



# Harness Generative AI like ChatGPT for Enhanced Performance



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# Our Journey Today



Define  
Generative AI



Human Shift



Opportunities



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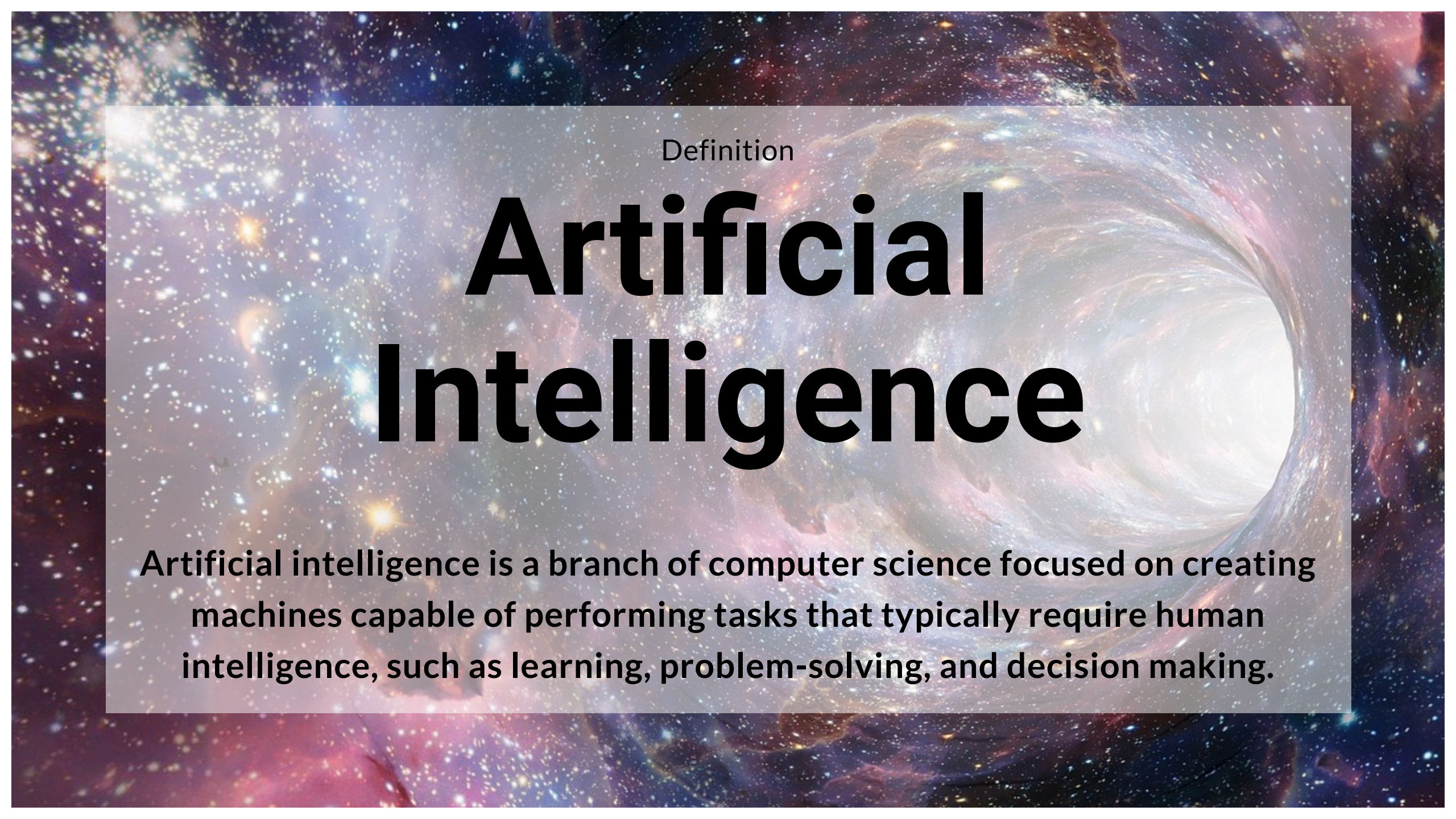


# Define Generative AI



# What is it?



The background of the slide is a vibrant cosmic scene. It features a deep blue and purple space filled with numerous stars of varying brightness. A prominent feature is a large, swirling galaxy or nebula that forms a tunnel-like structure, drawing the eye towards the right side of the frame. The colors within the galaxy are a mix of white, yellow, and orange, contrasting with the cooler tones of the surrounding space.

Definition

# Artificial Intelligence

Artificial intelligence is a branch of computer science focused on creating machines capable of performing tasks that typically require human intelligence, such as learning, problem-solving, and decision making.



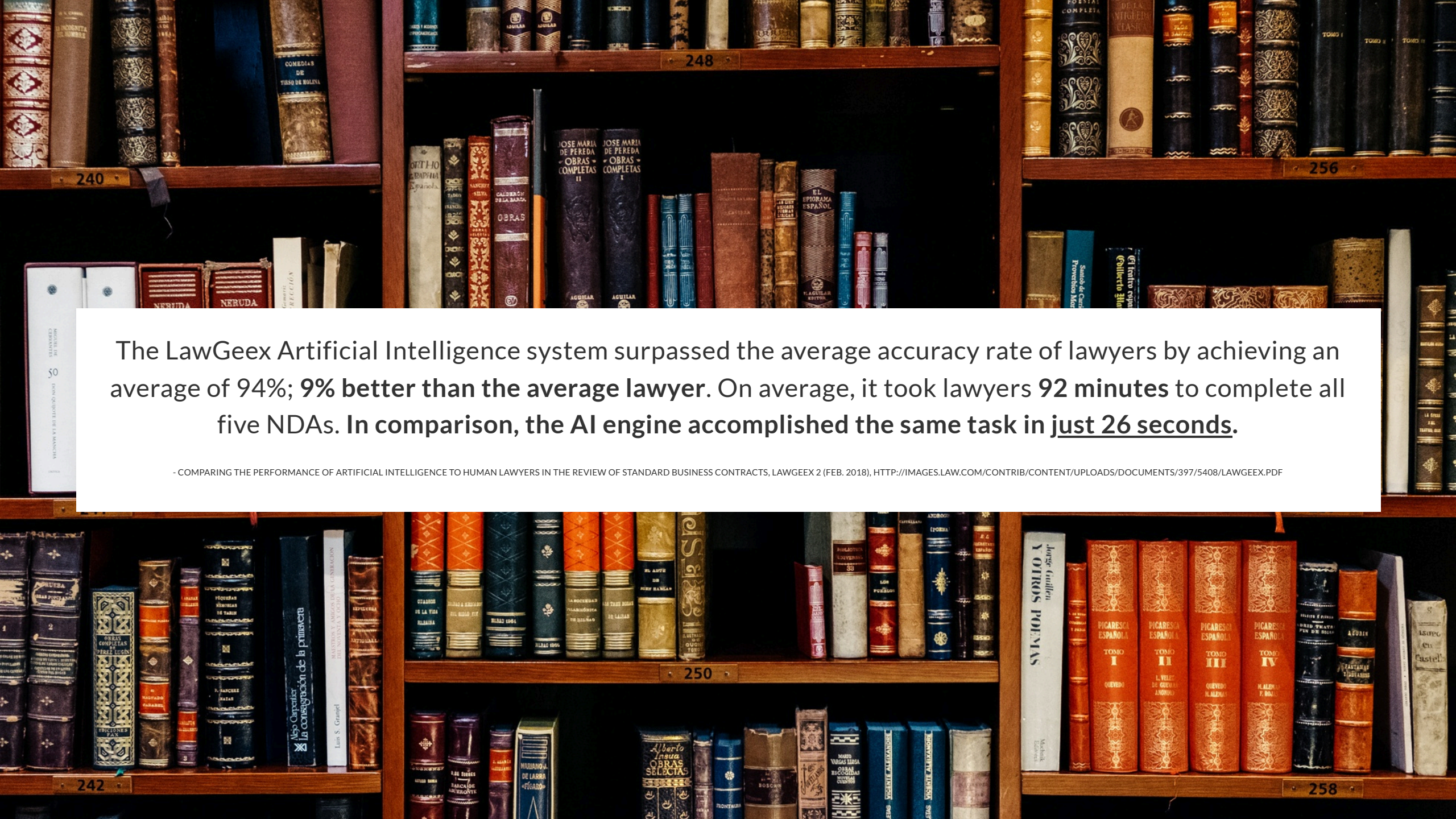


Definition

# Generative Artificial Intelligence

Generative artificial intelligence refers to a type of AI that can create new content, like images, music, text, or code, by learning from existing examples and understanding how to produce similar, original works.






The LawGeex Artificial Intelligence system surpassed the average accuracy rate of lawyers by achieving an average of 94%; **9% better than the average lawyer**. On average, it took lawyers **92 minutes** to complete all five NDAs. In comparison, the AI engine accomplished the same task in **just 26 seconds**.


- COMPARING THE PERFORMANCE OF ARTIFICIAL INTELLIGENCE TO HUMAN LAWYERS IN THE REVIEW OF STANDARD BUSINESS CONTRACTS, LAWGEEX 2 (FEB. 2018), [HTTP://IMAGES.LAW.COM/CONTRIB/CONTENT/UPLOADS/DOCUMENTS/397/5408/LAWGEEX.PDF](http://images.law.com/contrib/content/uploads/documents/397/5408/LAWGEEX.PDF)




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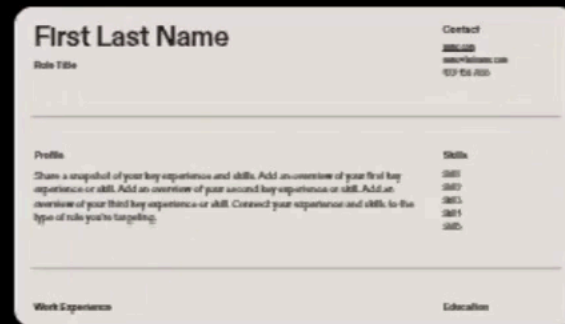
## Templates



Fundraising Pitch



Sales Pitch

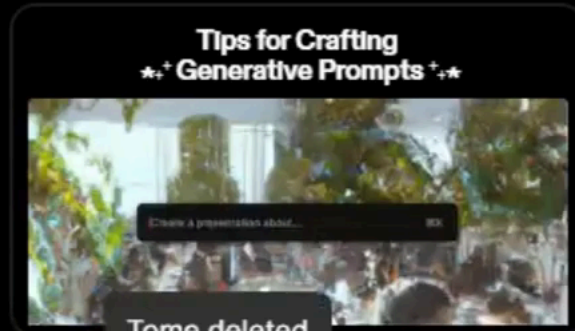


Resume

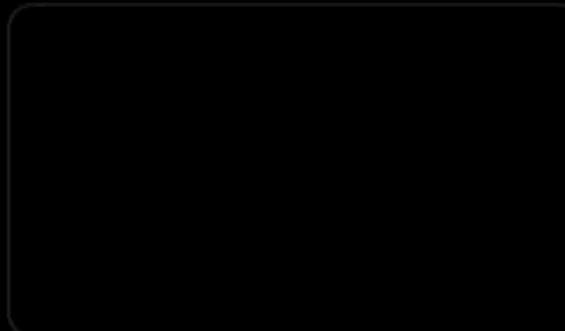
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Everyone: AI art will make designers obsolete

AI accepting the job:



**“The camera directly faces colorful buildings in Burano Italy. An adorable dalmation looks through a window on a building on the ground floor. Many people are walking and cycling along the canal streets in front of the buildings.,,**

Sora







# Human Shift

ARE YOU READY?

**Let's play a  
little game.**



**You're hungry. Which do you eat?**



A



B





**A**

**B**

**You're hungry. Which do you eat?**



A

grapes



B

moonseed

**You want a pet. Which one is Fluffy?**



A



B

**A**



**B**





**You want a pet. Which one is Fluffy?**



A

scarlet kingsnake



B

coral snake

# Which one are you bringing home?



A



B

**A**



**B**



# Which one are you bringing home?



A

baby



B

axlotl



RESULTS:

# How did you do?


Not great.



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 Nice fish, Trey!



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### iPhone Screenshots



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Technology Artificial Intelligence Brand Strategy

## Heartwarming tribute or ethical breach? AI-powered Volkswagen ad sparks controversy



Share



By Webb Wright | Reporter

AUGUST 15, 2023 | 7 MIN READ



[Listen to article](#) 5 min 23 sec

**The video spot features a virtual simulation of legendary Brazilian singer Elis Regina, who died more than 40 years ago.**

An ad for Volkswagen that launched in Brazil last month has been rekindling debate about the use of deepfake technology within the marketing industry.

Created by São Paulo-based agency AlmapBBDO in observance of VW's 70th anniversary, the ad features a song performed by an unlikely duo: Grammy Latino-winner Maria Rita and her mother, the legendary Brazilian vocalist Elis Regina who died in 1982 when Rita was four years old.

The two-minute video spot opens with a shot of Rita, now aged 45, driving alone in a modern VW van down a long stretch of desert highway singing the opening lines to Como Nossos Pais (Like Our Parents), a song her mother released in 1976. We then see a montage of grainy and hazy clips that are obviously meant to elicit feelings of nostalgia and familial warmth:





## Defending humankind: Anthropocentric bias in the appreciation of AI art

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### ARTICLE INFO

#### Keywords:

Anthropocentrism  
Speciesism  
Artificial intelligence (AI)  
Computational creativity  
Computer-generated art  
Awe

### ABSTRACT

We argue that recent advances of artificial intelligence (AI) in the domain of art (e.g., music, painting) pose a profound ontological threat to anthropocentric worldviews because they challenge one of the last frontiers of the human uniqueness narrative: artistic creativity. Four experiments ( $N = 1708$ ), including a high-powered pre-registered experiment, consistently reveal a pervasive bias against AI-made artworks and shed light on its psychological underpinnings. The same artwork is preferred less when labeled as AI-made (vs. human-made) because it is perceived as less creative and subsequently induces less awe, an emotional response typically associated with the aesthetic appreciation of art. These effects are more pronounced among people with stronger anthropocentric creativity beliefs (i.e., who believe that creativity is a uniquely human characteristic). Systematic depreciation of AI-made art (assignment of lower creative value, suppression of emotional reactions) appears to serve a shaken anthropocentric worldview whereby creativity is exclusively reserved for humans.



# Opportunities

**Use Generative AI to  
remove points of friction.**



A vertical image on the left side of the slide showing a mossy forest floor. A tree trunk is covered in thick green moss, with a dark, cave-like opening at its base. The ground is covered in brown, dried ferns and leaves.

# Practical Uses

## Marketing & Sales

Use generative AI to quickly write product descriptions, sales emails, and create customer-facing videos without hiring a full creative team.

## Training & Documentation

Turn complex technical manuals into easy-to-understand training guides or videos, making onboarding faster and more consistent.

## Research & Product Development

Summarize scientific research or regulatory documents and use AI as a brainstorming partner to suggest new product ideas or formulations.

## Operations & Manufacturing

Automate routine tasks like inventory reports or generate maintenance checklists by describing what you need in plain language.

# What can I help with?



# Practical Uses

## Show Recommendations

ChatGPT and Google Gemini can recommend shows based on a list of programs you enjoy and a list of your streaming platforms.

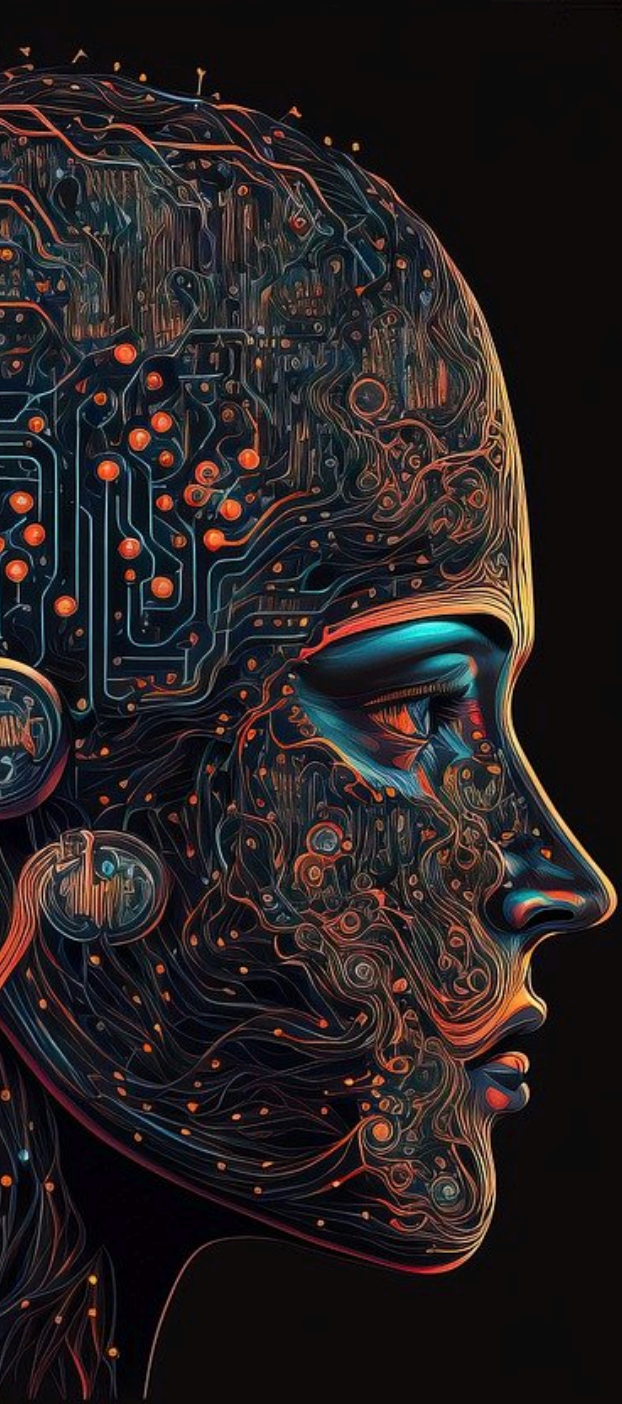
## Trip Itineraries

Leverage generative AI to create an trip itinerary based on personalities and preferences.

## Recipe Suggestions

Take a picture of ingredients and have generative AI recommend meals.





# Next Steps

Create a task force

Create AI guidelines

Brainstorm Pain  
Points

Research Gen AI  
solutions to pain  
points

Implement and  
Regularly Evaluate  
Results

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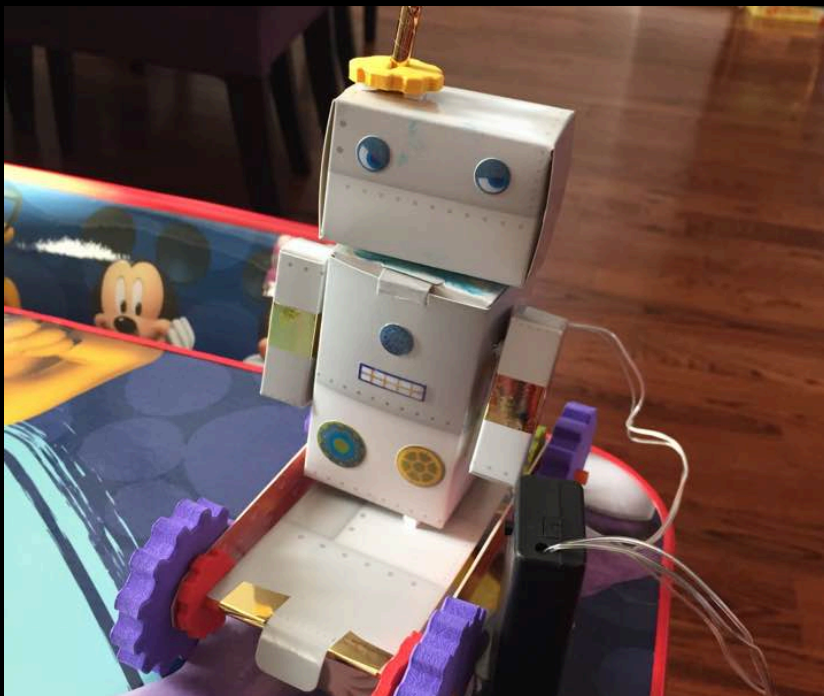
# How can we embrace a culture of curiosity?



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