

UPCOMING EVENTS!

Come join me for these **FREE** STL Tech Week Events

- **3/31** - AI 25 Summit at World Wide Technology HQ on 3/31 at 12:00p
 - *Topic: How to Make AI an Executive Priority*
 - *Register: [The event is free, but RSVP is mandatory](#)*
- **4/2** - Digital Transformation Summit at the Wedge in Alton
 - *Topic: Microsoft Copilot Workshop*

Email me at ashley.pyle@gadellnet.com for additional details on how to join these **FREE** events



GenAI:

Make Adopting AI an Executive Priority

 Copilot
For Microsoft 365

What's new?

What's the latest from person organized by emails, chats, and files?

Start the conversation

Suggest common questions that can be asked to get retrospective started with my colleagues.

Track your tasks

What should be on my radar from emails last week?

Track what's important

Summarize messages from my manager in the last 48 hours.

Don't miss out

Summarize Teams messages where I was @mentioned this week.

Catch up fast

What's new in my inbox?

to insert people, files and more

people, files, and more for better results

Hi, I'm Ashley Pyle

- GadellNet's **CXO** – 10 years in 2025
- **IT consulting, cybersecurity** and **help desk support**
- **Champion** of accessible technology that helps us do our jobs better
- Loves finding **answers** to questions



Our Mission

We are a **premier IT provider**, relentlessly committed to powering the missions of forward-looking, high-performing organizations.

GadellNet is dedicated to delivering **impactful** and **relevant** technology services, consulting, and solutions to **build strong partners**. We **leverage our growth** to invest in our **communities, employees, and environment**.

“Most business functions and **more than 40% of all U.S. work activity** can be augmented, automated or reinvented with gen AI.”

Embracing Gen AI at Work, Harvard Business Review,
October 2024

Let's understand the assignment.

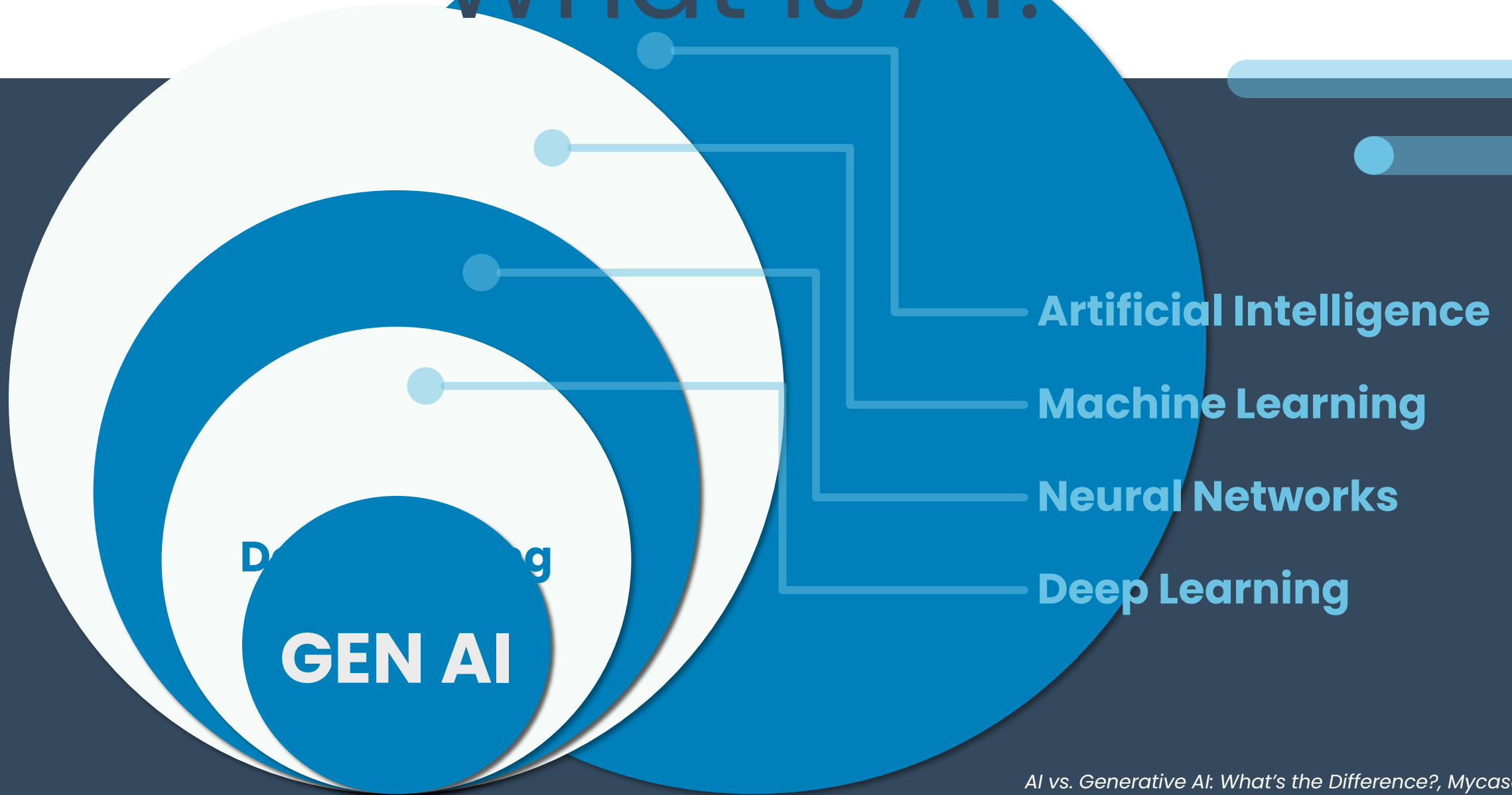
1. Basic definitions
2. Cutting through the fear and the hype
3. Going from a Skeptic to Power Player
4. Framing Everyday AI vs Game Changing AI
5. General Use Cases
6. Prompting + Picking Models
7. Strategies to get started
- 8. Fireside chat – Q&A w/ Rion Kolosieke**



Let's start with AI 101

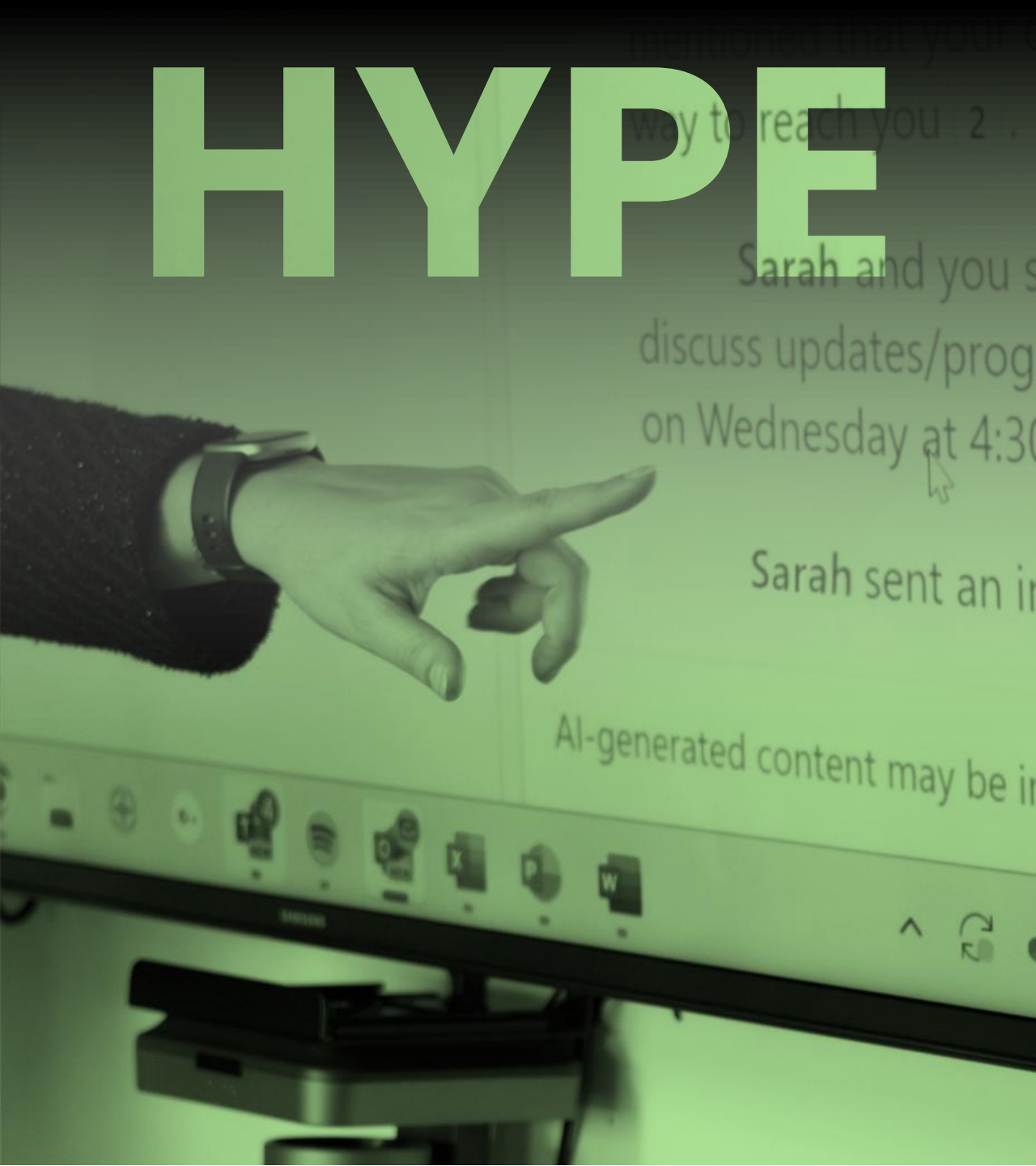
- AI works by putting **collections of data through algorithms** (sets of instructions) to create models
- These **models can automate tasks** that require human intelligence and time
- If AI is the goal, **machine learning is how we get there**
- Training machines to **identify patterns and make predictions** based on them – running data again and again to help the system learn and improve

What is AI?





FEAR



HYPE

TANGIBLE
BUSINESS IMPACT

Exploring Top 13 Use Cases for Generative AI



Content Creation



Image Generation



Video Creation



Code Generation



Music Generation



Image Identification



Idea Generation



Text Generation



Task Management



Data Analytics



Fraud Detection



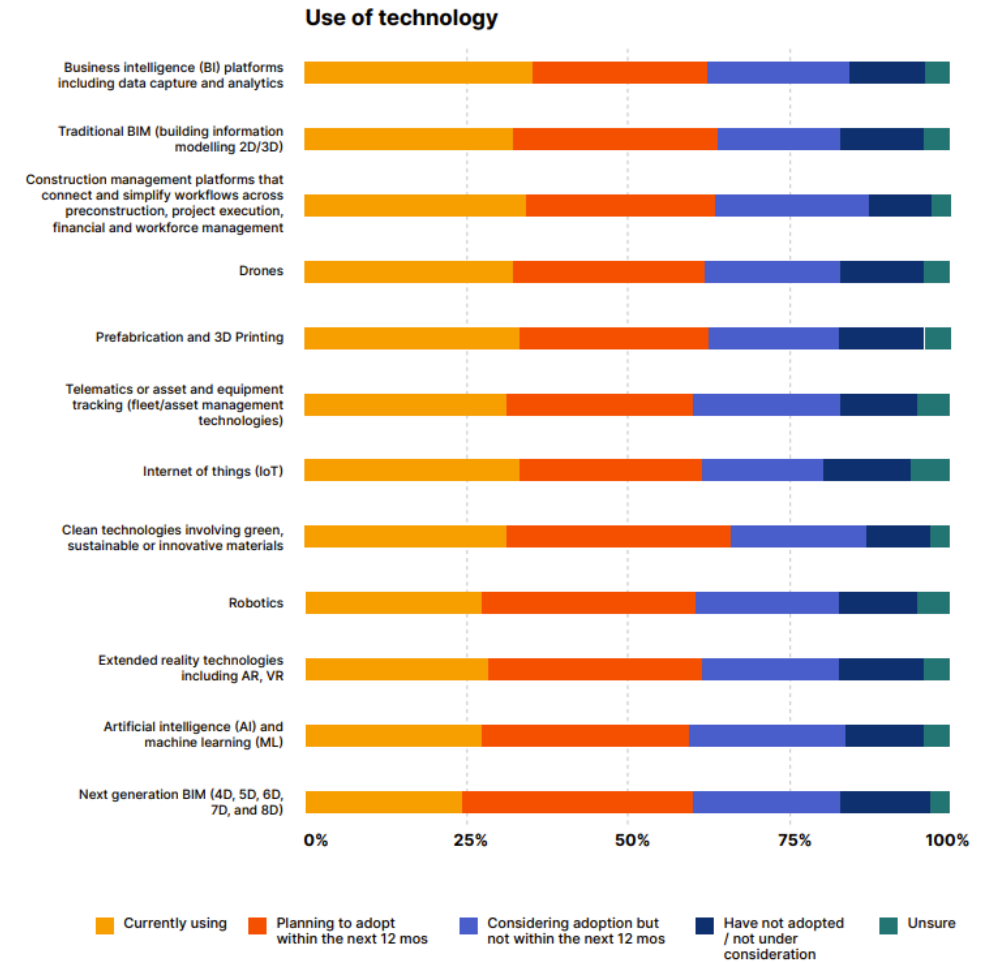
Predictive Analysis



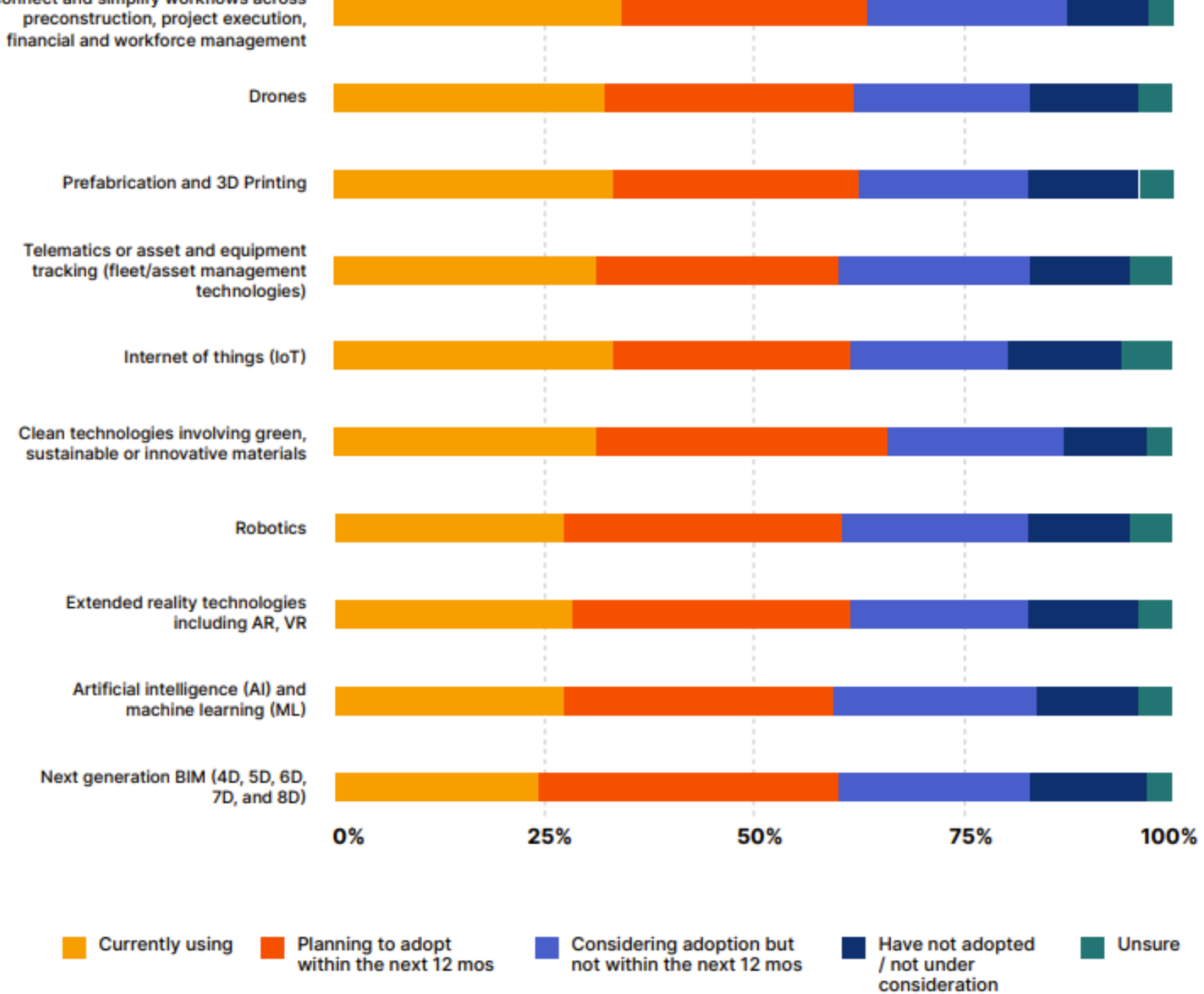
Risk Management

Industry Trends Shaping Construction

- Adopting technology: efficiencies, reducing rework and costly overheads
- Improve construction efficiency
- Reduce human labor requirements
- Tighter alignment between owners, GCs and subs



Source: How We Build Now: Procore, Technology & Industry Trends Shaping U.S. and Canada Construction, 2023



Source: Procore, Technology & Industry Trends Shaping U.S. and Canada Construction, 2023

Exhibit 1 - Companies Need Upskilling to Address an AI Knowledge Gap

Leaders know that their workforce needs AI skills...

89%



Executives who rank AI and GenAI as a top-three tech priority for 2024

...and that AI creates value...

40+%



Performance gains for companies using GenAI

...but the vast majority have yet to start AI upskilling

6%



Companies that have upskilled workers on AI

Sources: BCG Henderson Institute and Harvard Business School research; BCG analysis.

Skeptics

Novices

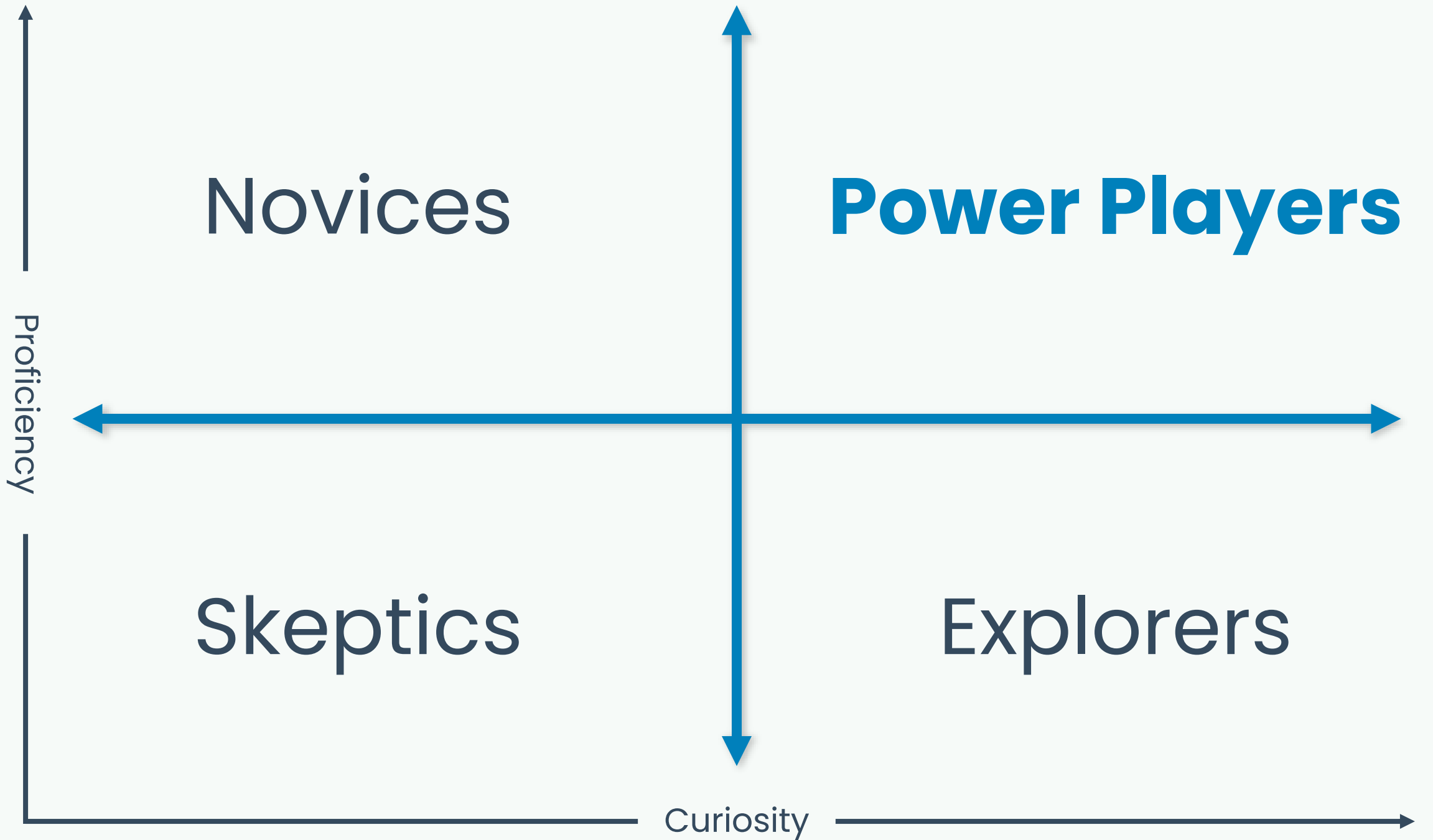
Explorers

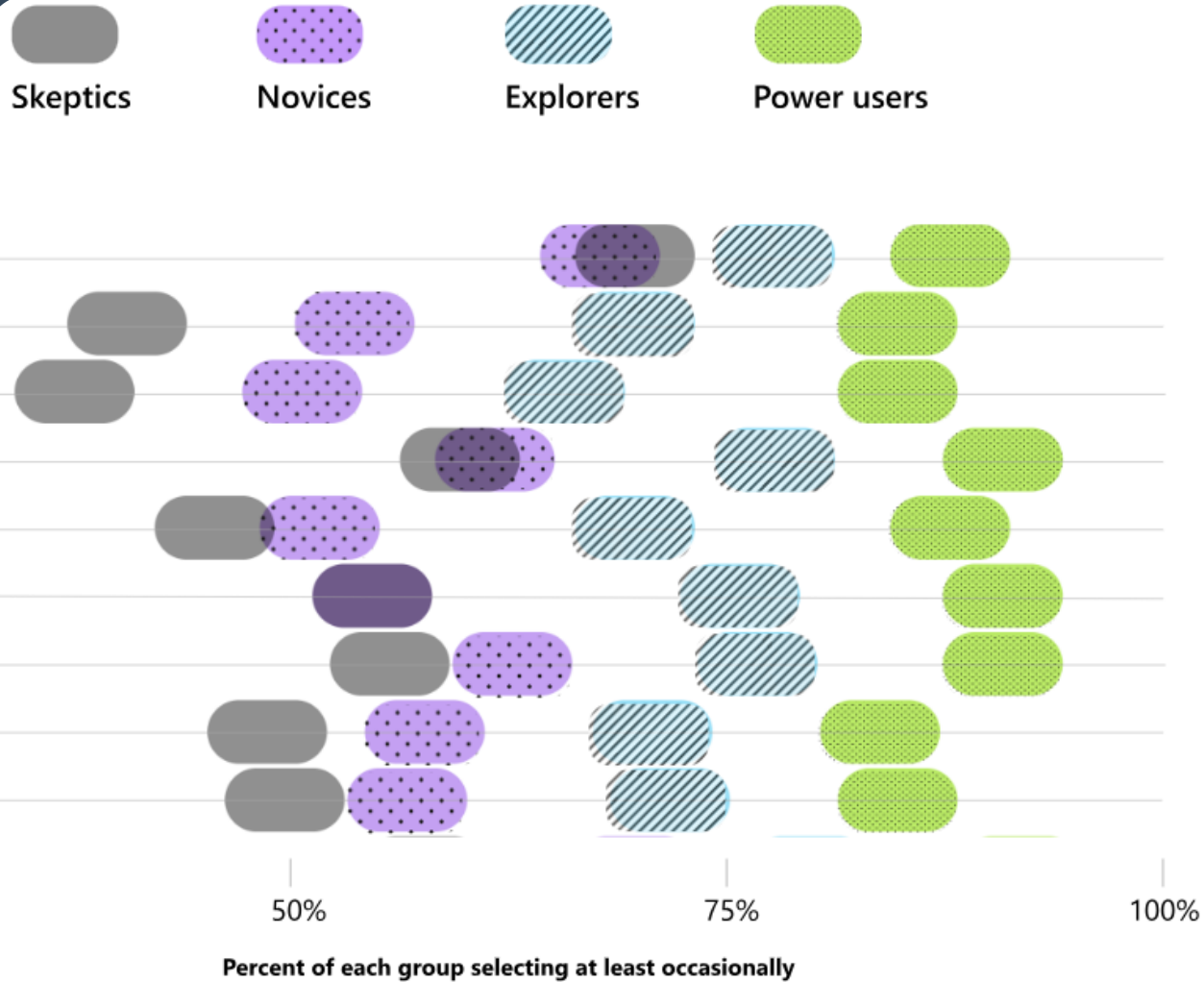
Power Players

**May 2024 Work Trend Index Annual Report from Microsoft and LinkedIn*



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How I use AI

When I don't get the response I want from the first prompt, I try again

I use AI to get ready for the following workday

I start my day using AI

I research and try new prompts

I regularly share my prompts / top tips on AI usage with my co-workers

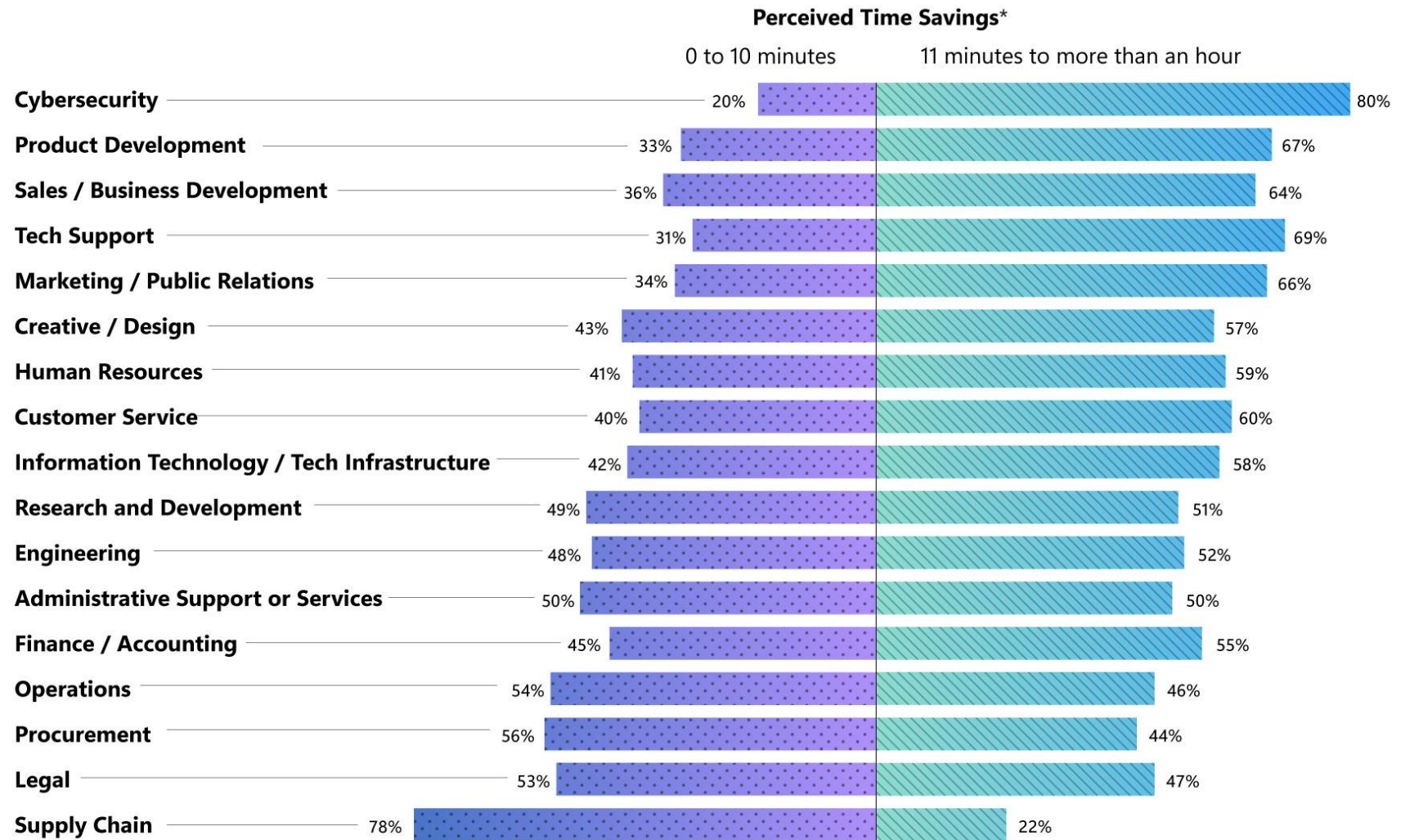
I regularly experiment with different ways of using AI

I make it a priority to learn how to use AI effectively

I ask co-workers what prompts they find most useful

Before starting a task, I ask myself, "could AI help me with this?"

Which roles have an AI advantage?



11-minute milestone



The critical time-savings tipping point when users begin to appreciate the value of AI

Take Inspiration: Can AI help with this?



Customer Service

Self-help

Support assignment

Issue diagnosis

Problem resolution

Continuous improvement



Sales

Customer self-service

Lead generation

Customer engagement

Negotiations & closing

Post-sale follow-up & upsell

Sales analysis & forecasting



Finance

Quote to cash

Record to report

Tax & treasury

Planning & analysis

Risk management and compliance

Procure-to-pay



Marketing

Customer insights & strategy

Demand generation

Content creation

Campaign execution

Predictive analysis

Personalization

Sales enablement & recommendation



HR

Employee engagement

Recruiting

HR admin & payroll

Compensation & benefits

Learning & development

Talent management

HR strategy & planning



Legal

Regulatory & compliance management

Contracting

Risk management

Litigation

Consultation

Intellectual property

Advisory services



IT

Data management

Software management & acquisition

Device management

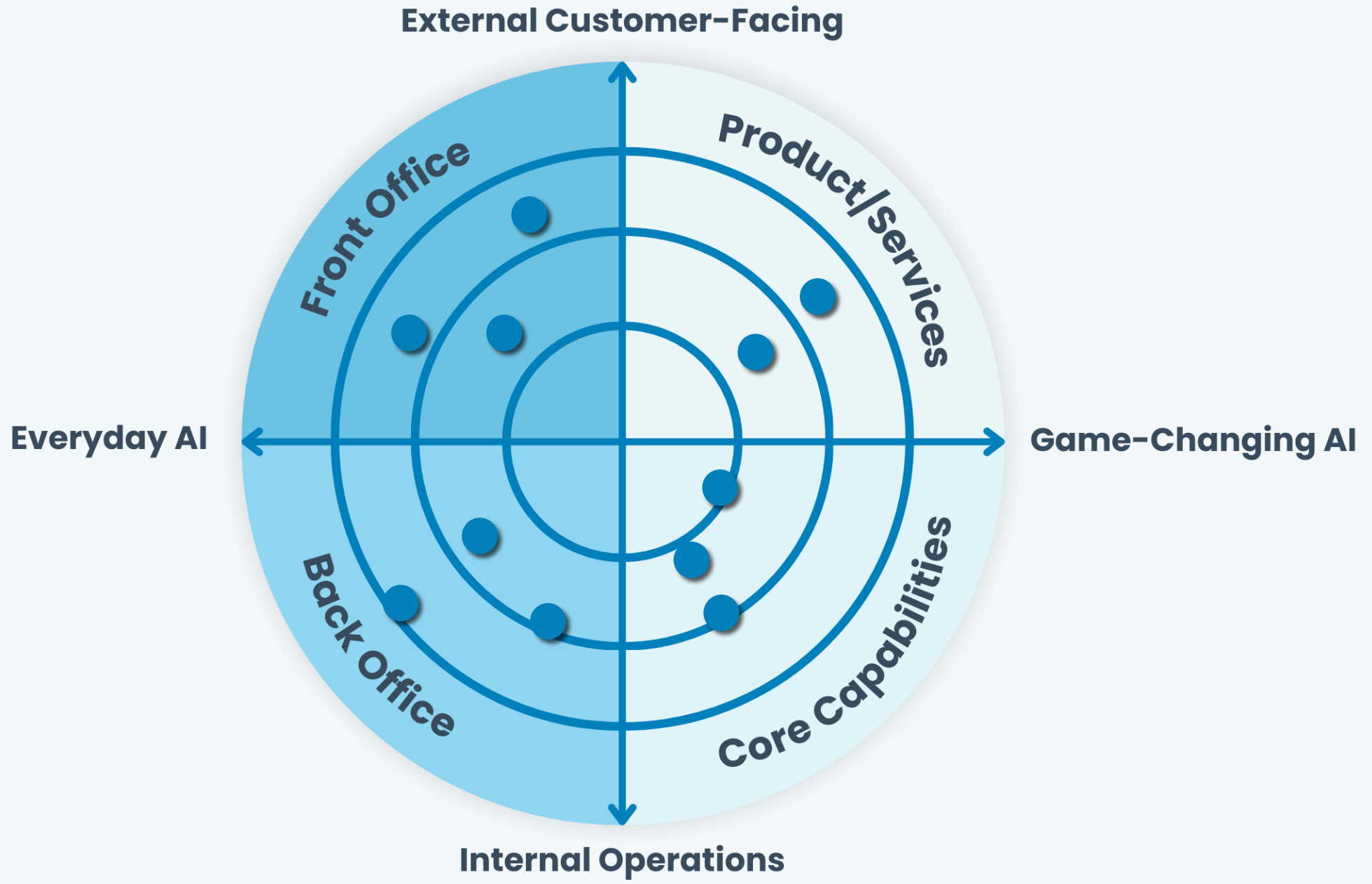
IT operations

Network operations

Information security

Change management & user adoption

Are you AI Ready?



**With hundreds of tools,
how do I pick the best
one?**

120 MIND-BLOWING AI TOOLS

CHATBOT **WRITING**

PRODUCTIVITY **MARKETING**

DESIGN **VIDEO**

TOP AI TOOLS IN 2024

COMPLETE WORK EFFICIENTLY IN MINUTES

By DENIS PANJUTA @denis-panjuta

Productivity <ol style="list-style-type: none"> Copy.ai Jasper QuillBot Grammarly Zapier Notion AI 	Social Media <ol style="list-style-type: none"> Buffer Hootsuite Sprout Social Later SocialBee Mention 	Email Marketing <ol style="list-style-type: none"> Mailchimp Sender Sendinblue Moosend Benchmark Mailjet 	Image Creation <ol style="list-style-type: none"> Canva DALL-E 2 Adobe Firefly Midjourney Fotor Visme
Design <ol style="list-style-type: none"> Adobe Express Vecteezy Gravit Designer Designhill Figma Sketch 	Video Editing <ol style="list-style-type: none"> Filki Pictory Beautiful.ai Clipchamp Headliner Kapwing 	Interviews <ol style="list-style-type: none"> myinterview Interviewer.AI HireVue Spark Hire VidCruiter Breezy HR 	Chatbots <ol style="list-style-type: none"> ChatGPT Gemini Tidio ManyChat Intercom Drift
Research & Insights <ol style="list-style-type: none"> Genei Tableau Public Google Analytics SEMRush MonkeyLearn Exploding Topics 	Coding <ol style="list-style-type: none"> GitHub Copilot Replit Kite StackBlitz Codota Tabnine 	Resume Creation <ol style="list-style-type: none"> Tealhq.com Resumaker.ai Career.io Jasper.ai Enhancv.com Resumal.com 	AI Voice Over <ol style="list-style-type: none"> Elevenlabs Murf.ai Resemble.ai Veed.io Synthesia.io Lovo.ai

ChatGPT Plus Alternatives

- Bing AI
- Write Sonic
- Hugging Chat
- Copilot
- GPT4AI

CHATGPT ALTERNATIVES

Anthropic Claude AI
(Overall Best)
The current version for Claude is one of the largest of any AI chatbot with a default of about 200,000 words to 1.

Google Gemini
(Best for Live Data)
Like ChatGPT, Google's Gemini has its own image generation.

Microsoft Copilot
(Most Creative)
This latest update includes GPT-4o, the most powerful.

Perplexity
(Best for Research)
What makes Perplexity stand out from the crowd is the vast amount of information it has at its fingertips and the integration with a range of AI models.

XAI Grok
Accessed through the X sidebar, Grok also now powers the expanded 'Explore' feature that gives a brief summary of the biggest stories and trending topics of the day.

LLAMA3
(Best Open Source Model)
It is a fast and engaging companion, both in the open source and Meta first versions.

CHROME PLUGINS

Grammarly

- Helps with writing with grammar and spelling checks.
- Offers tone suggestions for clarity and tone.

Hyperwrite

- AI writing assistant that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Chatsonic

- AI chatbot that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

NoteGPT

- AI note-taking assistant that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Bardeen

- AI automation tool that can perform tasks on various websites.
- Offers a range of AI models to choose from.

TextAI

- AI text generation tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Scrub

- AI content creation tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Overall

- AI overall assistant that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Slap

- AI social media management tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Compose AI

- AI email composition tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Magical

- AI content creation tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

ChatGPT Writer

- AI chatbot that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

The Great Summender

- AI summarization tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Dark Reader

- AI dark mode tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

LINER

- AI content creation tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Honey

- AI content creation tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

StayFocused

- AI productivity tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Loom

- AI video creation tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Momentum

- AI productivity tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

OneTab

- AI tab management tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Paraphrasing Tool

- AI paraphrasing tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Pocket

- AI content saving tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Evernote Web Clipper

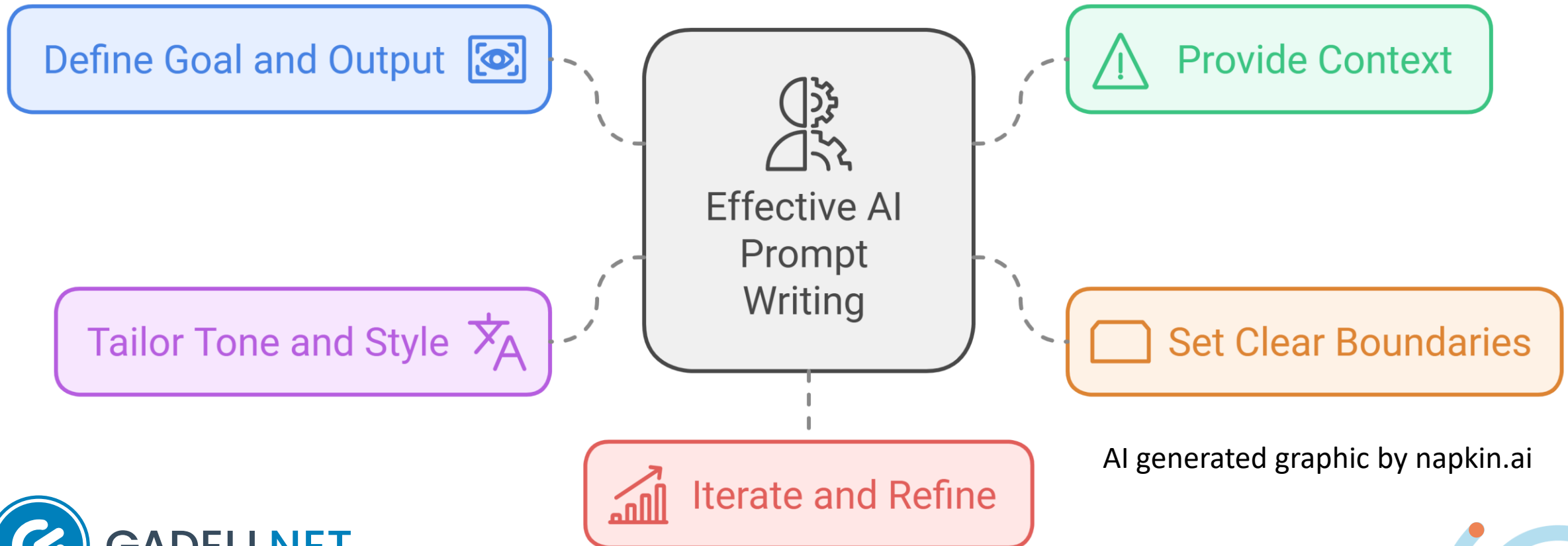
- AI content saving tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

New Tab with ChatGPT (tabs)

- AI content saving tool that can generate content, summarize, and rewrite text.
- Offers a range of AI models to choose from.

Follow For More Content on AI, Marketing & Brand Building | Jonathan Parsons

No Matter the Tool, Learn Prompting



AI generated graphic by napkin.ai

Tone

Setting the right mood or attitude

Task

Defining the objective for clear guidance

Format
Choosing the appropriate structure for prompts

Context
Identifying the audience for tailored prompts



Persona

Establishing a relatable character or voice

Examples

Providing specific and clear illustrations

AI generated graphic by napkin.ai

Upskill on Prompting & Training

- **AIM** (what you want): “I want a list of 3–5 bullet points to prepare...”
- **Context** (why you need it and who is involved): “...for an upcoming meeting with finance team...”
- **Expectations** (how it should respond): “Respond with a tone that’s direct and to the point...”
- **Source** (what information it should use): “Use email and chats during the last two weeks.”

Use AI as a Advisor

- Does not replace human expertise
- Analyze, predict and recommend
- Bias and ethical considerations
- Understanding new copyright laws
- Can be “usefully wrong”



AI image generated by Microsoft Copilot, DALL-E

General purpose tools

Microsoft Copilot (OpenAI, Web/Work) – General purpose, Integrating Work Data, Images

- Free for Web
- \$30/month with annual commitment for work

ChatGPT & Sora (OpenAI, Web – now chat.com) – General purpose

- Free
- \$20-\$200 month for expanded access/performance w/ advanced models

SearchGPT (OpenAI)

- Free

Gemini for Google Workspace – General Purpose/Research and Analysis

- Free
- \$20/month for enhance access, better models



ChatGPT

SearchGPT ●

Gemini



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My top creation tools for daily use

- **Claude 3.5 Sonnet (Anthropic) – Creation**

- Free
- \$20/Pro & \$30/Team – 5x More Usage, Organize Projects and Chats



- **Grammarly – Proof Reading, Editing**

- Free
- \$12/month – Re-write sentences, more AI prompts



- **Flawlessly.ai – Grammar**

- Free



Industry Specific Tools

- **Joist.ai – Proposal Creation / Automation**
- **Brainal.ai – Proposal Generation, Go/No Go**
- **Togal.AI – Takeoffs**

JOIST.AI

 **BRAINIAL**

 **TOGAL.AI**

Creation – Weekly/Monthly

- **Perplexity.ai – Best for Research, Shopping**
 - Free
 - \$20/month – Unlimited usage, GPT-4 and DeepSeek R1
- **Napkin.ai – Creation (Infographics)**
 - All plans Free during beta phase
- **Eleven Labs – Creation (Text to Voice)**
 - Free for 10 minutes of audio/month
 - \$5-\$99/month – 30 – 500 minutes, Cloning your own voice
- **Descript – Creation (Video/Audio Editing)**

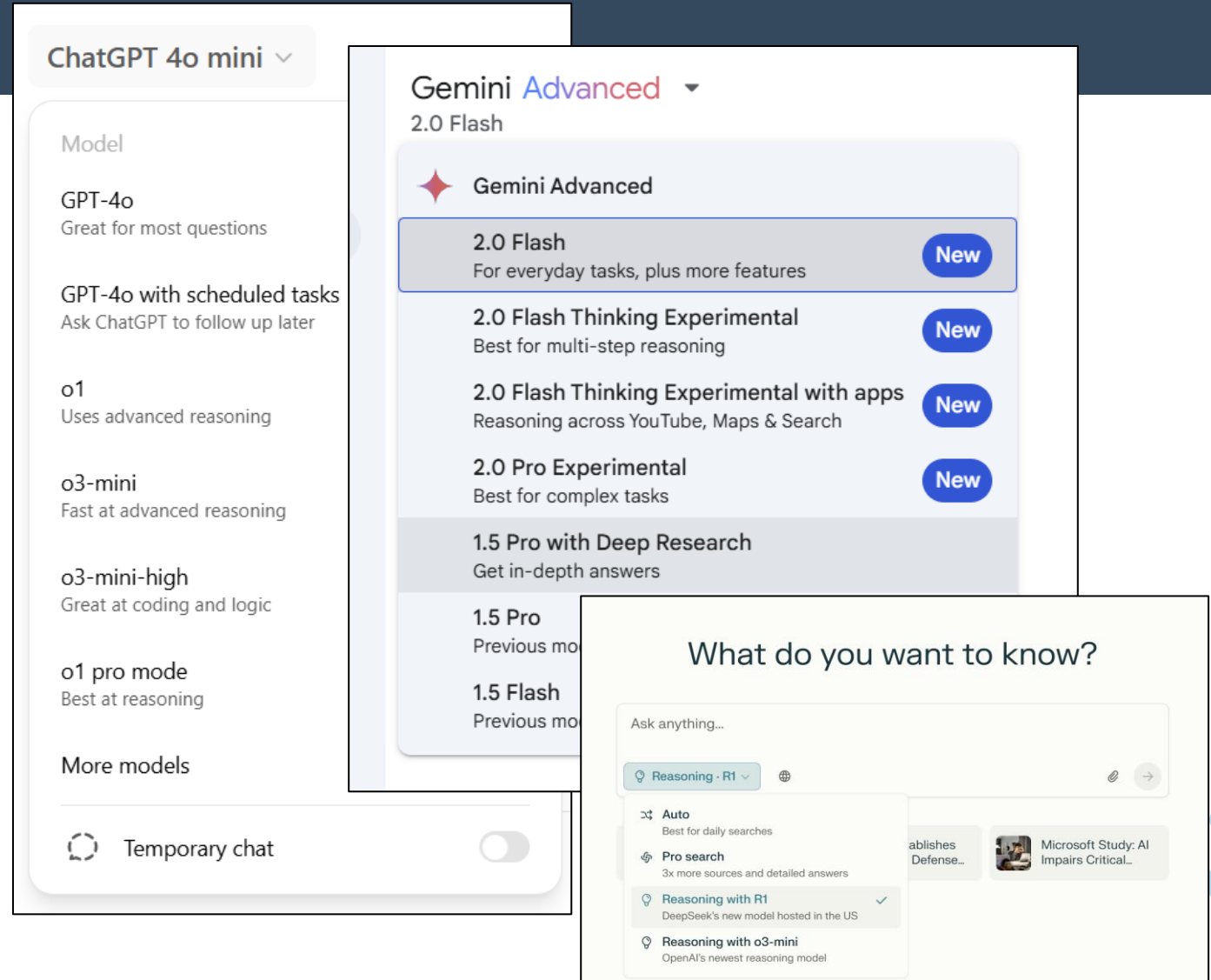


Eleven
Labs



The Model Matters – Cheat Sheet

- General Chat – o3-mini high
- General Search – Perplexity
- Writing – o1 Pro
- Deep Research – ChatGPT Deep Research w/ o3
- Large documents/videos – Gemini
- Voice – ChatGPT Advanced Voice Mode
- Math – o3-mini
- Coding – Claude Sonnet 3



The image displays two overlapping screenshots of AI model selection interfaces. The top-left screenshot shows the ChatGPT model selection menu, with 'ChatGPT 4o mini' selected. The top-right screenshot shows the Gemini model selection menu, with 'Gemini Advanced' selected. The bottom-right screenshot shows a search interface with the question 'What do you want to know?' and a list of search results.

ChatGPT 4o mini

- Model
- GPT-4o
Great for most questions
- GPT-4o with scheduled tasks
Ask ChatGPT to follow up later
- o1
Uses advanced reasoning
- o3-mini
Fast at advanced reasoning
- o3-mini-high
Great at coding and logic
- o1 pro mode
Best at reasoning
- More models
- Temporary chat

Gemini Advanced

- 2.0 Flash
For everyday tasks, plus more features **New**
- 2.0 Flash Thinking Experimental
Best for multi-step reasoning **New**
- 2.0 Flash Thinking Experimental with apps
Reasoning across YouTube, Maps & Search **New**
- 2.0 Pro Experimental
Best for complex tasks **New**
- 1.5 Pro with Deep Research
Get in-depth answers
- 1.5 Pro
Previous mo
- 1.5 Flash
Previous mo

What do you want to know?

Ask anything...

- Reasoning · R1
- Auto
Best for daily searches
- Pro search
3x more sources and detailed answers
- Reasoning with R1
DeepSeek's new model hosted in the US
- Reasoning with o3-mini
OpenAI's newest reasoning model

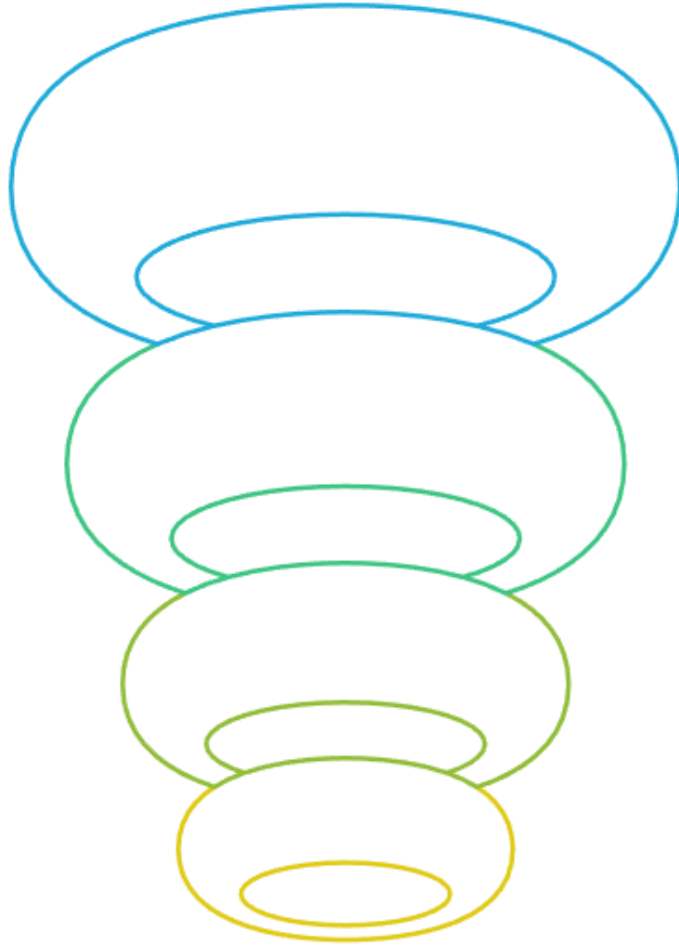
Establishes Defense... Microsoft Study: AI Impairs Critical...

Deep Research & Planning

OpenAI o1-pro, Perplexity using DeepSeek R1, Gemini Deep Research, Copilot Think Deeper

- Great for tasks that generally require lots of detailed research
- You know the specific wants or needs pretty well (or could define them)
- These wants/needs – require lots of variables
- Open and flexible to suggestions
- Be strong with prompting – ask for sources, know the timeframes

AI Implementation Strategy Funnel



Data Security Investments

Ensuring data protection and compliance



Pilot Project Prioritization

Evaluating projects by value and complexity



Identify Quick Wins

Finding immediate, impactful opportunities



Internal AI Taskforce Formation

Building a dedicated AI team

Microsoft Copilot Example

Quick Wins

Never **miss** or **forget** information in a meeting again

MENTIONS

Copilot combs through the meeting transcript to find out when you (or anyone) were mentioned.

TAKE NOTES

Stay focused and present during meetings while Copilot listens and takes notes for you.

TO-DO LISTS

Copilot creates a list of follow-up tasks based on what was mentioned in the meeting.



A screenshot of a Microsoft Teams meeting interface. At the top, the meeting title is "Weekly Sales & Marketing Hud...". Below the title, there are tabs for "Chat", "Files", "Recap", "Speaker Coach", "Q&A", and a "Join" button. The meeting time is "Tuesday, March 12, 2024 9:30 AM - 10:30 AM". The main content area shows a video player for "Weekly Sales & Marketing Huddle (Recurring)" with a play button. Below the video, there are tabs for "Speakers", "Topics", and "Chapters". The "Speakers" tab is active, showing a list of participants: Rachel Rizzuto, Taryn Pulliam, Ashley Pyle, Andrew Connelly, and Pierce McCammon. To the right of the video, there is a "Content" section with links to "Copilot 365 Overview.pdf", "How to Get in Touch PD Page.docx", "ContactCompany automation syn...", and "Co-Managed IT.pptx". Below that, there are tabs for "Notes", "AI notes", "Mentions", and "Transcript". The "AI notes" tab is active, showing a list of follow-up tasks generated by AI, such as "Content strategy: Identify specific industries to target for SEO in each market (Rachel)" and "Event planning: Sort and edit the photos from the women's event and share them with the speakers and attendees (Pierce)".

Where do you want to go?

- Define your **AI Ambition**
- Spot AI opportunities



Is your technology secure?

- Prepare **AI cybersecurity**
- Make data **AI-ready**



How do you implement AI?

- Adopt **AI principles**
- **Upskill** your team

“AI Won’t Replace Humans — **But Humans With AI**
Will Replace Humans **Without AI**”

Karim R. Lakhani, *Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World*



Let's Connect



- AI Readiness
- Data Security & Architecture
- Microsoft Modern Workplace Workshops
- Cybersecurity Assessments & Audits
- Microsoft Copilot Training & Workshops



Connect with us on LinkedIn for more AI content, tips and trends