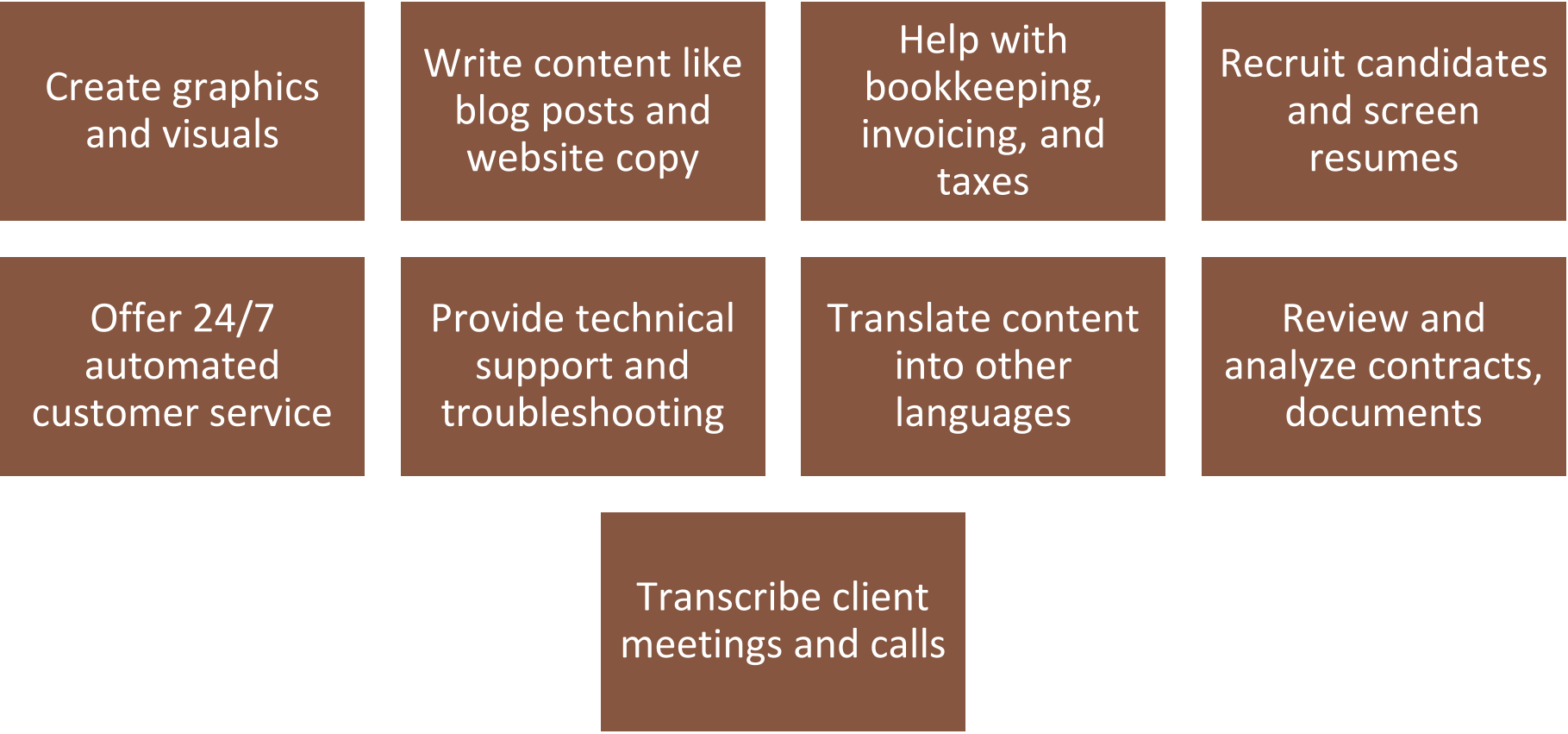
Offer 24/7
automated
customer service

Provide technical
support and
troubleshooting

Translate content
into other
languages

Review and
analyze contracts,
documents

Transcribe client
meetings and calls



Develop
customized
delivery workflows

Forecast demand,
inventory needs

Suggest pricing
optimizations

Monitor industry
news and
competitors

Identify growth
opportunities

Review
regulations and
compliance

Create optimized
floor plans, layouts

Propose
personalized
marketing
initiatives

Analyze client data
to improve service

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graph TD; A[Analyze client data to improve service] --- B[Develop customized delivery workflows]; A --- C[Forecast demand, inventory needs]; A --- D[Suggest pricing optimizations]; A --- E[Monitor industry news and competitors]; A --- F[Identify growth opportunities]; A --- G[Review regulations and compliance]; A --- H[Create optimized floor plans, layouts]; A --- I[Propose personalized marketing initiatives];
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THE APPLICATIONS ARE TRULY
ENDLESS FOR SMALL TEAMS LIKE
OURS! AI CAN HELP MANAGE
CRITICAL FUNCTIONS, PROVIDE
EXPERTISE, DRIVE GROWTH, AND
ELEVATE OUR BUSINESSES.

Using AI Ethically and Responsibly

Adopting AI Thoughtfully, Not Recklessly



Responsible AI principles - transparency, accountability, fairness, security

Of course, we must use AI thoughtfully and ethically. This technology has flaws and limitations like any tool. It can make factual errors or perpetuate biases if we aren't careful. But if we approach AI with openness yet caution, focused on augmenting rather than replacing human intelligence, the potential benefits far outweigh the risks.

Seeing AI in Action

But how can we make this reality? Well, today we'll get hands-on experience with real AI demos from our members. As you see the technology in action, think openly about how to leverage it.

I'm thrilled we all get to be at the forefront of this transformation. Now, let's dive into the examples!

"We cannot unleash the full potential of AI unless we build it on a foundation of people-centered values like privacy, transparency, free speech, and human rights."

- Sundar Pichai, Google CEO



MEET OUR TEAM FOR TODAY

Lenzy Petty
IT Consulting
Technology Chapter

Lauren Romanowski
Internet Marketing
Farmington Chapter

Paul Groth
Attorney
Wayne Oakland Chapter

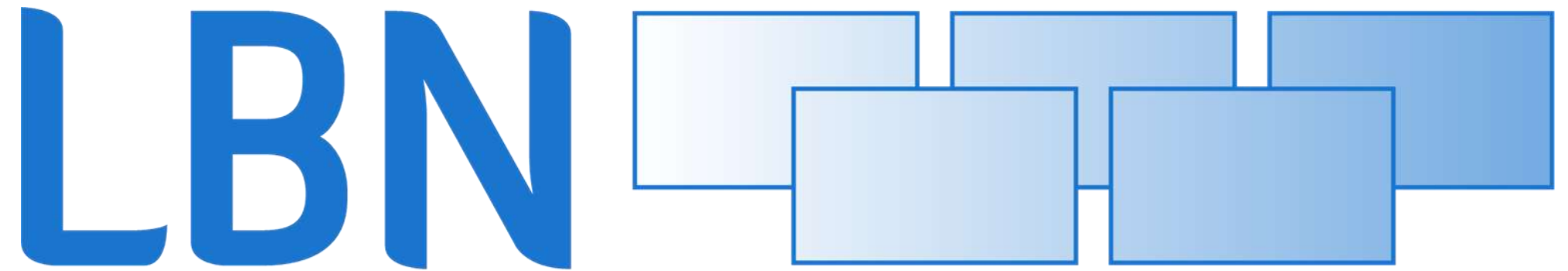
Charlotte Balluff
Senior Living Placement
Chapter President, All thing Senior

Natalie DeLeo
Mortgage Services
Chapter Secretary/Treasurer, Clarkston

Ken Kelsey
Promotional Branding
Greater Livonia Chapter

Jeff Zupancic
Business Consultant
Chapter President, Comm-West

Kendra Corman
Marketing Consultant
Chapter President, Troy Blue Marlins



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THANK YOU for attending

Email us at Ken@kelseypromo.com, tell us what you thought of the Workshop

Send us a review to Ken@KelseyPromo.com
receive the following:

- ❖ Workshop PowerPoint
- ❖ Recording of the Workshop
- ❖ An AI Transcription of the workshop from Charlotte Balluff –
- ❖ AI Prompts to Help You with Your Marketing by Kendra Corman
- ❖ 5 Ways to Effectively Use AI in Your Marketing by Kendra Corman
- ❖ Handout ? from Jeff Zupancic
- ❖ We'll also ID all the apps mentioned in this workshop and send the list to you