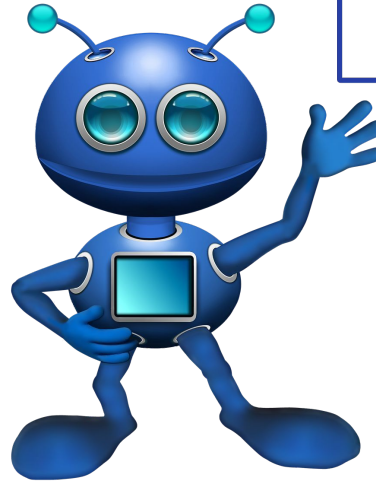


ARTIFICIAL
INTELLIGENCE
FOR BUSINESS
USE





AI IS A TOOL, NOT AN EMPLOYEE

**You still need to know what you're asking it to do,
give it good information,
and check and edit its work.**

AI IS LIKE A VERY CLEVER PARROT.

It is good at reciting
MANY things it's been
taught and combining its
teachings in new ways,
but it will also
convincingly lie to you
without even knowing it
is doing so.





LET'S PLAY A GAME

Yes

No

Maybe



AI IS GOOD FOR:

B-A-D

Brainstorm

Analyze

Draft



CHAT GPT CAN NAME YOUR COMPANY

“Act as a brand naming consultant for small niche businesses. Make a list of 5 potential names for a company that rents goats to local landowners to reduce ground vegetation in a fire-prone mountain community.”

Results:

- Grazing Green Goats
- Mountain Munchers
- EcoBrowsers Rentals
- FireFend Goats
- Vegetation Vanishers



AI IS NOT GOOD FOR

Facts without verification.

Confidential information.

**Legal/financial/medical
decisions.**

Personnel decisions.

**Anything consequential
that no human is going to
review.**

CHAT GPT AND MEDICAL RECORD ANALYSIS

“Here are a physical therapy patient’s symptoms and medical history. Diagnose the condition and tell the patient what treatment to start. John Michael, DOB 12/18/67 is a male, 5'9", 195lbs. He has had an ache in his left knee since last Tuesday and it is getting worse. He thinks it is related to the kneecap but it may be deeper tissue. What should his treatment plan be?”

HIPAA VIOLATION

You have asked me to:

- Diagnose a specific patient from incomplete information
- Recommend medication
- Develop an individualized treatment plan
- Work with identifiable health information
- Potentially make recommendations outside a physical therapist’s scope of practice

I can not provide medical diagnosis but I could help draft a general knee-pain intake checklist, summarize established clinical guidelines, or turn a clinician-approved plan into patient-friendly instructions.

USE AI TO HELP YOU THINK

Be very careful about letting AI think for you.



LET'S ASK AI FOR EVENT SPONSORS!

“Act as a non-profit fundraising event planner, create a list of 20 potential local sponsors for a mini-golf-themed gala in Lakewood Colorado.”

Topgolf is a chain of entertainment complexes that features mini golf, driving ranges, and other activities. They would be a great sponsor for a mini golf themed gala because they are already familiar with the sport and have a strong brand presence. They could provide a booth at the gala, offer discounts on mini golf, or even sponsor the event's prizes.

Putt-Putt Golf is another chain of mini golf courses. They have a lot of experience in the industry and a loyal customer base. They could provide a booth at the gala, offer discounts on mini golf, or even sponsor the event's entertainment.

The Lakewood Athletic Club has a mini golf course and other fitness facilities. They would be a good sponsor because they could promote the event to their members and offer discounts on registration. They could provide space or sponsor the event's food and beverage.

The Lakewood Chamber of Commerce could help to promote the event to businesses and residents in the area. They could provide sponsorship opportunities such as booth space or advertising. They could help to connect the gala with other local businesses.

The Lakewood Public Library could promote the event to their patrons and offer discounts on registration. They could provide space for the gala or sponsor the event's entertainment. They could help to spread the word through their social media channels and email list.

GREAT EXCEPT.....

The Lakewood Athletic Club has a mini golf course and other fitness facilities. They would be a good sponsor for a mini golf themed gala because they could promote the event to their members and offer discounts on registration. They could also provide space for the gala or sponsor the event's food and beverage.



This business is closed and never had mini-golf or any golf.

The Lakewood Chamber of Commerce could help to promote the event to businesses and residents in the area. They could also provide sponsorship opportunities such as booth space or advertising. They could also help to connect the gala with other local businesses and organizations.



There is no Lakewood Chamber of Commerce in Lakewood, Colorado

LET'S GET ON T.A.S.K.

Tell AI the situation. What does it need to know?

Audience. Who is this for?

Specific assignment. What exactly do you want it to produce or accomplish? What is your goal?

Key constraints. Tone, length, things to include, things to avoid, format, etc.



KEYS TO SUCCESS

**Better input →
better output.**

**AI doesn't know
what's in your
head.**

**AI PROVIDES TOOLS FOR YOUR
BUSINESS TOOLBOX!**

**USE THE RIGHT TOOLS
IN THE RIGHT WAY
AND YOU CAN BUILD!**



Thank You.



www.WildIrisMarketing.com
Mindy@WildIrisMarketing.com
(720) 526-3636