



YOUR BUSINESS AND ARTIFICIAL INTELLIGENCE

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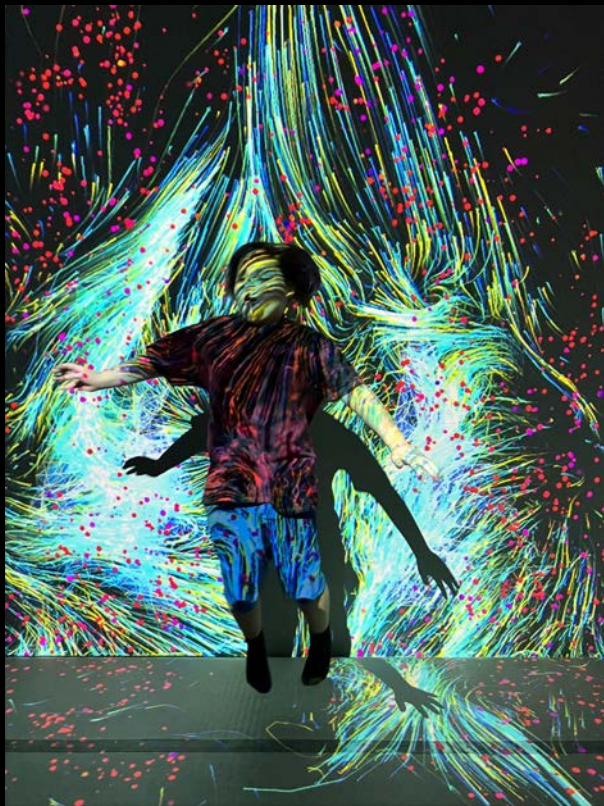


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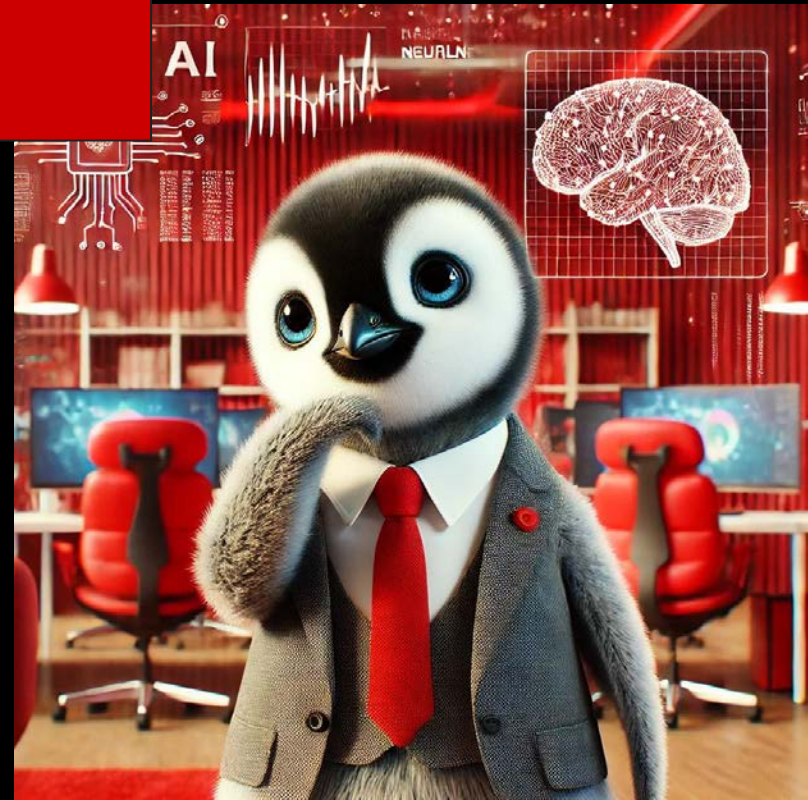
LET'S TALK ABOUT



WHAT IS ARTIFICIAL INTELLIGENCE?

Let's ask AI to define itself...

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, especially computer systems, that are designed to think, learn, and make decisions like humans. AI involves the development of algorithms and models that enable machines to perform tasks that would typically require human intelligence, such as understanding natural language, recognizing patterns, solving problems, and adapting to new information.

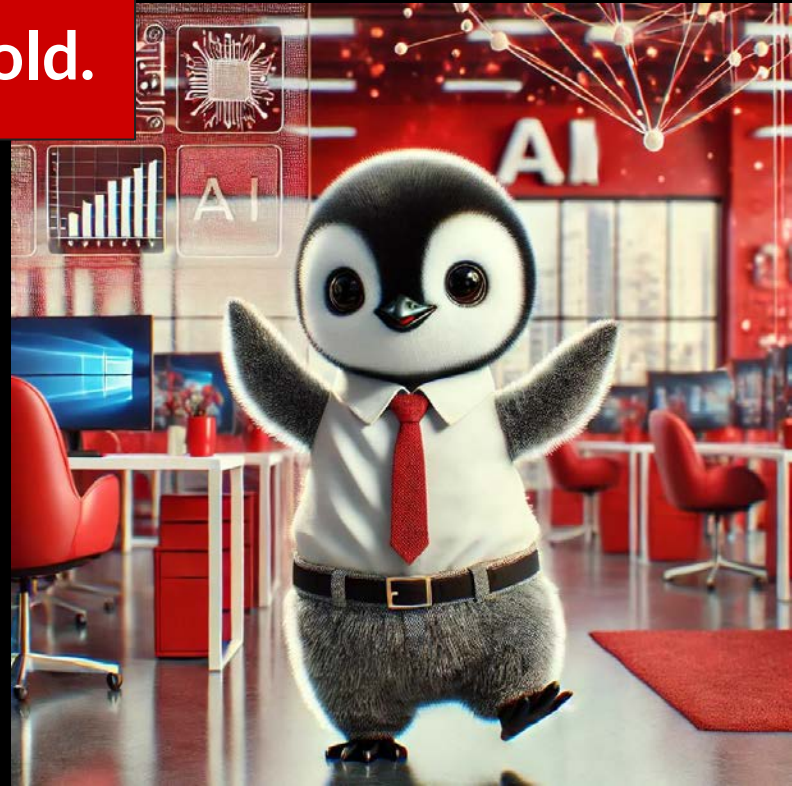


WHAT IS ARTIFICIAL INTELLIGENCE?

Explain that to me like I'm 10 years old.

Artificial Intelligence, or AI, is what you get when you teach computers to think and make decisions like people do.

Imagine if you could teach your computer or phone to learn from its mistakes, understand what you're saying, or even recognize pictures of your favorite pets—that's AI at work!

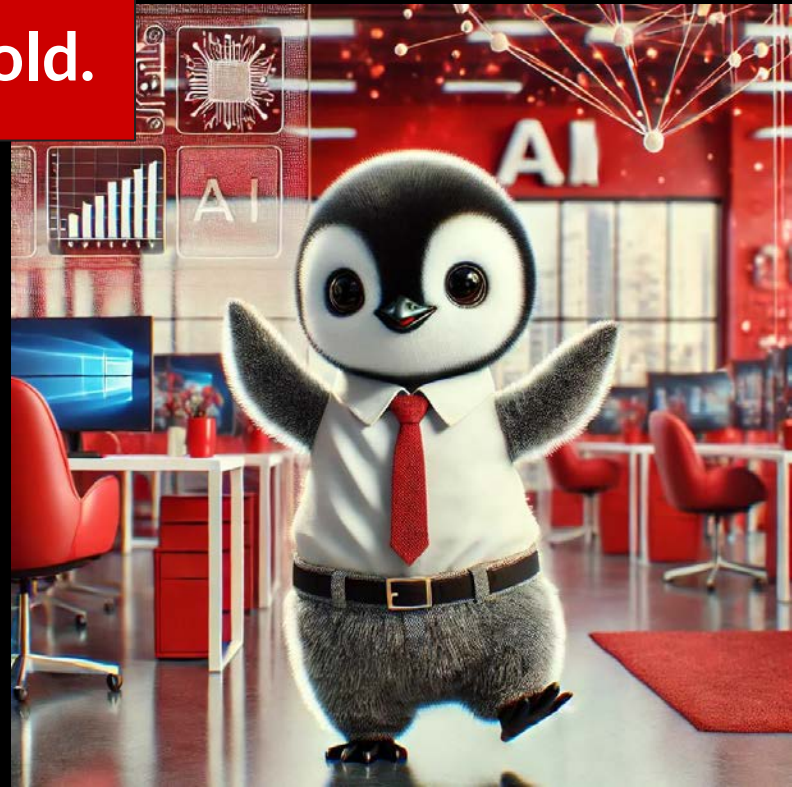


WHAT IS ARTIFICIAL INTELLIGENCE?

Explain that to me like I'm 10 years old.

AI helps with things like making your phone's voice assistant answer questions, recommending videos you might like on YouTube, or even making cars drive by themselves.

AI is like giving machines a "smart brain" so they can help us in cool ways every day.



TYPES OF ARTIFICIAL INTELLIGENCE

Machine Learning (ML)

What It Is: AI that learns from examples or user data (teaching a computer to learn from experience).

How It Works: Processes data to make predictions, learning from successes and failures.

Examples: Netflix recommendations, Spam filters, Alexa/Siri for personalization.



TYPES OF ARTIFICIAL INTELLIGENCE

Deep Learning

What It Is: Advanced form of AI that learns by mimicking how the brain works.

How It Works: Analyzes data in layers to identify details, like recognizing faces or voices.

Examples: Self-driving cars, voice assistants like Alexa and Siri, photo tagging.



TYPES OF ARTIFICIAL INTELLIGENCE

Natural Language Processing (NLP)

What It Is: AI that helps computers understand and interact using human language.

How It Works: Analyzes words and context to understand meaning and respond appropriately.

Examples: Chatbots, voice-to-text, language translation apps.



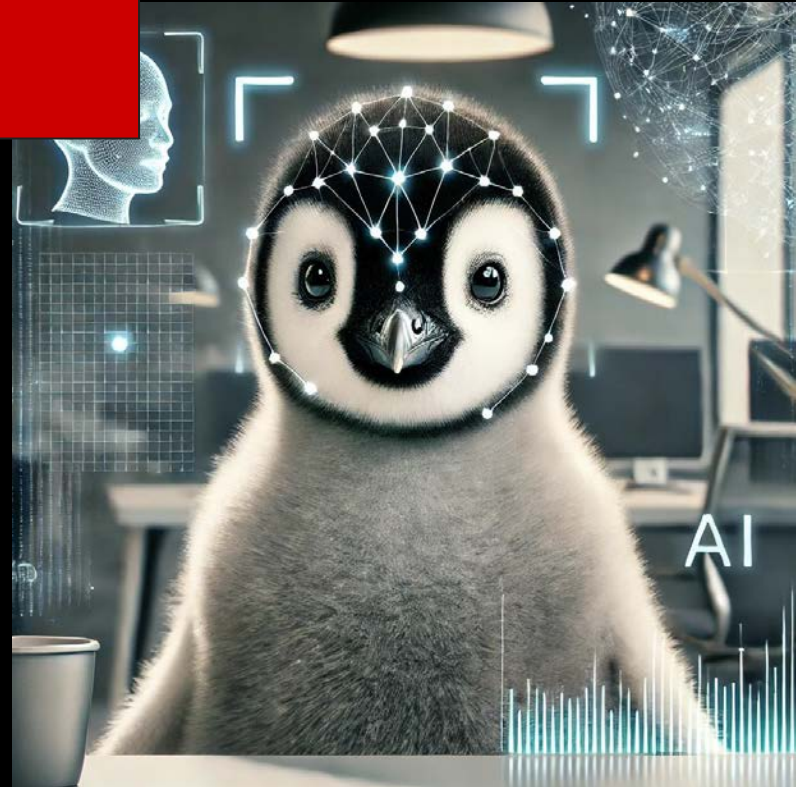
TYPES OF ARTIFICIAL INTELLIGENCE

Computer Vision

What It Is: AI that allows computers to see and understand images and videos.

How It Works: Analyzes visual data to recognize objects, faces, or actions.

Examples: Face recognition, photo filters, self-driving cars, Snapchat filters, security cameras.



TYPES OF ARTIFICIAL INTELLIGENCE

Expert Systems

What It Is: AI that simulates human expertise to solve problems.

How It Works: Uses rules and data to make decisions, like a virtual human expert.

Examples: Medical diagnosis tools, financial advice software, loan approval applications, scheduling/calendar software.



TYPES OF ARTIFICIAL INTELLIGENCE

Generative AI

What It Is: AI that creates new content like text, images, or music.

How It Works: Learns from existing data to generate unique outputs based on prompts.

Examples: ChatGPT, Google Bard, Gemini, Microsoft Copilot, DALL-E (images).



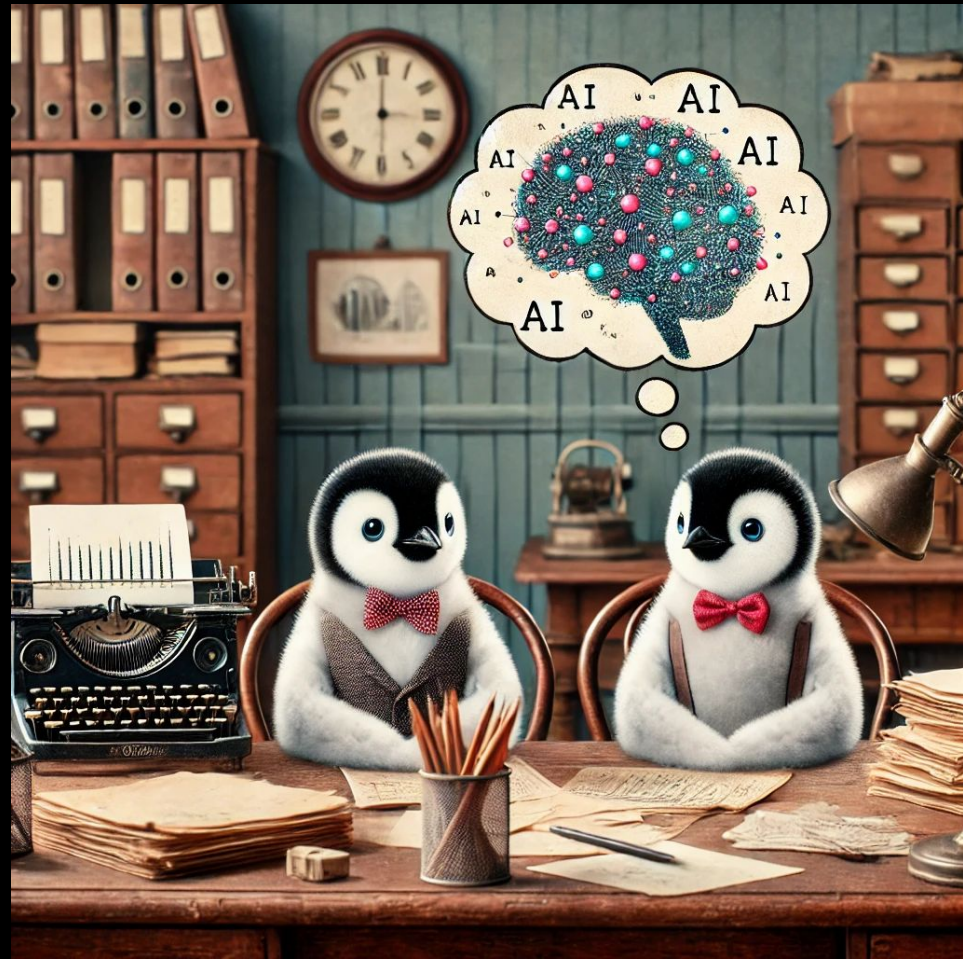
IS AI
A SUPER
NEW
INVENTION?



IS AI A NEW INVENTION?

NO!

*AI has been around for longer
than your presenter today.*



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

1940s-1950s: The Beginnings

- 1943: McCulloch and Pitts create a **neural network model**, laying AI foundations.
- 1950: Alan Turing introduces the "**Turing Test**" for machine intelligence assessment.
- 1956: John McCarthy coins "**Artificial Intelligence**" at the Dartmouth Conference.



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

1960s: Early AI Programs

- 1961: **Unimate**, the first industrial robot, automates work in a GM factory.
- 1966: **ELIZA** chatbot mimics human conversation with simple pattern matching.
- 1966: **Shakey the Robot** was the first robot to reason about its actions, using perception and movement skills with AI.



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

1970s: Expert Systems and AI Winter

- 1972: **MYCIN** was designed to use AI to identify infection-causing bacteria and recommend antibiotics and dosage.
- 1972: **Stanford Cart** navigates obstacles autonomously, showcasing robotics potential.
- 1974-1980: First "**AI Winter**" hits; funding drops due to unmet expectations.



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

1980s: Revival with Expert Systems

- **1981: Japanese Fifth Generation Project** aims to develop super-intelligent AI and computing.
- **1984: ATMs** start using AI to detect fraud by analyzing unusual transactions.
- **1987:** Automotive industry begins using AI for automated **quality control** in manufacturing.



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

1990s: AI in Everyday Applications

- 1992: Dragon NaturallySpeaking introduces **speech-to-text**.
- 1994: **AI-driven autopilot** systems become standard in commercial aviation.
- 1997: IBM's **Deep Blue** beats chess champion Garry Kasparov.
- 1998: Google's **AI-powered search** engine.
- 1999: Pandora's AI-powered **Music Genome Project** can recommend songs to listeners.



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

2000s: AI Gets Personal

- **2000**: Amazon uses AI to recommend products.
- **2002**: Roomba, the robot vacuum, uses AI to clean homes autonomously.
- **2004**: Facebook introduces AI algorithms for photo tagging.
- **2005**: Google Maps uses AI for traffic.
- **2006**: Netflix's AI suggests movies.
- **2007**: iRobot PackBot uses AI for military and disaster response.
- **2009**: AI is used in email spam filtering.



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

2010s: The Rise of Deep Learning

- 2011: **Siri** incorporates AI voice assistance.
- 2012: Google **recognizes cats** in photos.
- 2014: Amazon's **Alexa** introduces AI-powered voice control for **smart home** devices.
- 2015: Tesla launches **AI Autopilot**.
- 2016: **AlphaGo** defeats Go champion Lee Sedol.
- 2017: **Google Translate** incorporates AI and gets a lot more accurate.
- 2018: Smartphones adapt **facial recognition**.



BRIEF HISTORY OF ARTIFICIAL INTELLIGENCE

2020s: The Generative AI Boom

- 2020: GPT-3 generates **human-like text**, sparking new AI possibilities.
- 2021: AI **detects COVID-19** in medical imaging, speeding up diagnosis.
- 2022: ChatGPT and DALL-E make **creating text and images from prompts** easy.
- 2023: Agriculture uses AI drones and sensors to **monitor crops** and optimize yields.
- 2024: AI-powered chatbots handle **customer service** for businesses, reducing wait times.



AI YOU PROBABLY USE EVERY DAY

- Spam Filters
- Email Sorting
- Search Engines
- Online Translators
- Recommendation Systems (Amazon)
- Music Playlists
- Virtual Assistants (Siri, Alexa)
- Smart Home Devices (Plugs, Lights)
- Autonomous Vacuum Cleaners
- Navigation Apps (Google Maps)
- Social Media Feeds and Ads
- Customer Service Chatbots
- Voice-to-Text
- Autocorrect and Predictive Text
- Typing Assistants (Grammarly)
- Face and Fingerprint Recognition
- Photo Tagging and Organization
- Smart Camera Filters
- Credit Card Fraud Detection
- Fitness Trackers

Are we all a little
bit more clear on
what AI is?

(Or at least, on
how it is used?)

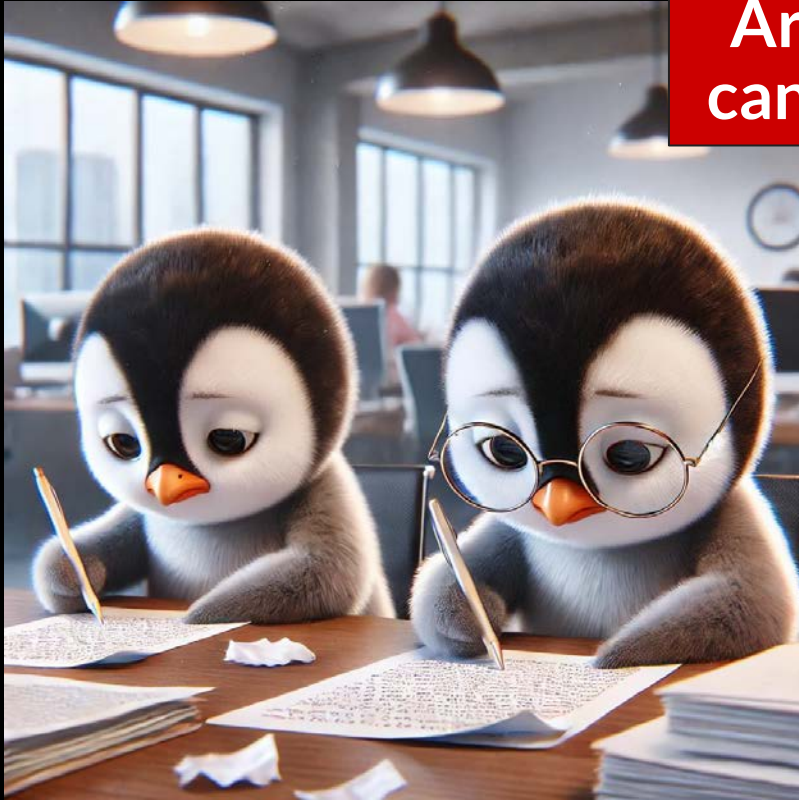


WHAT SCARES YOU ABOUT ARTIFICIAL INTELLIGENCE?



AI WILL REPLACE MY EMPLOYEES (OR MY JOB)

Artificial Intelligence and automation
can handle tasks once done by humans.



HOW TO ADAPT:

- Reskill and upskill employees to work alongside AI.
- Focus on tasks that AI can't do well - like answering the phone, strategy, and problem solving.

IMPROVE YOUR BUSINESS:

- Let AI handle repetitive tasks, which gives your staff more time to work on business improvements that really matter.

AI WILL MAKE MY BUSINESS OBSOLETE



AI-powered competitors can offer faster, cheaper, more efficient services.

HOW TO ADAPT:

- Integrate AI into your services to enhance efficiency & offer new value to customers.
- Embrace AI as a tool, not a threat.

IMPROVE YOUR BUSINESS:

- Streamline operations, reduce costs.
- Use AI to collect and analyze data that will help you adapt and make changes.

AI IS TOO EXPENSIVE AND COMPLICATED

High costs and technical barriers deter small businesses from adopting AI.



HOW TO ADAPT:

- Start small! Implement one tool at a time.
- Only use tools that will bring value to your business.
- Take advantage of free trials, or test drive new tools for just one month.

IMPROVE YOUR BUSINESS:

- Reduce human error, saves times.
- Usually the cost for an AI tool will bring an immediate return on investment.

AI WILL REPLACE THAT “PERSONAL TOUCH”

AI services feel impersonal, risking customer relationships and loyalty.



HOW TO ADAPT:

- Don't replace ALL customer interactions with AI!
- Allocate more staff time to improving customer relationships.

IMPROVE YOUR BUSINESS:

- AI can be used to collect customer feedback and help you improve your processes more.
- AI can enhance the customer experience and improve loyalty and satisfaction.

AI WILL INVADE MY PRIVACY

The Mall of America scans faces now.

- Many countries have rules to control how facial recognition is used.
- Privacy laws help protect your personal information from being misused.
- Companies must follow strict guidelines to keep your data safe.
- Tech companies are making it easier for you to see and control what's collected.

AI WILL TAKE OVER

A Terminator-style takeover is inevitable.

- Today's AI is designed only for specific tasks; it's not independent or self-aware.
- AI is closely monitored and tested by experts to keep it safe.
- There are rules and ethical guidelines to ensure AI stays under human control.

AI WILL END HUMANITY

Buckle up, the world's about to end for human kind.

- This fear comes mostly from movies, not real technology.
- AI research focuses on safety and aligning AI with human values.
- Global experts are constantly working to keep AI beneficial and safe.

AI WILL TAKE AWAY JOBS

That computer's getting a promotion and you're fired.

- AI mainly handles repetitive, boring tasks, not complex human work.
- AI creates new job opportunities in tech, management, and creative fields.
- People are being trained to work alongside AI, enhancing their skills and value.

AI SPREADS MISINFORMATION

It turns out the Mayor of Jacksonville was born on Mars!

- AI is designed to share information, but it needs accurate input to work correctly.
- Companies are developing better tools to detect and prevent the spread of false information.
- Fact-checking AI and human oversight are increasingly used to monitor content.
- Be smart! Don't believe everything you read and fact check yourself using trusted sources.

HOW WE ARE USING AI



- **Code Generation by Non-Developers** - reduces time sending minor changes to our development team.
- **Software Conflicts and Compatibility** - helps support with troubleshooting, helps when servers are upgraded.
- **Form Automations** - Forms sent through our website automatically populate our CRM, send messages to Slack, and more!

HOW WE ARE USING AI

- **Scope writing** - Assists sales staff with writing full scopes of work with voice-to-text explanation of what the customer needs.
- **Image generation and modification** - Generate marketing images, extend the background of an images to fit website layouts.
- **Social Media Scheduling** - Automagically publish (and re-publish) posts to numerous social media networks.
- **Meeting transcripts** - Summarize meetings and provide condensed summaries and action items.
- **Budgeting and Forecasting** - Analyze our budget, project changes given trends over the years.

HOW WE ARE USING AI

- **Content Generation** - Blog post outlining, blog writing, social media writing and article summarizing.
- **SQL Queries** - Writing complex database queries for databases to find exactly the information we are searching for.
- **Managing Spreadsheets and Data** - Comparing and contrasting different sets of data, merging sheets together.
- **On Websites We Build** - Integrating chat bots, reCAPTCHA to prevent spam on forms, suggested products for e-commerce, ads, and more!



LET'S PLAY!



THE TOOLS WE USED TODAY





ChatGPT

Generative AI, Content, Spreadsheet Analysis

FREE VERSION: *

- Unlimited messages, may be slower
- 10 messages per day on 4o (newest model)
- Basic text generation

PAID VERSION:

- Plans start at **\$20/month**
- Images and priority/faster responses
- Business plan (\$30/user) more private

** restrictions may change*





Generative AI with Google Search Features

FREE VERSION:

- Unlimited messages
- Basic capabilities (text, images)
- Proprietary code base (Google)

PAID VERSION:

- Bundled with other Google services like Workspace





Adobe Firefly

Image Generation

FREE VERSION:

- 25 generative credits per month

PAID VERSION:

- \$4.99/month plan for 100 monthly credits
- Integrated with Creative Suite products
 - Photoshop
 - InDesign
 - Illustrator
 - Lightroom



Additional Generative AI tools for text and images

- **Jasper** - Generate content, maintain a consistent brand tone.
- **Google Bard** - Research, brainstorming, programming-related tasks.
- **DALL-E2** - Generating custom images and providing inspiration.
- **Claude** - Good for coding, programming, and writing business processes.



FREE VERSION:

- Monthly limit - 300 minutes per month
- Meeting duration - 30 minutes max
- File imports - up to three audio or video files
- Conversation history - 25 most recent

PAID VERSION:

- Plans start at **\$8.33/month**
- 1200 minutes/month, 90 minutes/meeting
- Business plan (\$20) includes analytics



Additional AI tools for transcribing and summarizing

- **Zoom** - Built in AI Assistant gives a summary of your meeting (paid plans).
- **Fireflies.ai** - Joins your Zoom meetings and takes notes.
- **Notta** - Can also transcribe audio files from websites.
- **Descript** - Also integrates with Zoom, includes video playback.





Video Generation

FREE TRIAL:

- 2 Weeks
- 15 minutes total video
- Watermarked video

PAID VERSION:

- Starts at \$19+/month
- 200 Video minutes
- Unlimited voices, stock images
- Custom brand kit



Additional video generation tools

- **Clip Creator** - Great for beginners, simple interface.
- **Simplified** - Turn a long-form video into multiple shorter clips.
- **Synthesisia** - Supports more than 120 languages, accents, and voice tones.
- **HeyGen** - Great for producing business videos quickly (high price point).



SO...
ARE YOU STILL
TERRIFIED OF
ARTIFICIAL
INTELLIGENCE?



TIPS FOR GETTING STARTED WITH AI

Start Small, Scale Up

Focus On Automations

Train Your Team

Utilize Free Trials



TIPS FOR GETTING STARTED WITH AI



Set Clear Goals

Monitor AI Performance

Prioritize Ethical Use

Question & Fact Check



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**DON'T
PANIC.**