

Where are you in your **AI journey?**

1. The Newbie

I haven't
used any AI
before



2. The Dabbler

I've tried one
or two things



3. The Hungry

Consuming
as much AI
learning as I
can



4. The Integrator

Started to
integrate AI
into my
business



5. The Expert

Working
in/training
others in AI



The Big 4

Large Language Models



Chat GPT



Gemini



Claude



CoPilot

A Tour of ChatGPT Plus

- 1. 'Act as' conversations**
- 2. Image generation**
- 3. Data analysis**
- 4. ChatGPT Vision**

AI Integration Framework



AI Readiness

Data: amount, types, quality.

AI Vision

Goals, e.g. increased website traffic, landing page traffic quality, clickthrough rates, etc.

Market Scan

Research AI tools available to solve your pains.

Testing

Rigorous, systemised testing and review of available tools.

Stakeholders

Change management with all stakeholders, employee engagement and comms.

Training

Expert training to facilitate the change, education to allay fears and resistance.

Deployment

Gradually introduce new AI tools into everyday operations.

Review

Monitor impact, review data, analyse bias, continuous improvement.

How to Integrate AI

Extra Resources

TEACH YOURSELF AI IN 2024

FOLLOW



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The Marketing AI Show
Paul Roetzer & Mike Kaput



The ChatGPT Report
The ChatGPT Report



The AI Breakdown
Nathaniel Whittemore



Everyday AI Podcast
Everyday AI

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Matt Wolfe
<https://www.youtube.com/@mreflow>



The AI Advantage
<https://www.youtube.com/@aiadvantage>



AI Andy
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<https://www.youtube.com/@liamevansyt>



The AI Grid
<https://www.youtube.com/@TheAiGrid>

READ



AI JARGON BUSTER

AI

Stands for artificial intelligence. Computer systems that can do tasks that normally require human thinking (like seeing objects or translating languages). Examples: Siri, Alexa.

Machine Learning

A type of AI where computers learn on their own from data instead of just following programming rules. Example: Face recognition software.

Neural Networks

Machine learning models loosely based on the human brain. They can find patterns in large amounts of data. Example: Dog breed classification apps.

Natural Language Processing (NLP)

AI that helps computers understand, interpret, and generate human languages. Key tasks include translation, identifying emotion, and speech recognition. Example: Chatbots.

Generative AI

Types of AI models that create new content like text, images, audio and video that closely matches examples made by humans. Example: Dall-E image generator.

Deep Learning

A complex machine learning approach based on artificial neural networks with many layers. It can recognize sophisticated patterns for computer vision, object detection, speech etc. Example: Self-driving car systems.

Large Language Models (LLMs)

A type of generative AI trained on huge text data that can write human-like text. Examples: ChatGPT for natural language generation.

APIs

Tools that let different apps and programs communicate with each other. Many AI services use APIs.

Algorithm

A process or set of steps for accomplishing a task. AI algorithms enable computers to complete intelligent tasks.

Automation

Using technology like AI to complete tasks with little or no human input. AI automation is impacting many jobs and industries.

Bias

Errors or unfairness in AI systems stemming from flawed data or algorithms. Managing bias is an important issue.

Explainability

The ability to properly explain why and how an AI made a certain decision or prediction, instead of acting like a "black box".

General Intelligence

An AI's overall ability to learn a variety of intellectual tasks. Recreating human-level general intelligence is an aspiration of advanced AI called artificial general intelligence (AGI).

Artificial General Intelligence (AGI)

A hypothetical future type of AI that can learn and master different intellectual tasks at a human level, across all domains. It would possess general cognitive abilities like problem-solving, reasoning, planning and creativity.

Baby AGI

A simpler form of AGI with more narrow abilities. While not fully human-like general intelligence, Baby AGI systems can still perform sophisticated reasoning and assist with complex tasks. They are a stepping stone towards more advanced AGI.



Heather Murray | AI Training