

April 4, 2024

The Future of AI

And What It Means To You

Howard Getson

Capitalogix®

What We'll Discuss Today

The Current State Of AI

Leveraging AI: What You Need To Know

Thinking About AI: Mastery Mindsets

Getting Started

How To Implement New Capabilities

**To see that AI
is a tool you can use
in every business**

**To think about what you
want to accomplish
in your business and how
AI might help you get there.**

To make a commitment to get started and begin making incremental gains in your use and understanding of AI

Howard Getson

Chief Executive Officer and Founder

Experience:

Capitalogix (2000-present): Founder and CEO

- Focused on enhanced decision-making using exponential technologies and multi-disciplinary best practices

IntellAgent Control (1991-2000): Founder & CEO

- Inc. 500 company that won an IBM-Lotus Beacon Award for best business application.

The Hastings Center (2017-Current): Advisory Council

- Bioethics and AI research institute

Education:

M.B.A. in Finance from Northwestern University's Kellogg School of Management

J.D. from Northwestern University Pritzker School of Law

B.A. in Psychology and Philosophy from Duke University

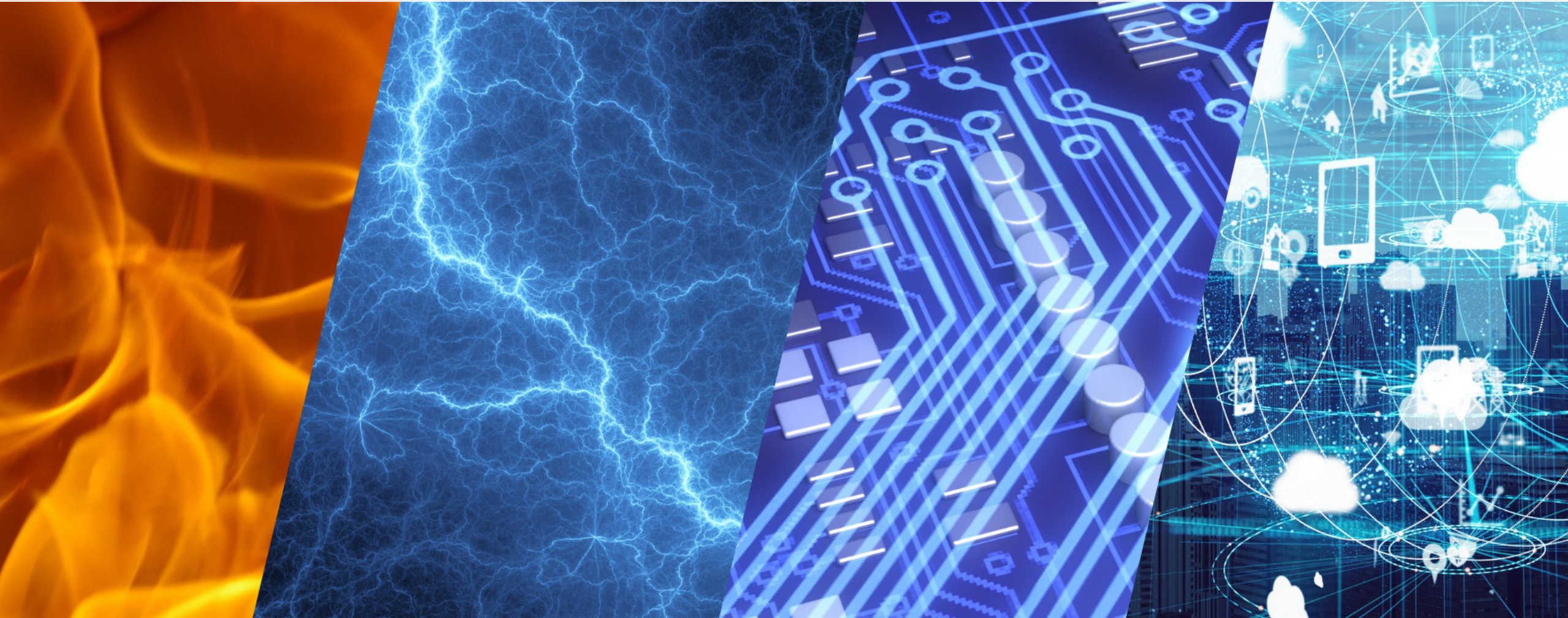


The background of the slide is a grayscale, close-up photograph of a US dollar bill. The focus is on the intricate patterns and textures of the paper, including the circular seal on the left and the fine lines of the currency design. The overall tone is professional and financial.

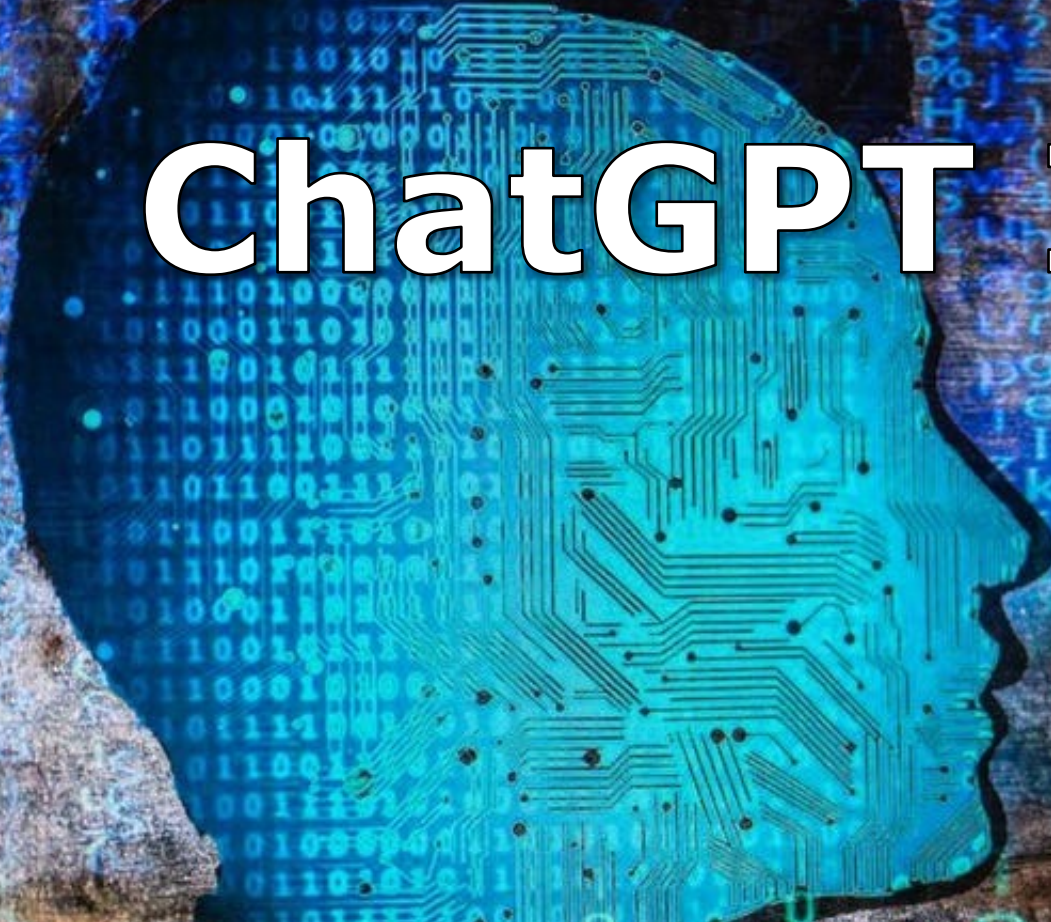
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The Current State Of AI

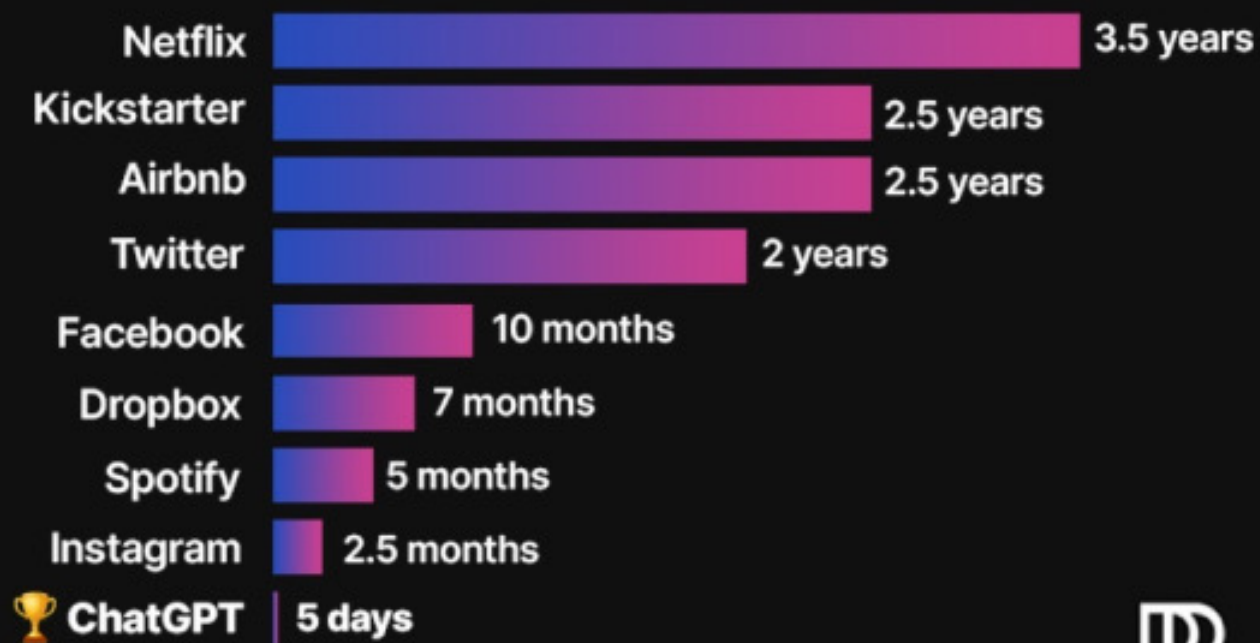
**AI Will Be As Important An Invention
As The Discovery Of Fire, Electricity,
the Computer, and the Internet**



ChatGPT Is Exciting



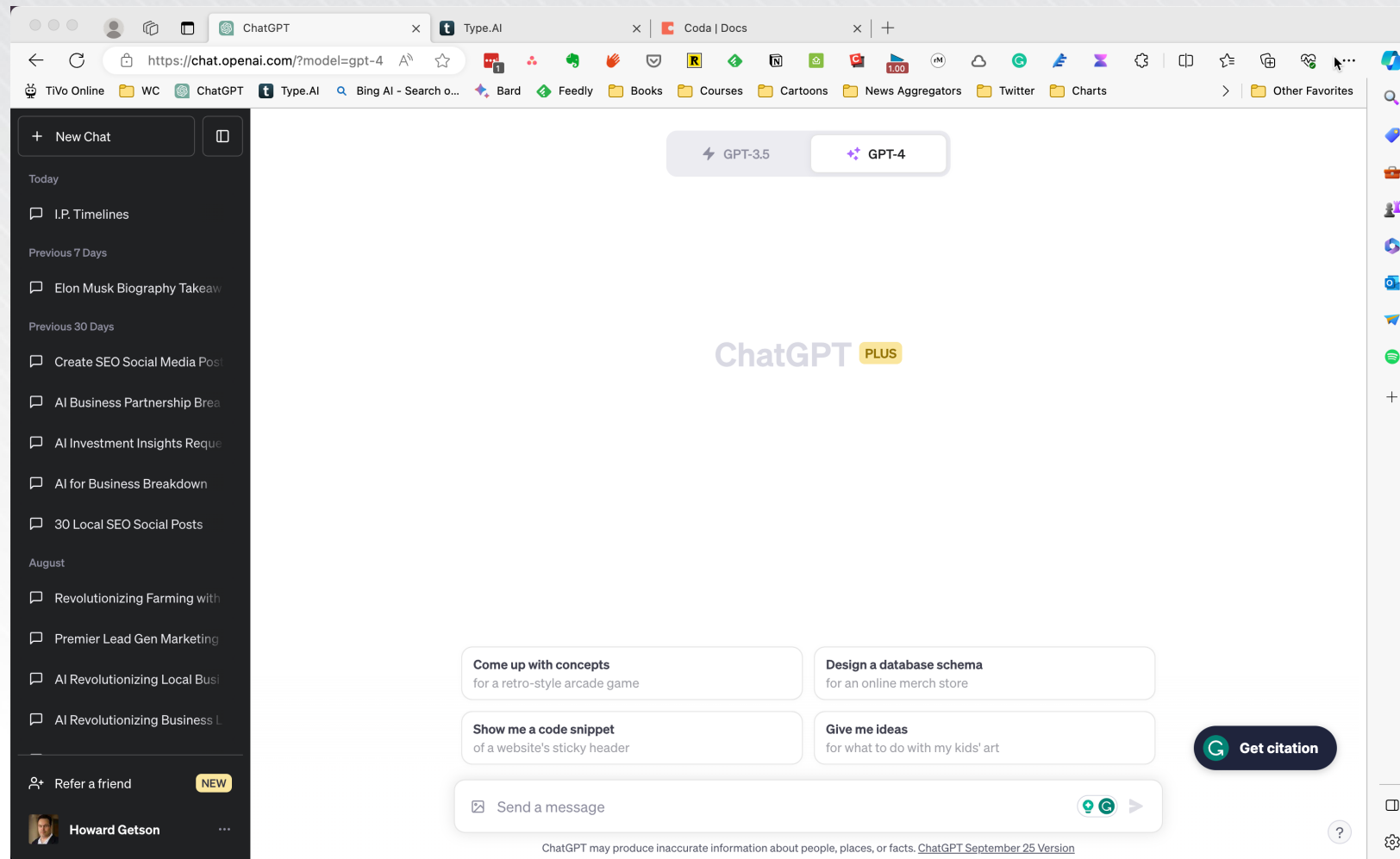
Time it took to reach **One Million** Users:



@TheRundownAI



ChatGPT seems simple ...



But the Blinking Cursor Still Taunts me!

Here is [AIPRM](#) ...

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The screenshot shows the AIPRM website homepage. At the top, there's a navigation bar with the AIPRM logo, a flag icon, a 'Login' button, and an 'Install For Free' button. Below the navigation bar is a search bar with the placeholder text 'Search anything...'. The main content area features a 'New' badge with the text 'AIPRM Cockpit is coming soon. Get on the Waiting List.' followed by a large heading 'Your Cheat Code for AI'. Below the heading is a quote: 'Hey ChatGPT, create anything I want using the best prompts from a community of experts. Sure, here it is! Anything else?'. A call to action says 'Don't miss out on this productivity boost! Starting using AIPRM now for FREE.' and 'AIPRM is the Ultimate Time Saver for ChatGPT and other AI models! Trusted by over 2 million users and some of the world's biggest brands.' Below this is an 'Install AIPRM for ChatGPT' button. At the bottom, there are three feature cards: 'High Quality AI Prompt Library', 'Private Prompts for You and Your Team', and 'Custom GPT Community Prompts'. A scroll-to-top button is visible on the right side.

An AI Prompt Library Expert Community!

Don't Get
Hung Up
On The
Tool



AMERICA
Online



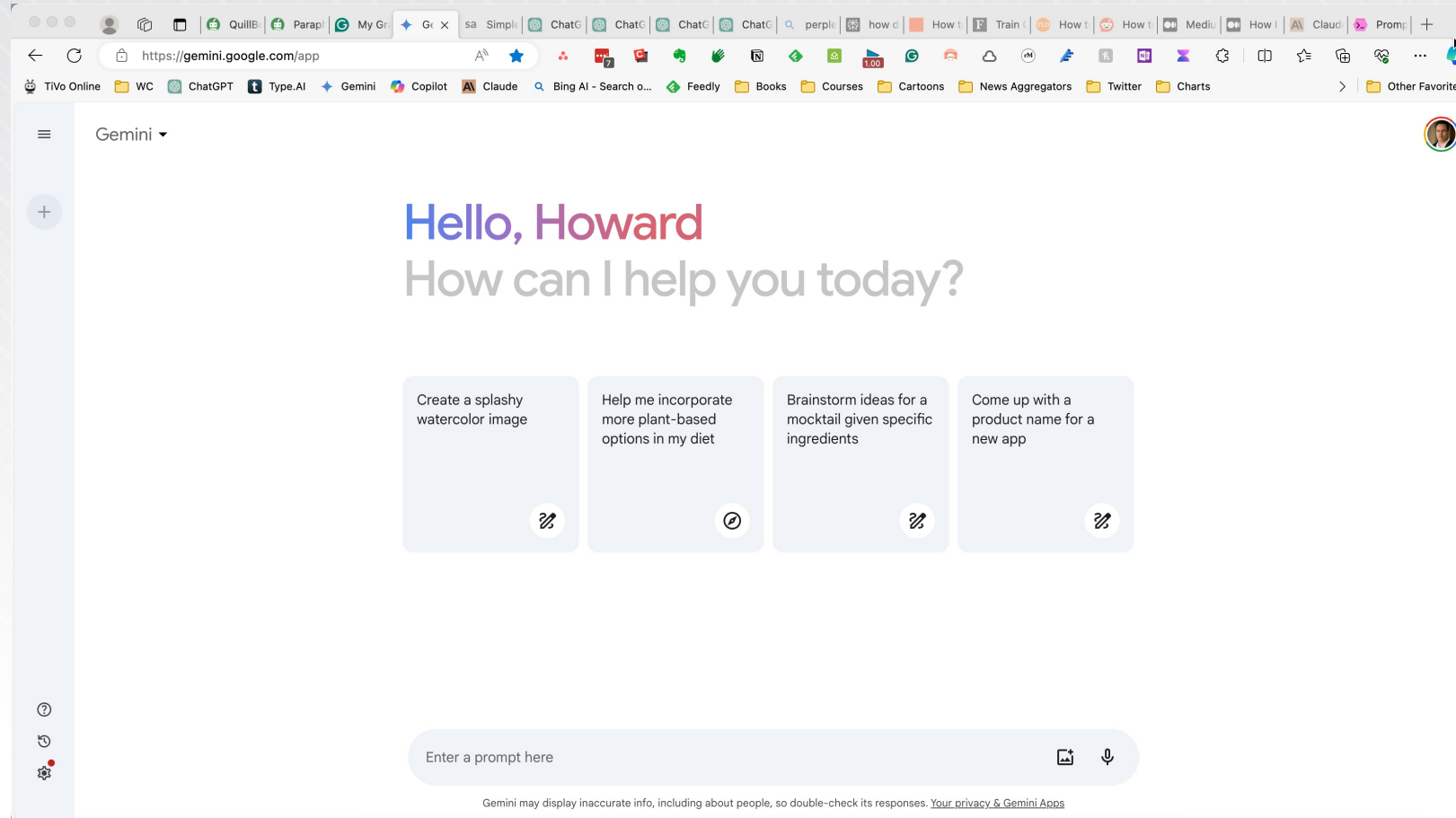
myspace



 Netscape

ChatGPT Isn't As Important As You Think It Is ...

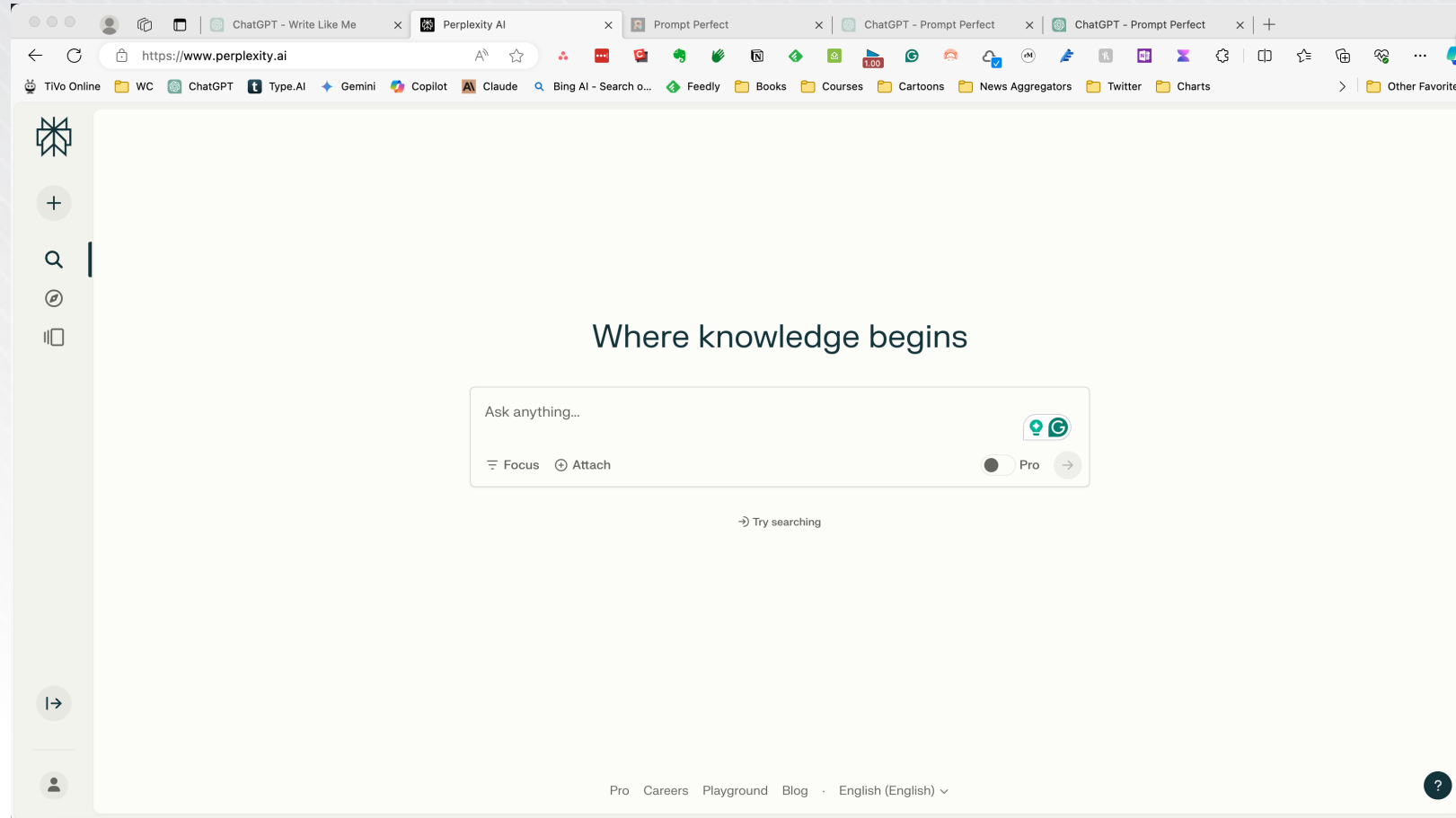
Here is Google's Gemini...



It is getting better fast! Try MS CoPilot and Anthropic's Claude too.

Here is Perplexity...

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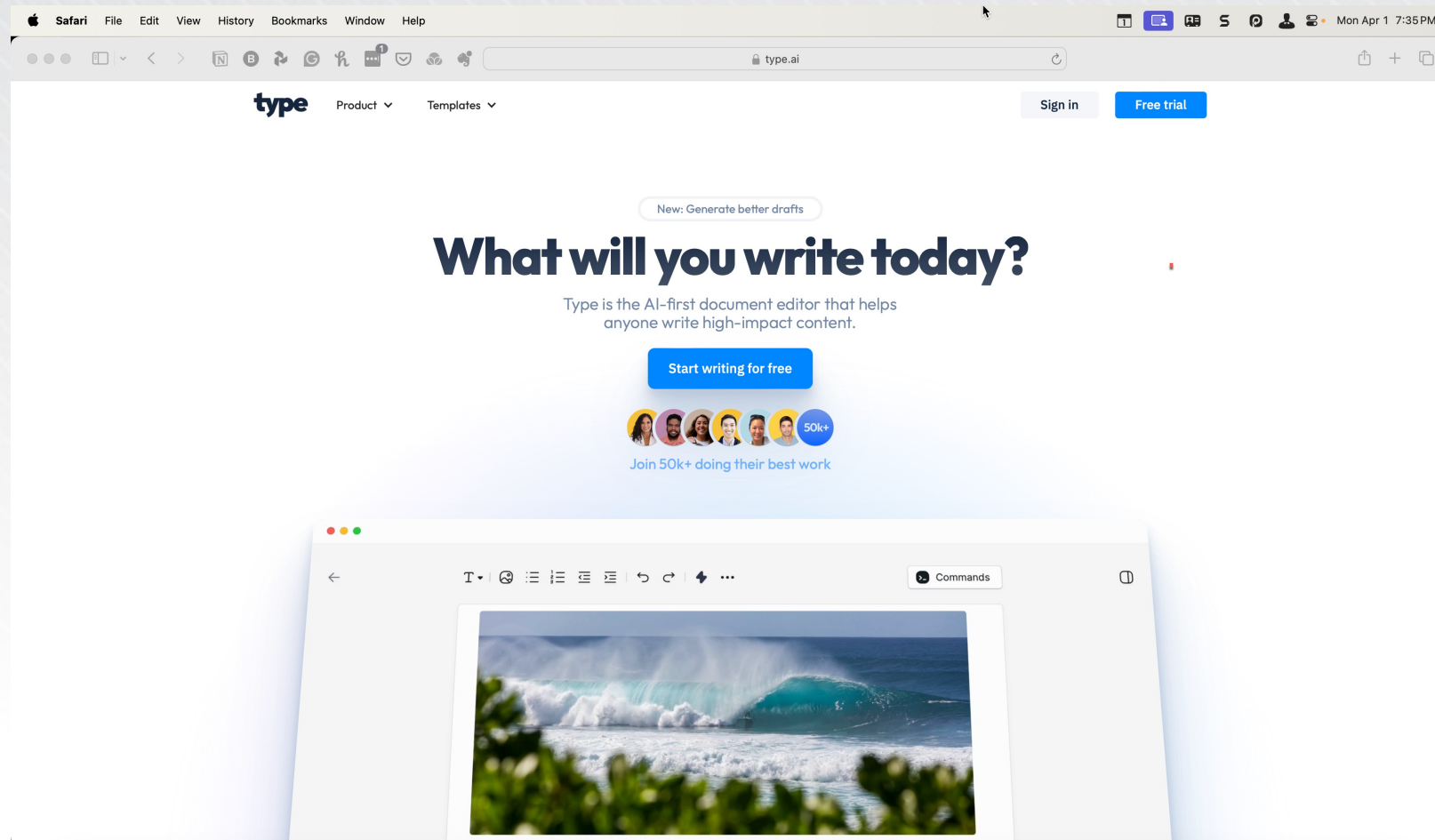


It is an AI-Driven Search Engine!

Tools Like ChatGPT Will Become Part of Other Tools

Here is [Type.AI](https://type.ai) ...

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It is getting better fast too!

Here is [Grammarly](#) ...

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The screenshot shows the Grammarly website homepage. At the top, there's a dark blue navigation bar with the Grammarly logo and the tagline "Enterprise-ready AI that gets results" followed by a "Learn more" link. Below this is a white navigation bar with the Grammarly logo and menu items: Product, Work, Education, Pricing, Resources, Contact Sales, Log in, and a green "Get Grammarly It's free" button. The main content area features a large heading: "Responsible AI that ensures your writing and reputation shine". Below the heading is a paragraph: "Work with an AI writing partner that helps you find the words you need—to write that tricky email, to get your point across, to keep your work moving." There are two sign-up buttons: a green "Sign up It's free" button and a white "Sign up with Google" button. A small text note below the buttons states: "By signing up, you agree to the Terms and Conditions and Privacy Policy. California residents, see our CA Privacy Notice." To the right, there's a preview of a document with a highlighted sentence: "We're ready to move forward with the project plan once you take a look at the draft. **Can you review the plan by Friday?**". A callout box points to this sentence with the text: "Specify a deadline to review the plan. Show this change >". At the bottom of the page, it says "Trusted by 70,000+ teams and 30 million people" and lists logos for various clients: Expedia, databricks, ATlassian, align, Washington University in St. Louis, CA.gov, EVERLANE, BlackRock, and ZOO.

I use this every day!

Here is Quillbot ...

The screenshot shows the QuillBot Flow website in a Safari browser. The page features a navigation bar with the QuillBot logo, the text "QuillBot Flow", and a "Get Started" button. The main content area has a central heading "Write high-quality content with QuillBot Flow" and a sub-heading "A next-generation word processor, supercharged with QuillBot's cutting-edge AI". Below this is a "Get Started for Free" button with the note "No credit card required". A central graphic consists of several overlapping circles, each representing a tool: Summarizer, Write Assist, Web Search, Citations, Paraphraser, Analytics, Grammar Checker, and Notes. At the bottom, there are two columns of text: "What is QuillBot Flow and how does it work?" and "Paraphrase, summarize, research, and more with one tool that supercharges your writing workflow with built-in grammar checking and citations."

Try the Paraphraser Tool !

Here is [Voilà](#) ...

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The screenshot shows a web browser with multiple tabs open, including 'ChatGPT', 'Prompt Writing Style Anal...', 'ChatGPT - Write Like Me', 'Search Traffic Arbitrage St...', 'AI Investment Persona', and 'Voilà - ChatGPT AI browser...'. The address bar shows 'getvoila.ai'. The website header features the Voilà logo and navigation links: Teams, Mobile App, What's new, Pricing, Help, Sign in, and a 'Get started' button. A 'New' badge indicates 'Mobile App, GPT-4, Web Access'. The main heading reads 'AI assistant that truly gets you', followed by the subtext 'Create high-quality content, improve your writing, brainstorm and research. All in one place.' A 'Try Voilà - it's free' button is prominently displayed, with a note below it stating 'Available for Chrome, Edge, Firefox, Safari, iOS and Android'. A white chat interface is overlaid on the page, showing a user query: 'What emerging trends should I watch in my industry?'. Below the query, a 'Library' section lists categories: AI Assistants, Brainstorming, Writing, and Social Media, each with a right-pointing arrow.

This is a Browser Extension!

Here is a Simple Example of Prompt Engineering

from [Coda.IO](https://coda.io)

Prompt Template:

Help

Question

Name

Let's name this prompt.

About

What's this prompt about?

Role

Describe the role you would like the AI to play.

Task

State the primary task you want to accomplish with this prompt.

Goal

State the goal of the AI's output.

Steps

Define the steps you think this AI should take to complete the task.

**Prompt Engineering
is
Natural Language Programming**

prompts can be commands, questions, statements, and even topics.

- Act like an expert in...
- Present the information in a table...
- You are a CEO in this field...
- For this target audience...
- Describe the...
- Write a long explanation on...
- Create a list of XYZ...
- Produce a detailed plan for XYZ...
- Give me step-by-step instructions to XYZ...

The real magic is customization.

1. Customize your prompt
 2. Feed ChatGPT your facts and information
 3. Ask follow-up questions
 4. Be as specific as possible
 5. Write a long prompt paragraph
-

- **Role** - the persona of this AI.
 - **Task** - state clearly & definitively, explaining what you want done.
 - **Goal** - a concise statement about the final output of this prompt.
 - **Steps** - the precise steps you want the AI to follow to achieve the goal.
 - **Rules** - any additional guidelines that you want the AI to consider.
-

Here is [SimpleAcademy.AI](https://capitalogix.simpleacademy.ai) ...

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Simple^{AI}

3 Steps To Getting Started Using AI In Your Business

It's a complete roadmap to help you understand what's possible with AI in your business...

Tools Training Assessment

An AI Enablement Platform!

- Expect Chat Bots to Become More Common
 - Expect Chat Bots to Become More Important
 - Examples:
 - **Rewind.AI**
 - Rewind is a personalized AI powered by everything you've seen, said, or heard.
 - **GPTs**
 - **<https://chat.openai.com/gpts>**
-



Leveraging AI: What You Need To Know



A long, straight asphalt road with a white center line and shoulder lines stretches from the bottom center towards the horizon. The road is flanked by dark, scrubby vegetation. In the distance, a range of mountains is visible under a hazy, overcast sky with some light clouds. The overall tone is somber and contemplative.

You're Early.

**It's about incremental progress
toward the inevitable**

FOMO Is Your Enemy

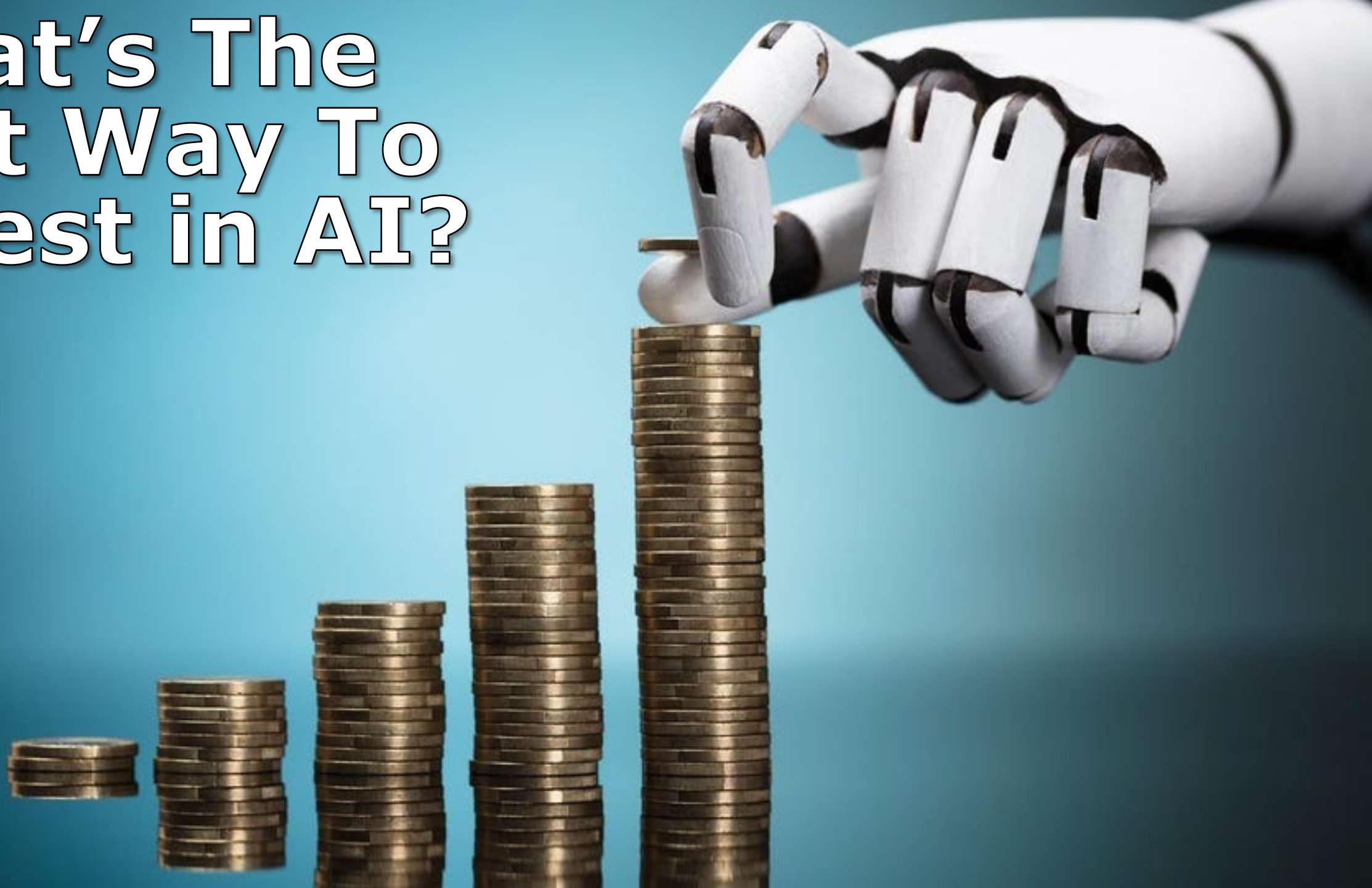


**Focus On What You
Want and How
Technology Can Help
You Get That**

You Have Time



What's The Best Way To Invest in AI?



A wooden toolbox filled with various tools including a hammer, wrench, screwdriver, and pliers, resting on a laptop keyboard. The background shows a blurred laptop screen with colorful icons.

**AI Is Just A Tool ...
Focus On What Matters**

Automate The Right Things



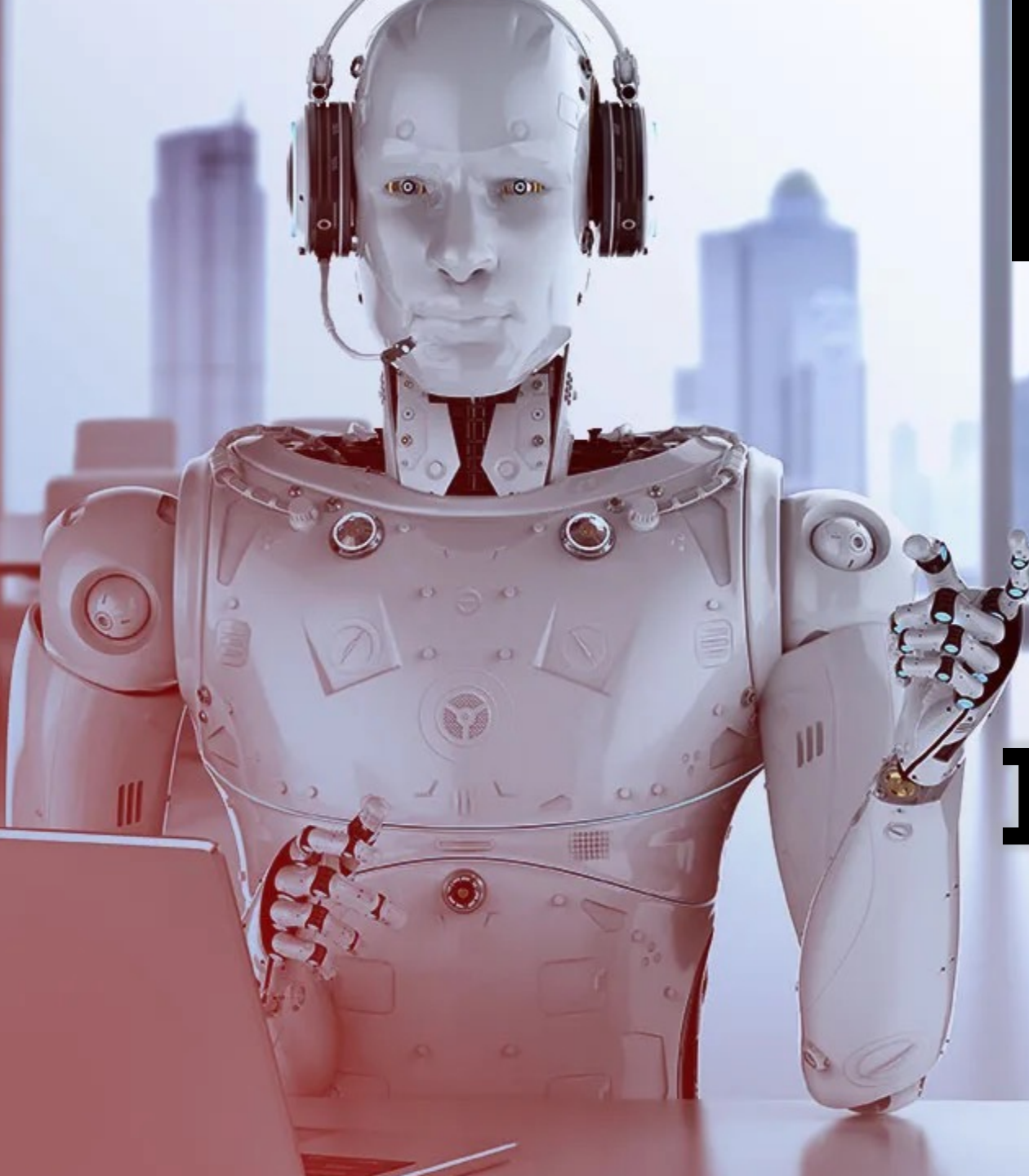
 DALL-E 2


synesthesia

 CHAT GPT

 Jasper

**It's easy
to get
started**



Keap/Infusionsoft – E-mail Autoresponder

Sanebox – Inbox Zero E-mail Sorting

PhraseExpress or **TextExpander** or **PopClip** – Text Macros

Paste or **ClipMate** – Clipboard Manager

BookLikeABoss or **Calendly** – Scheduling Agent (www.talkwithhg.com)

MeetGeek or **Otter.AI** or **MacWhisper**– Auto-Transcription

TechSmith Camtasia, Snagit, and Audiate – Screen Capture and Video or Image editing

Backtrack and **Rewind** – Audio Recorder that works up to 5 hours in the past

HippoVideo or **Warm Welcome** – Personalized Videos

IrisClarity or **Krisp.AI** – Voice Isolation and Noise Removal

Flipboard or **Feedly** – Content Discovery

Heyday – Content Connection and Knowledge Management

Evernote and **Notion** and **Readwise** – External Brains

Zapier and **ITTT** – Tool Integration

Grammarly or **Quillbot** or **Hemingway** – Editing & Grammar

ChatGPT or **Type.AI** or **Coda.IO** or **Frase.IO**– Writing Help & Brainstorming

Voilà – AI-powered browser assistant

Systematization Doesn't Mean It Needs To Be AI



Commercial

Built For You

The Mistake

Matching Technology To
A Problem

The Solution

Making Progress Toward
What You Really Want

A composite image with a blue and white color scheme. In the upper right, a white robotic hand with blue joints holds a glowing yellow coin. In the background, a laptop screen displays a financial candlestick chart with green and red bars and blue trend lines. In the foreground, several stacks of gold coins are placed on a laptop keyboard. The overall scene suggests themes of artificial intelligence, finance, and technology.

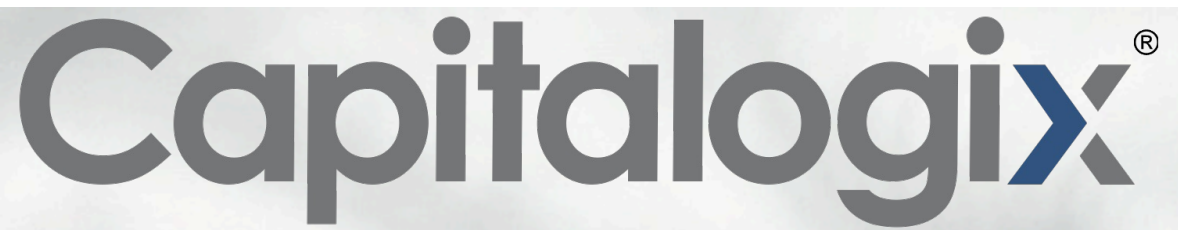
**Here's Where It
Started For Us ...**

Where Will It Start For You?



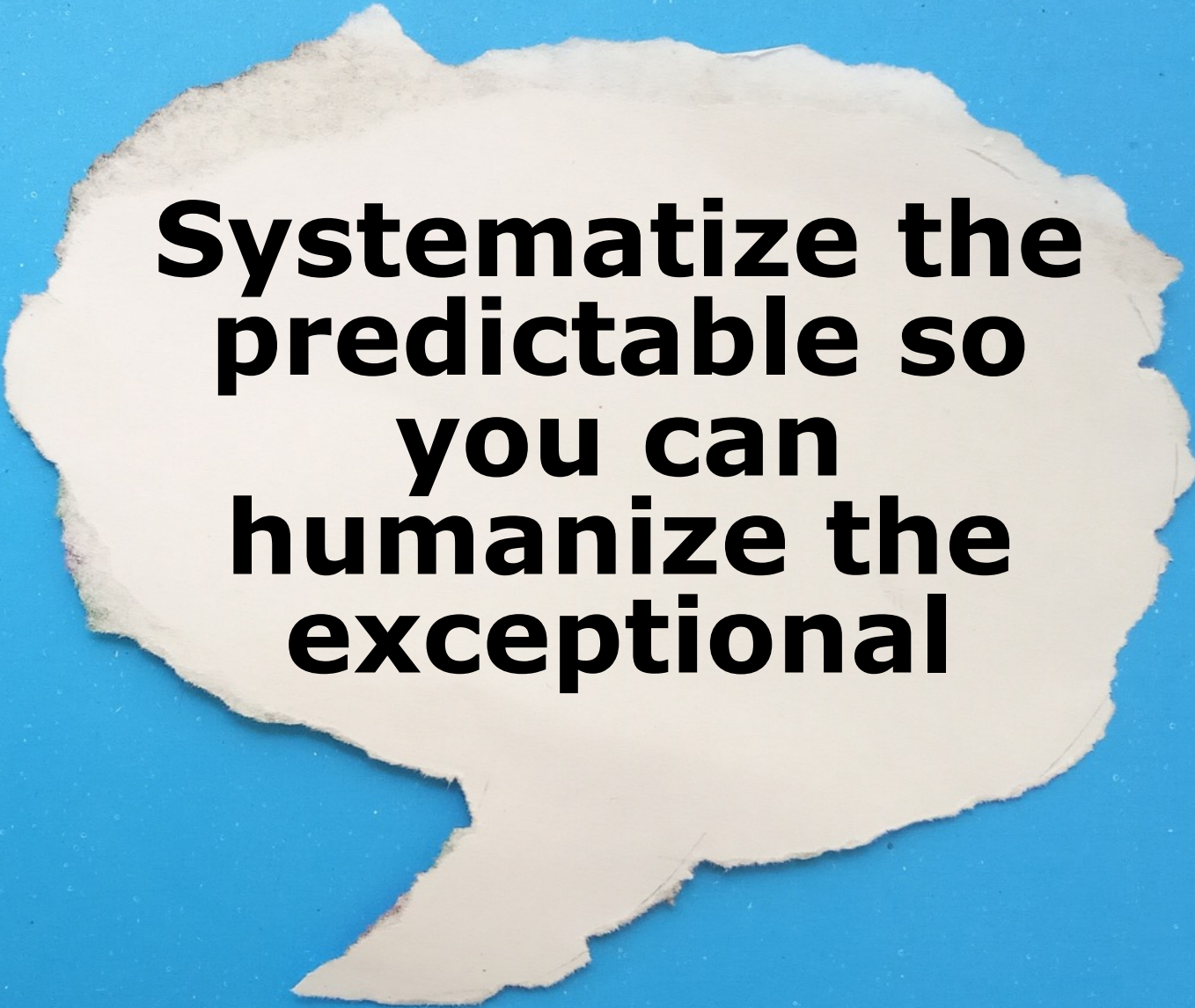
Your Journey Starts With One Step





How To Think About AI

Mastery Mindsets

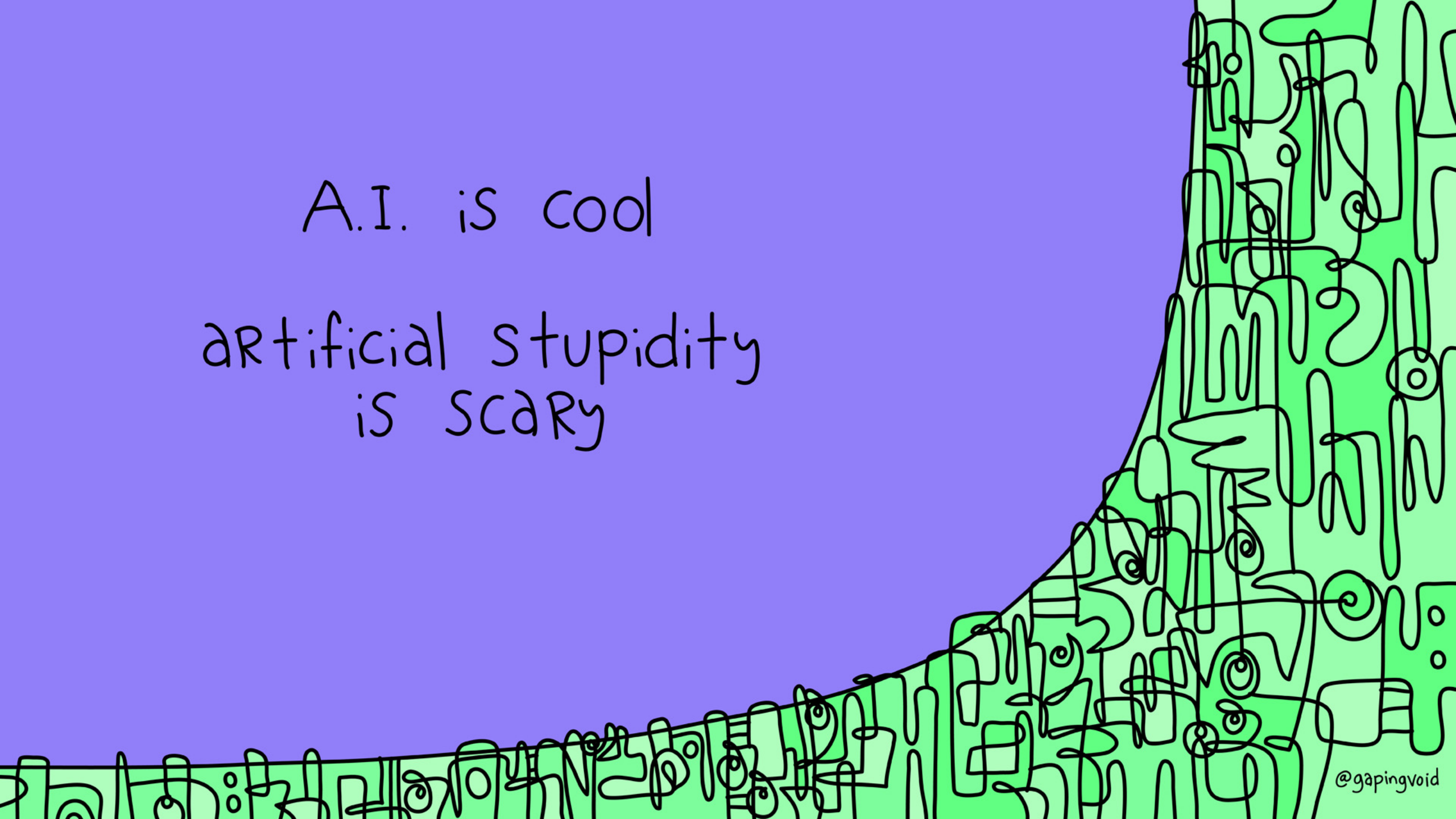


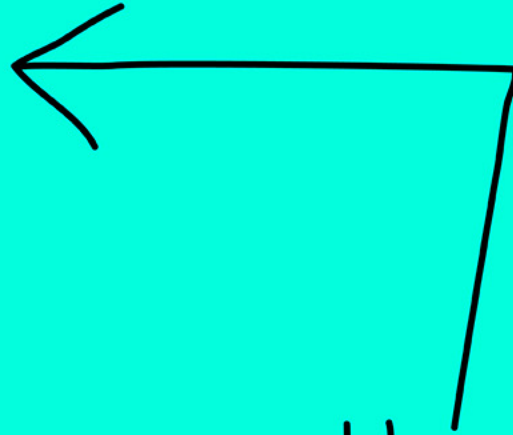
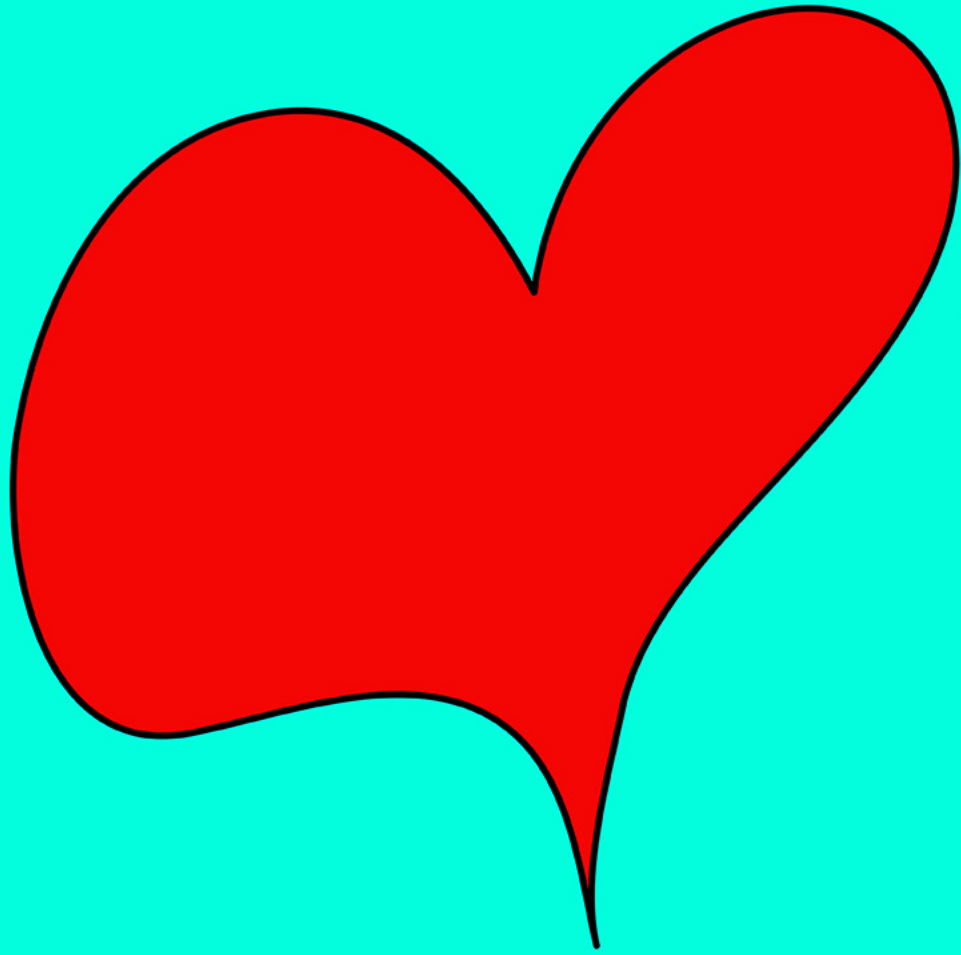
**Systematize the
predictable so
you can
humanize the
exceptional**

- Start to think about this more Strategically
 - Identify Opportunities and Challenges by Area
 - Create a way to Store, Share, and Improve
 - Testing is important
 - Protection is important too (it is I.P.)

 - Roles:
 - Conceive, Prototype, Develop, Test, and Maintain
-

A.I. is cool
artificial stupidity
is scary





the
heartbeat
of A.I. is
still human

Preserve The Magic ...



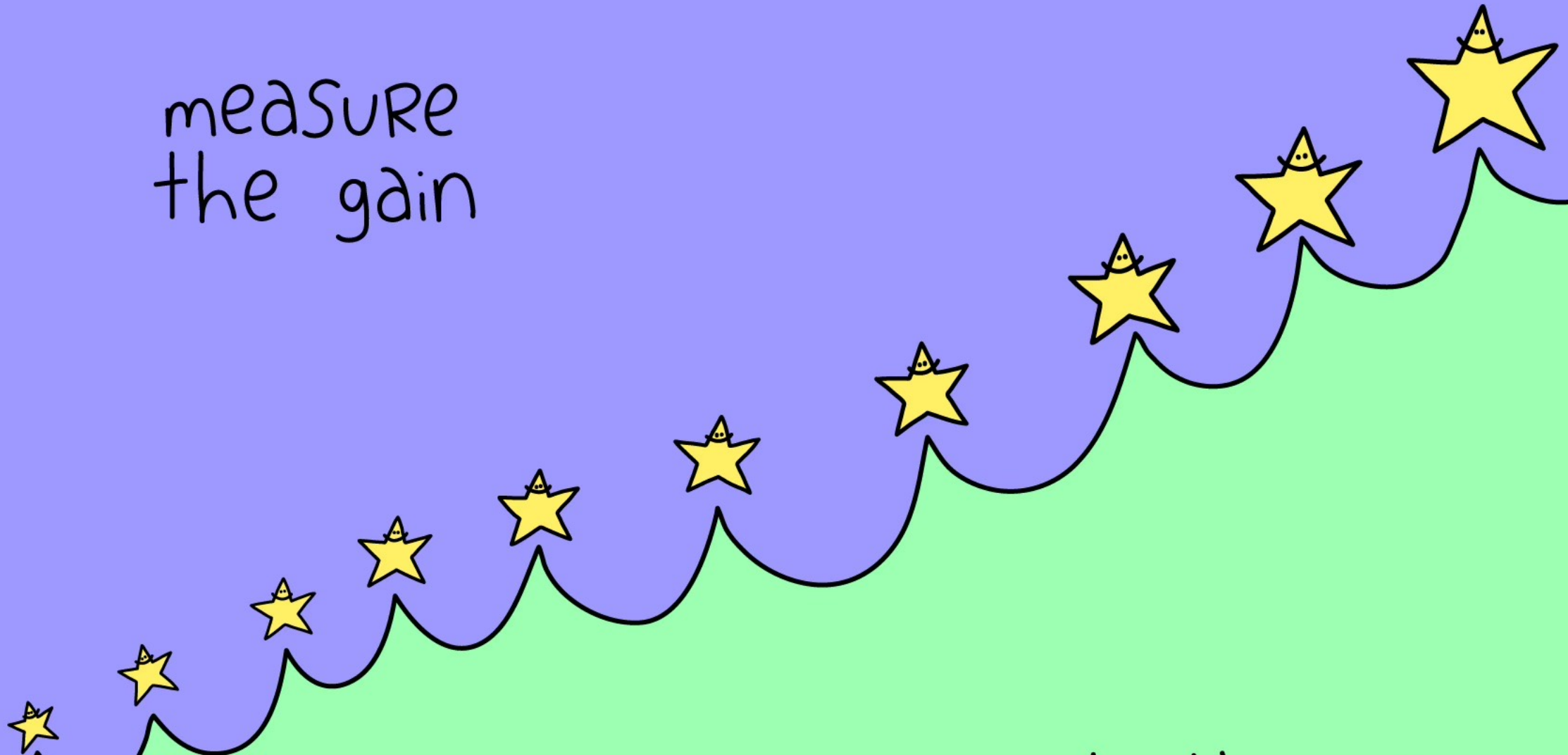
Don't Automate Your Unique Ability

**Don't Let
Perfect ...**

**Get In The
Way of Good**



measure
the gain



not the gap

A black and white photograph of a hand holding a pocket watch. The watch is ornate with a decorative case and Roman numerals on the face. The hand is positioned in the center, with fingers slightly curled around the watch. The background is dark, making the watch and hand stand out.

**Timeless
Wisdom**

**Focus On
What
Doesn't
Change**

**Humans Often Recognize Big
Changes On The Horizon...**

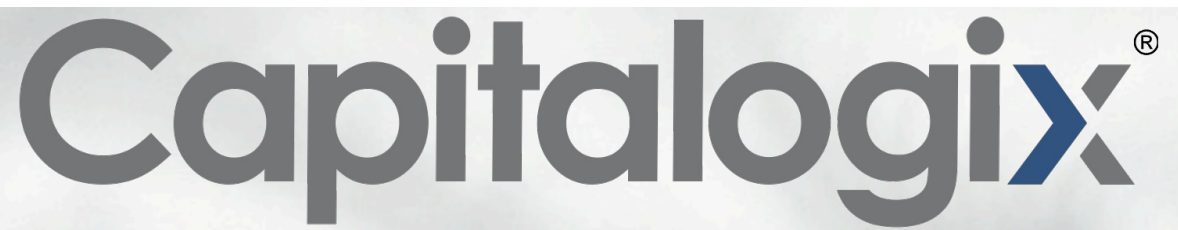


**But Rarely
Anticipate
The Consequences**



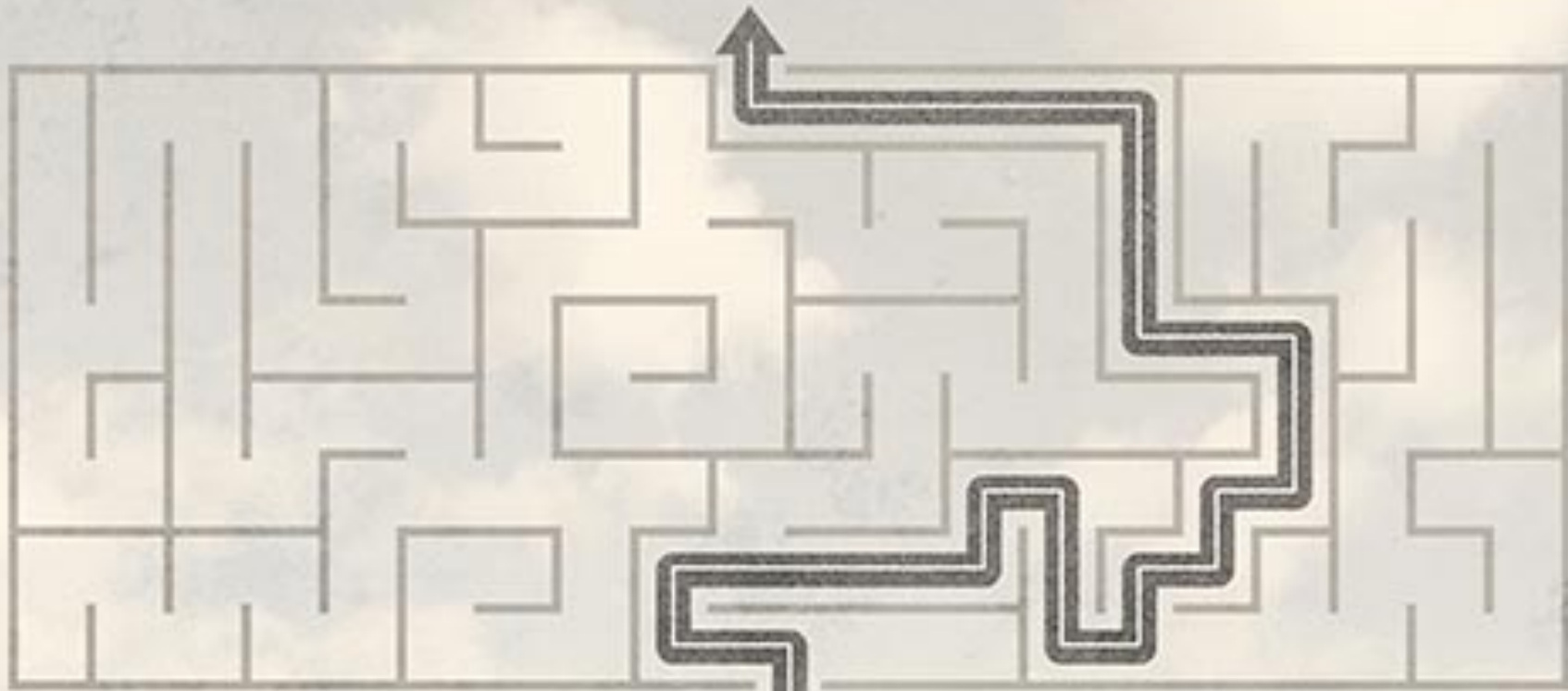
Kodak

BLOCKBUSTER



How To Get Started With AI

**Begin With
The End In
Mind**



Four Questions To Ask Yourself Before You Start

1. What do you want 3-5 years from now?
 2. What milestones do you need to reach?
 3. What constraints will you face?
 4. What capabilities will you need?
-

DON'T LET THE PAST
GET IN THE WAY
OF THE FUTURE.



You Have a Chance To Play a New Game

- Name The Game
- Understand The Desired Outcomes
- Define The Rules
- Decide How To Keep Score
- Clarify Evidence Of Success
- Predetermine When To Stop Playing



Because Of AI, You're Playing a Different Game



How Do You Create An Edge?

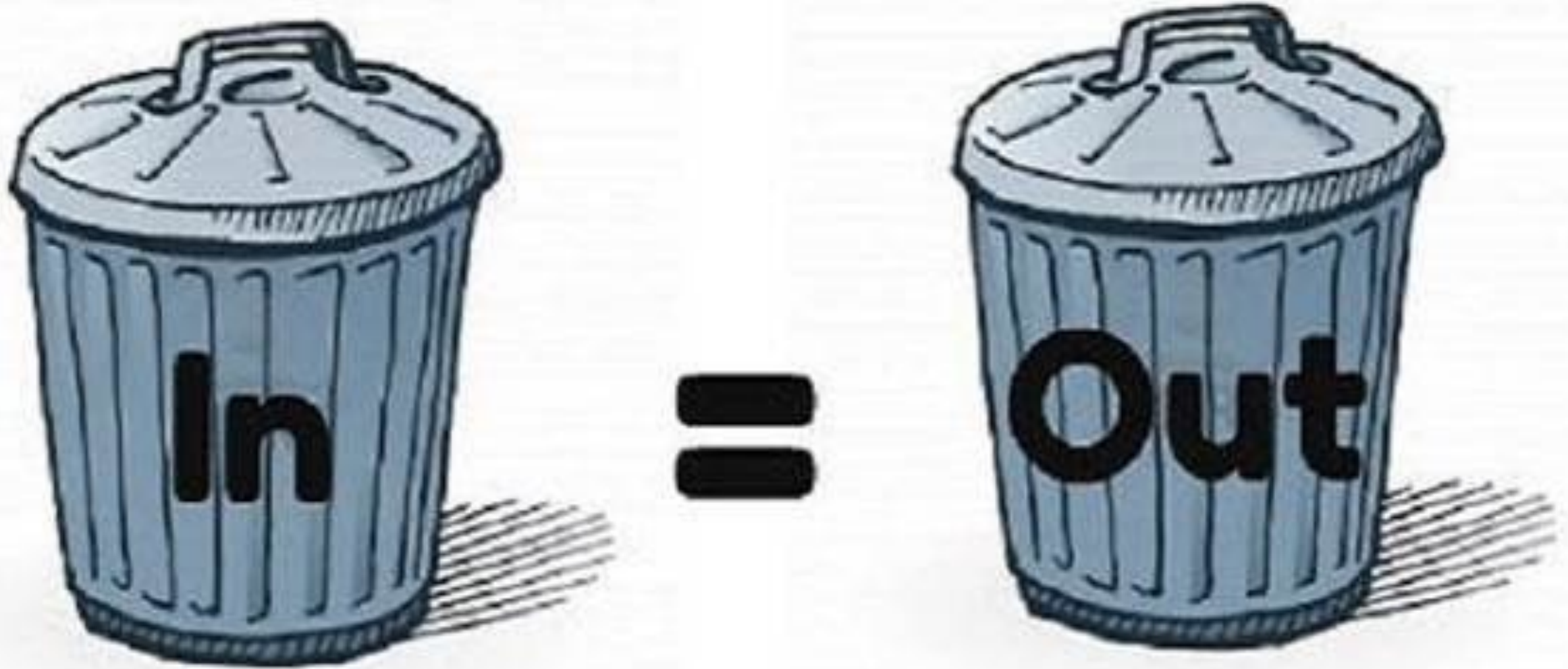


Be Unique, Hard To Replicate & Exciting

What Data Do You Need?



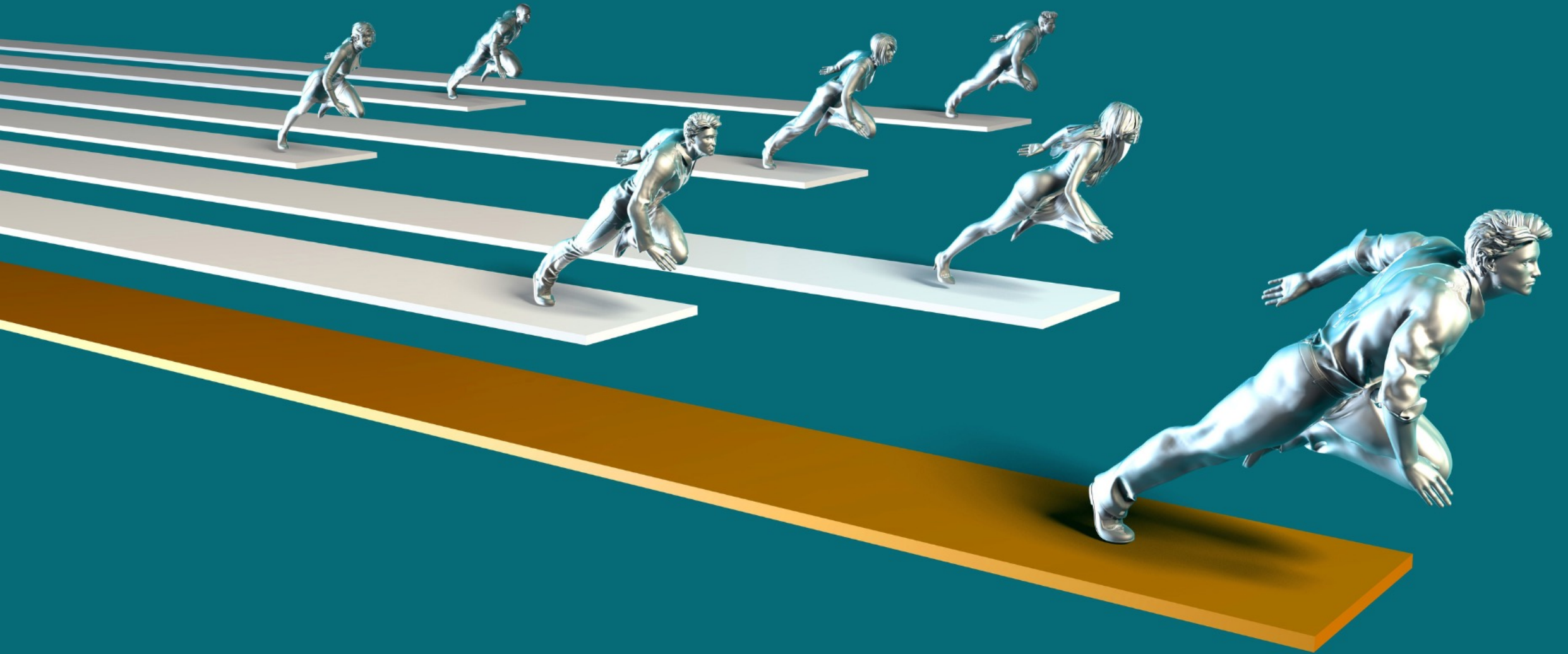
Success Depends On Data Quality



To Do The Impossible, Make The Invisible, Visible



How Can You Extend Your Edge?

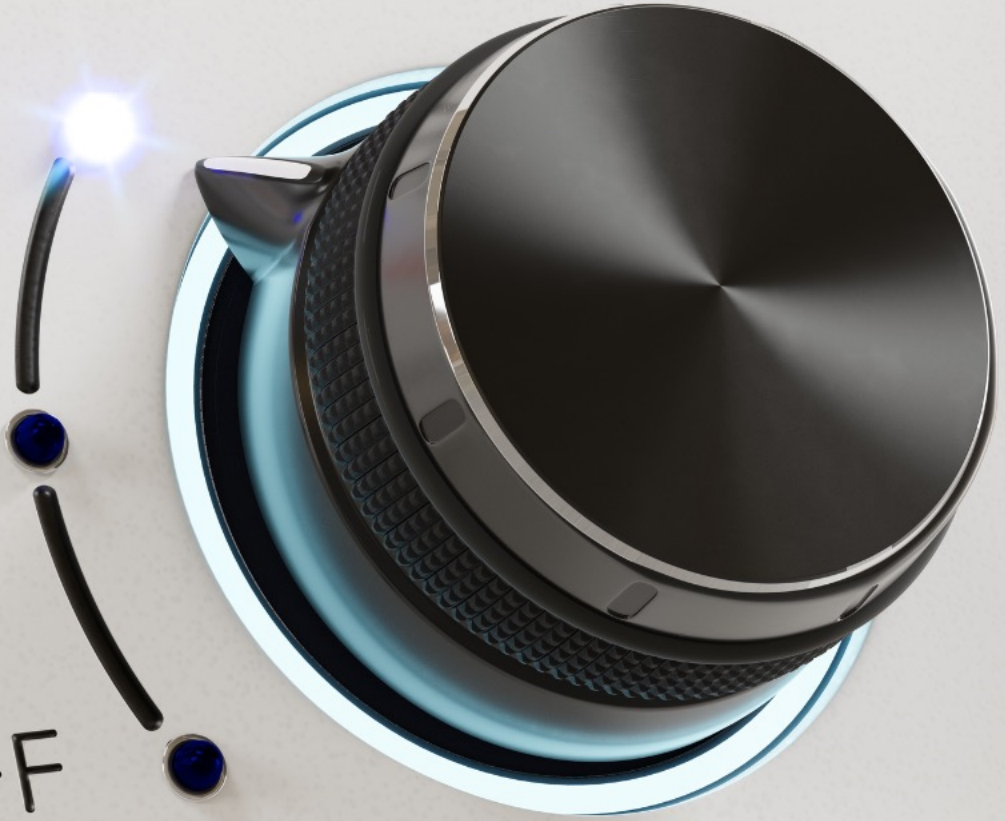


GROWTH

EXPONENTIAL

LINEAR

OFF



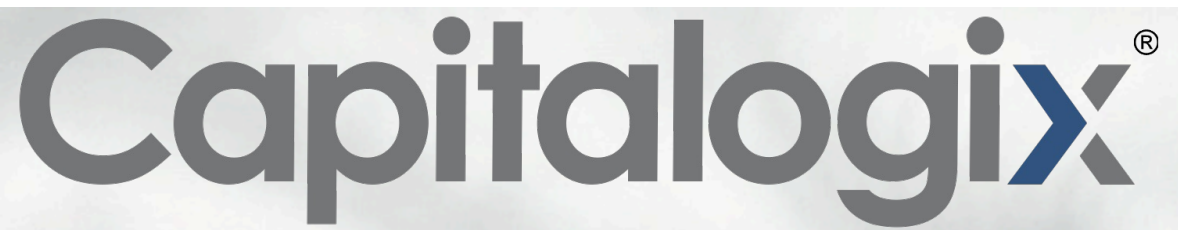
**Stack
Easy
Wins**

WIN

**WIN
AGAIN**

**WIN
MORE**





The Tech Adoption Model

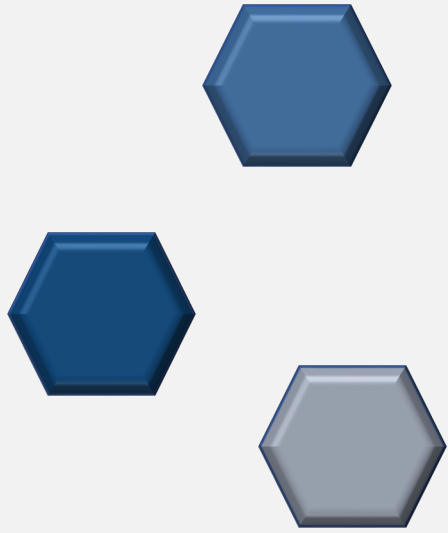
**It's Easier To Predict Human Nature Than
It Is To Predict Technology Adoption**

The Possibility Scale

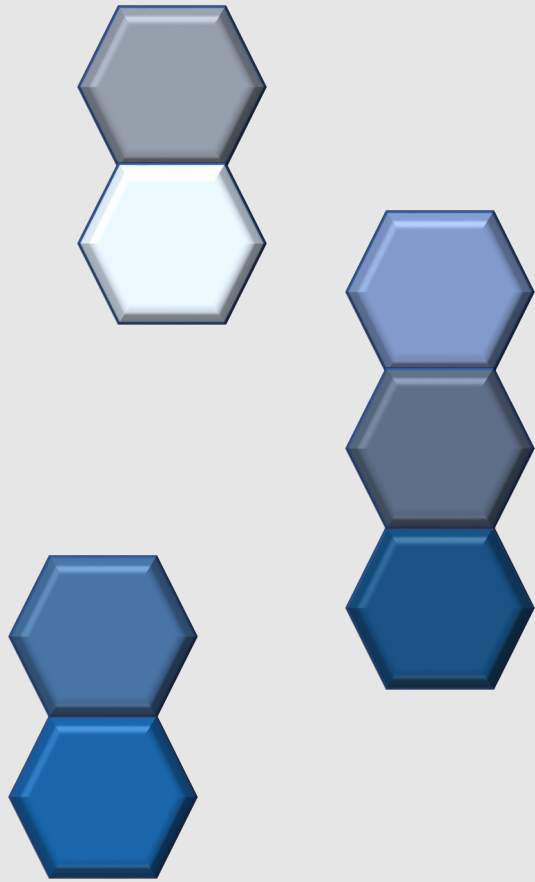
- 1. Inevitable**
- 2. Probable**
- 3. Unlikely**
- 4. Possible**
- 5. Crazy**
- 6. Impossible**
- 7. Inconceivable**

A hand is shown at the bottom left, palm up, holding a glowing digital lightbulb. The lightbulb is composed of a network of blue lines and dots, with a warm orange glow emanating from its center. The background is dark blue with scattered blue dots and geometric shapes.

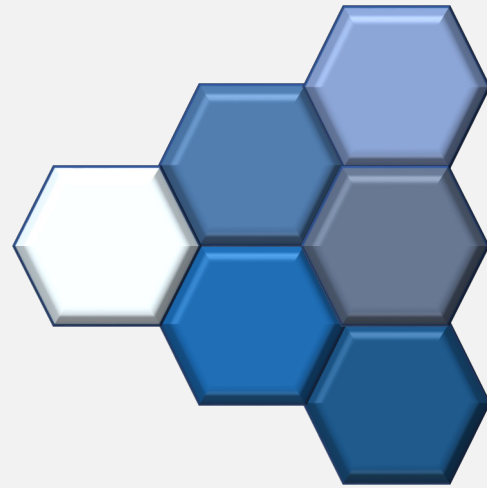
**“People Rarely Try
To Accomplish
What They Don’t
Believe Is Possible”**



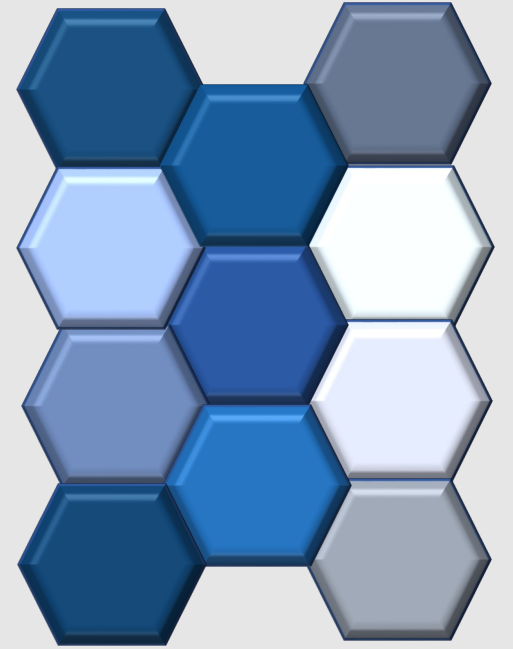
Capabilities



Prototype

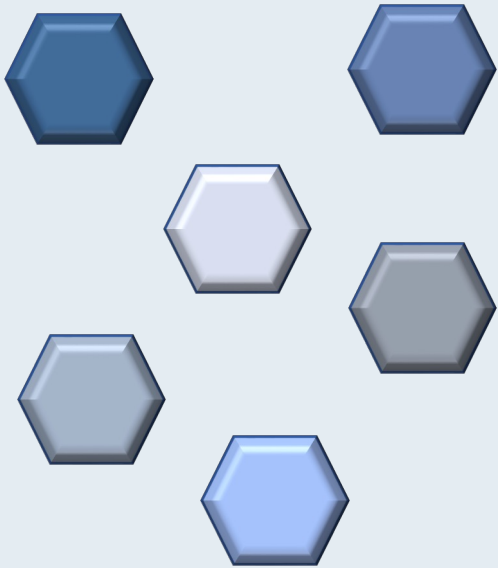
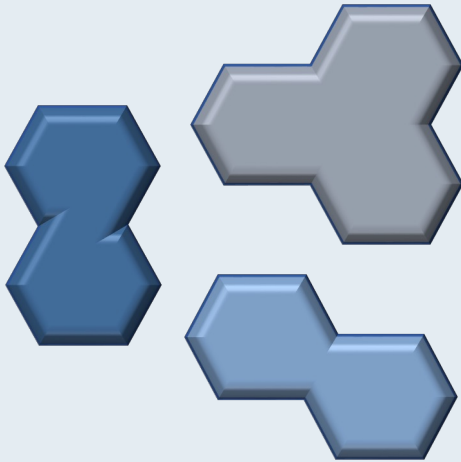

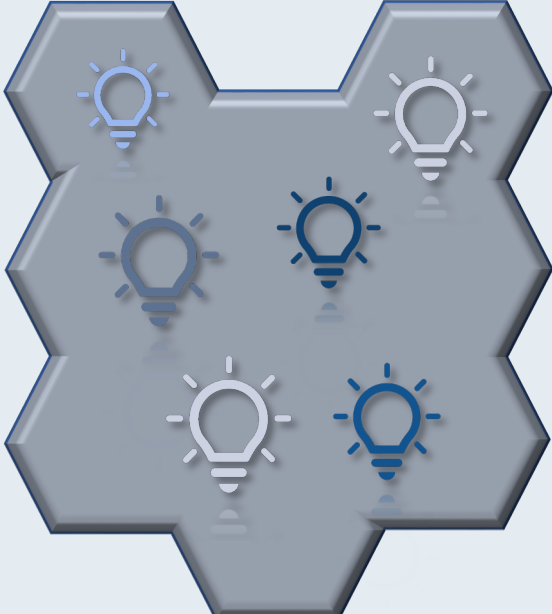


Product



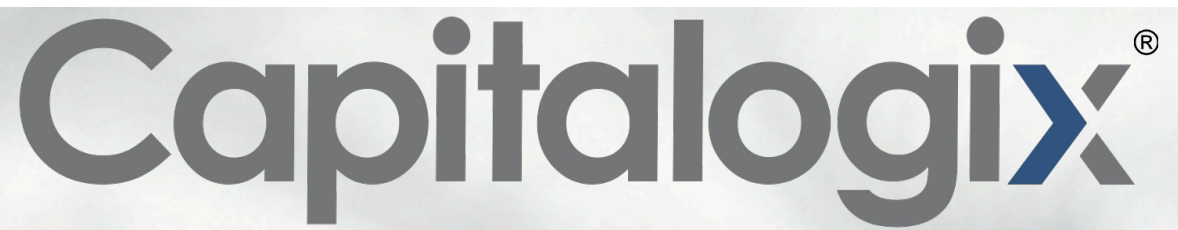
Platform

Technology Adoption Model

Capability	Prototype	Product	Platform
<p>A fundamental building block of skill or ability that can stand alone or become the foundation for something much bigger.</p>	<p>A preliminary model developed by stacking or bundling different capabilities to create more opportunities, enhance the ability to perform a task, or achieve a goal.</p>	<p>A mature collection of capabilities packaged together to help someone achieve a specific, known result. It is designed to meet the needs of a particular audience and to be robust, reliable, and resilient.</p>	<p>A system or infrastructure offering a variety of capabilities that can be used by unknown individuals to achieve outcomes that the platform creator did not initially anticipate.</p>
			

Name: _____ Date: _____

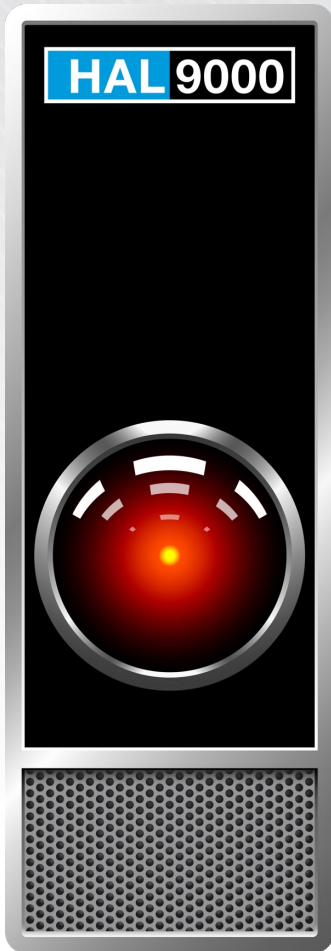
	Stage 1	Stage 2	Stage 3	Stage 4
	<u>New Capability</u> Who Cares? >>	<u>Prototype</u> What's Next? >>	<u>Product</u> Reinvention >>	<u>Platform</u> Transformation
	Does it help you do what you already do, better?	What could you do, or should you do?	What can you release as a product/service/offer that is strategic and unique?	What capabilities create a platform for others to build upon?
Core Capability:				
Key Indicators: Or Evidence of Success				
Potential Roadblocks: Or Constraints				
Getting to Next:	1	2	3	



Implementing New Capabilities

AI As A Digital "Who"

What People Expect From AI...



**Think of It As
Hiring An
Employee**



Generalist



Specialist



Observe



Interact



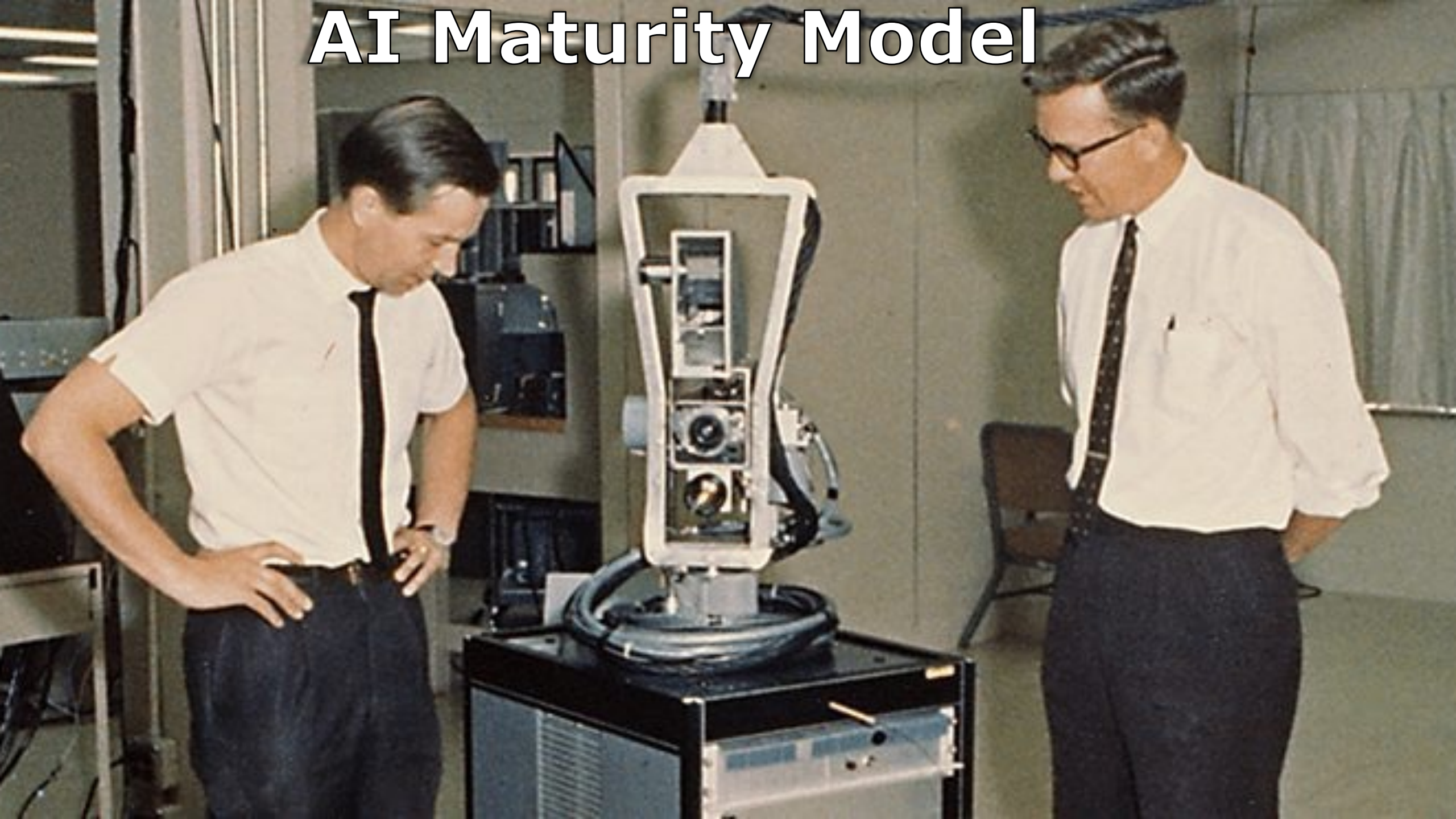
Risk-Averse



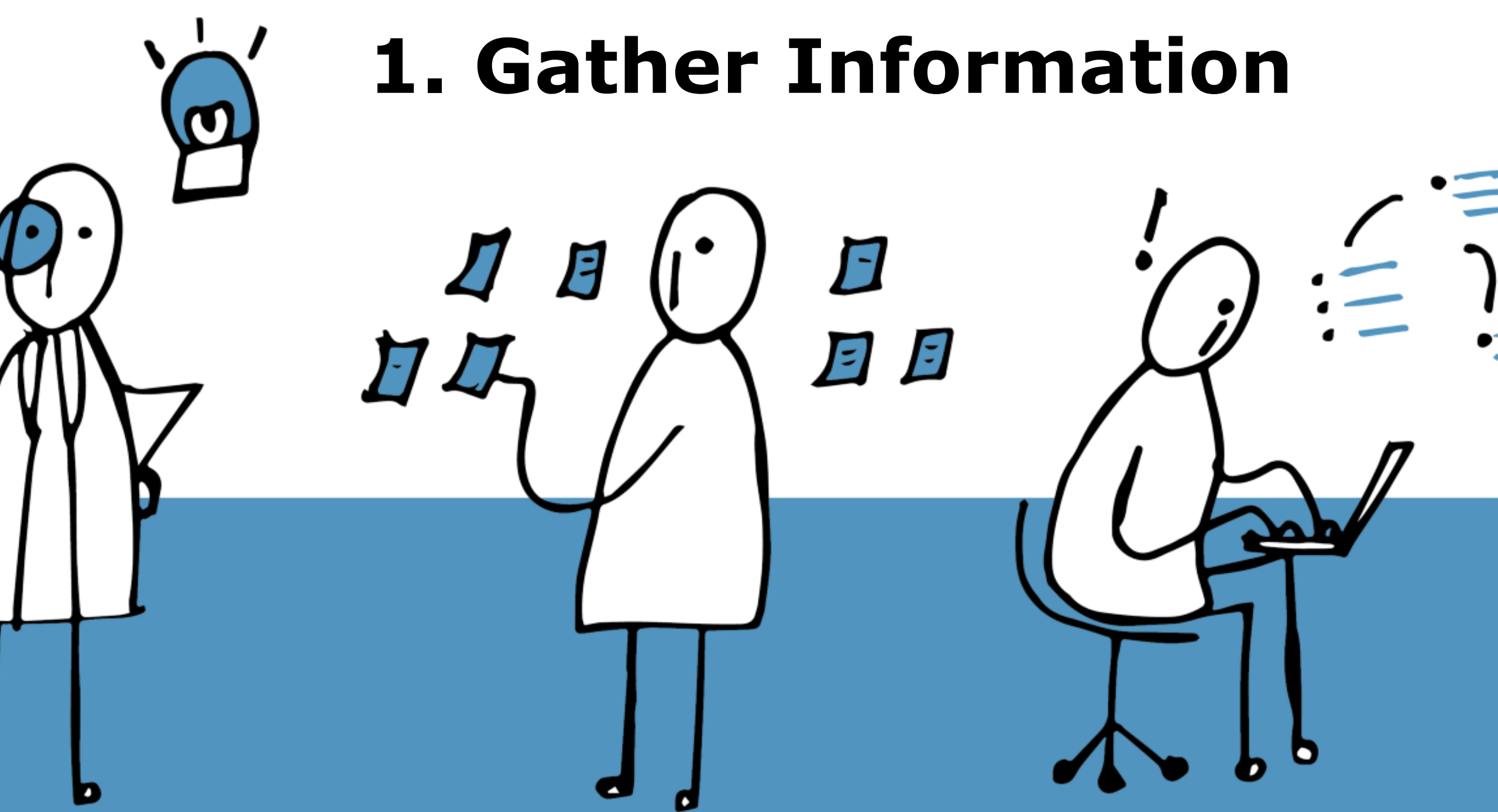
**Opportunity
Seeking**



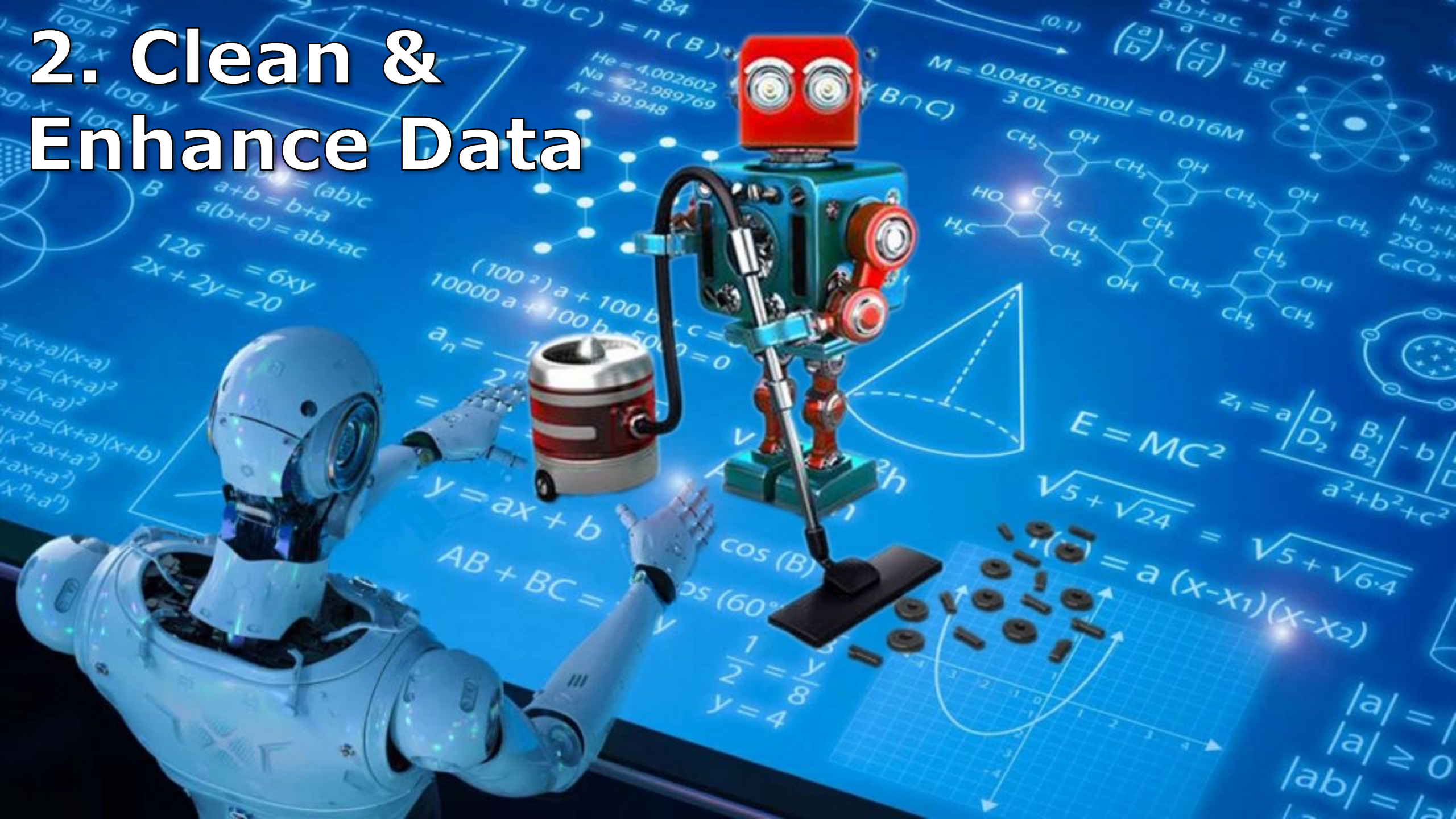
AI Maturity Model

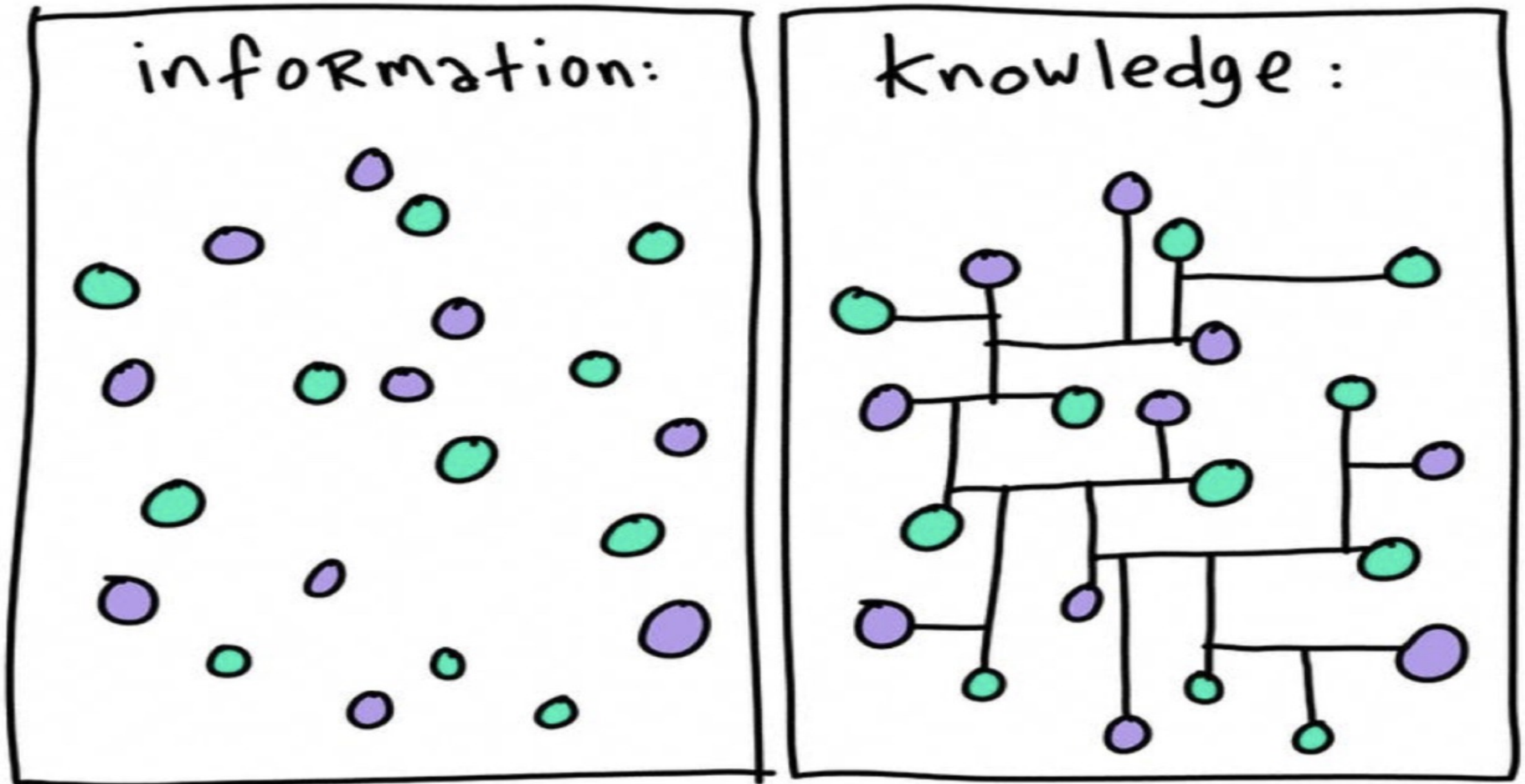


1. Gather Information



2. Clean & Enhance Data





@gapingvoid

3. Organize & Structure

4. Rank & Evaluate Choices



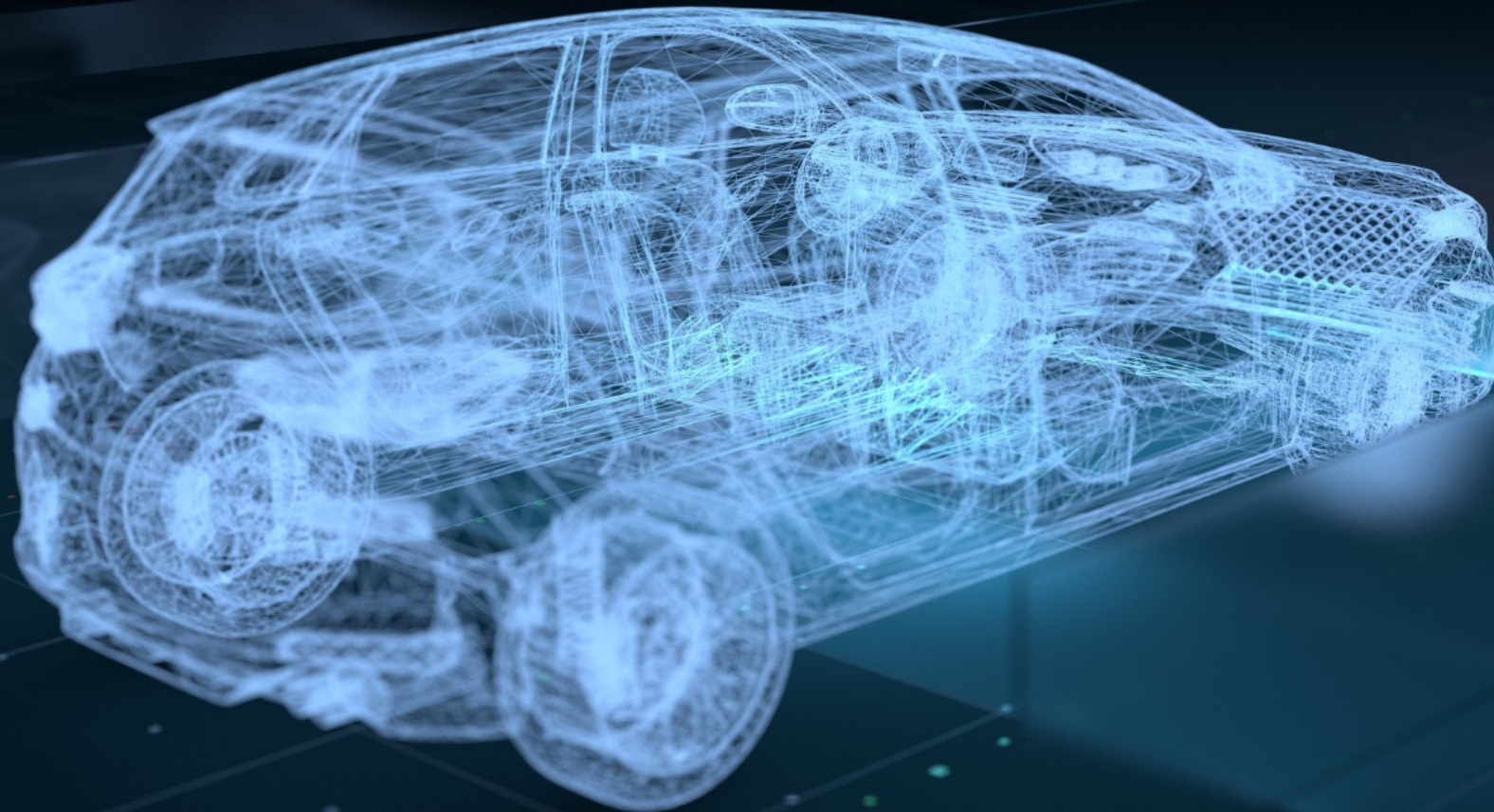
5. Make Recommendations



6. Choose An Answer



7. Autonomous Decisions & Actions



My Biggest Fear About AI

1.Learned Helplessness – It's Still Your Job

2.How Do You Know What's Right?

3.How Do You Know What to Trust?

4.How Do You Avoid Creating Artificial Stupidity?

To Summarize ...



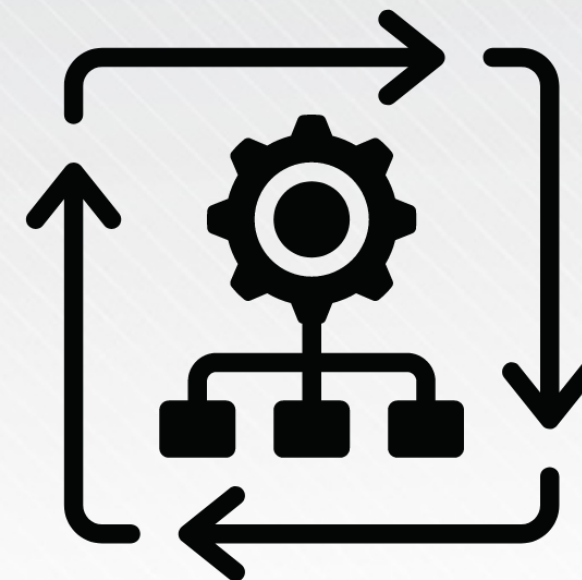
Support

AI helping humans do their tasks better



Augment

AI performing individual steps in a complex process with human oversight



Automate

AI performing a multi-step process to free up the human to focus on something more important

The Four Seasons



The Law Of The Farm



SEPTEMBER 20 1849

GOLD! GOLD! GOLD!

**CALIFORNIA GOLD
REGION SEEMS
INEXHAUSTIBLE!**

After James W. Marshall's great discovery at Sutter's Mill in Coloma, Forty-Niners have been arriving in droves, some from as far away as Europe and Asia, to get their hands on the valuable dust.



Think of Your Vision for the Future as a Treasure Map

**It's Not What
Happens...
It's What You
Do!**





Taking Action ...

**AI is not
an easy
button ...**



**But it can be the conductor
of an orchestra**



Key Takeaways

**AI can help you create
a bigger future ...
but you have to know
where you want to go.**

Key Takeaways

**If you're afraid, you're
not listening.**

Key Takeaways

**AI is freeing us up to
be more human.**

Go to bit.ly/CLGXPresentation To Sign Up



Scan me

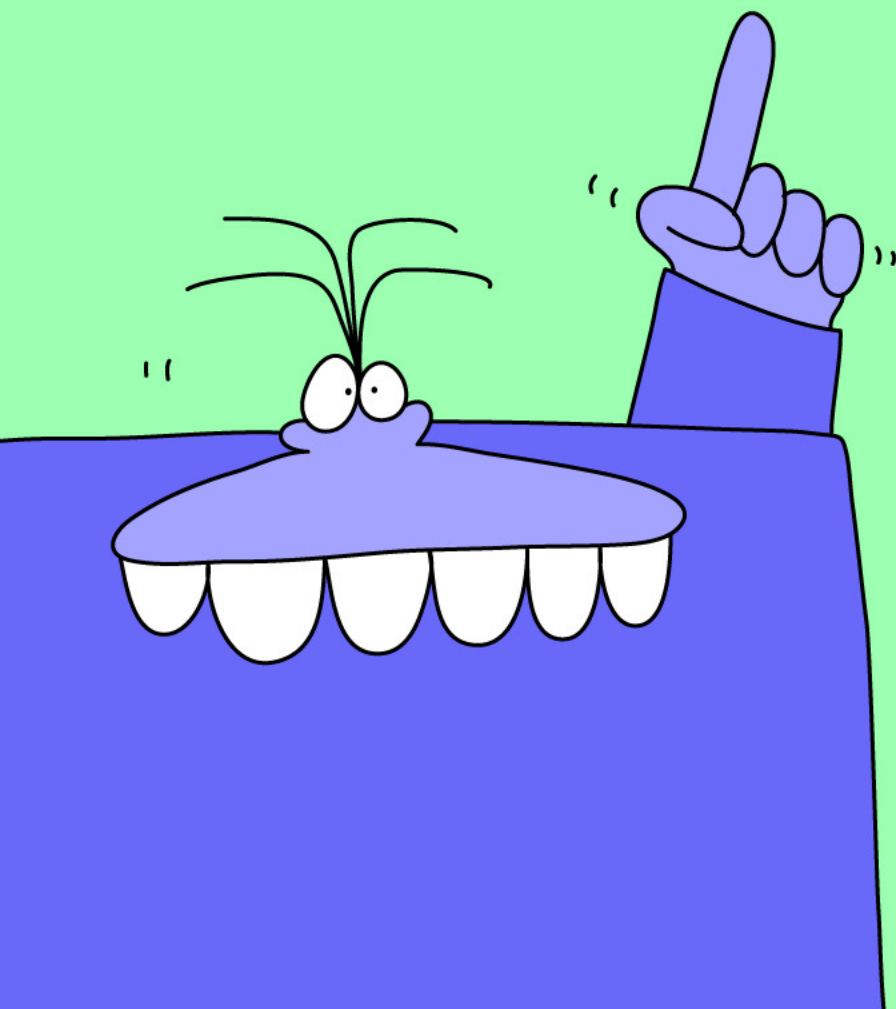


Howard Getson

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Capitalogix[®]

By The Way ...



IF IN DOUBT,
BEGIN.

