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

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GenAI:

Make Adopting AI an Executive Priority

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.**

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"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

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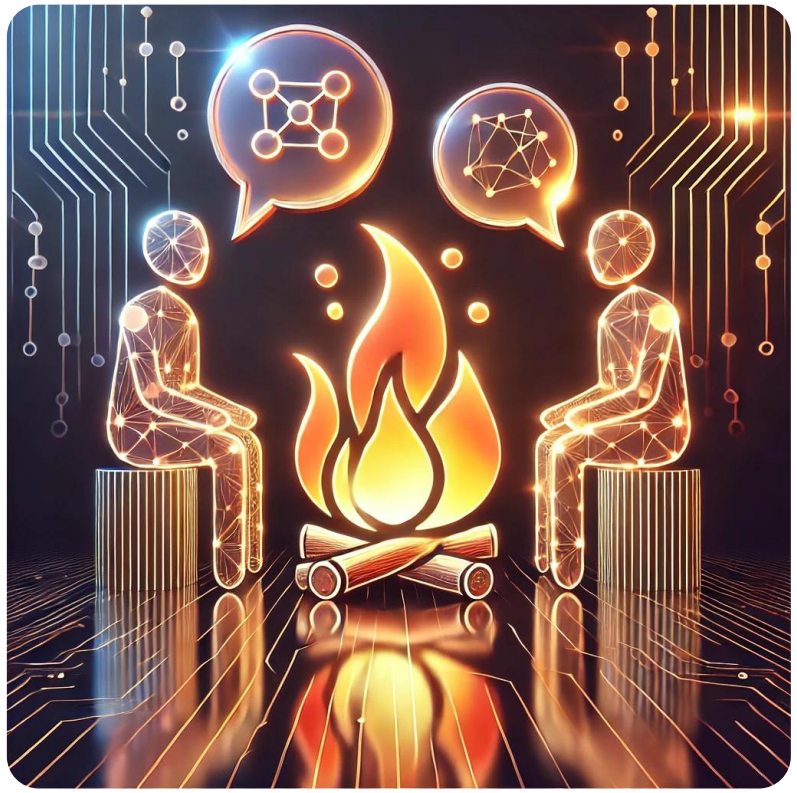
Let’s understand the assignment.

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**



AI image generated by chatgpt 4-o, DALL-E

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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

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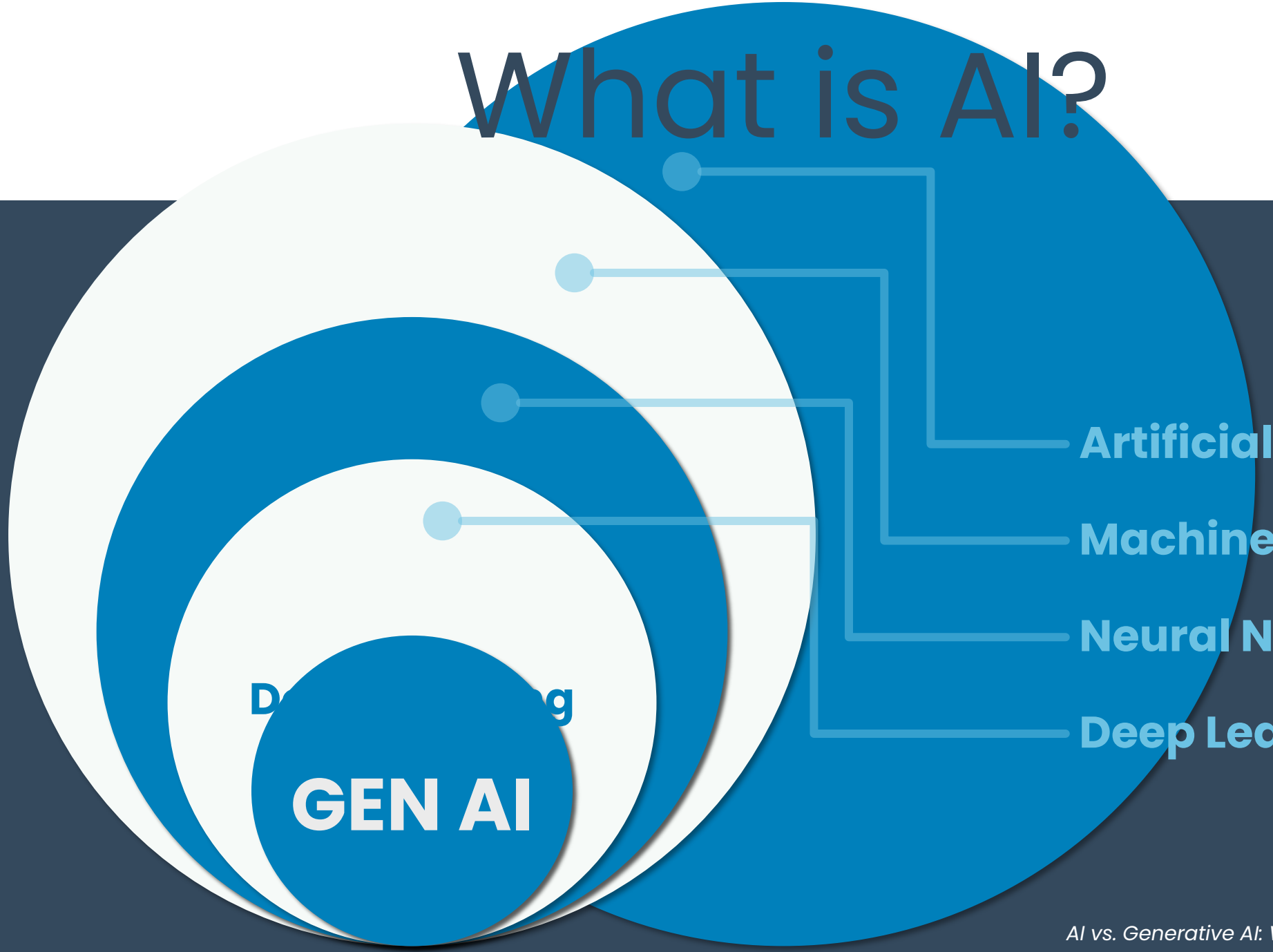
What is AI?



Artificial Intelligence

Machine Learning

Neural Networks

Deep Learning

AI vs. Generative AI: What's the Difference?, Mycase.com

FEAR
HYPE
Sarah and you
discuss updates/prog
on Wednesday at 4:3
Sarah sent an i
AI-generated content may be i

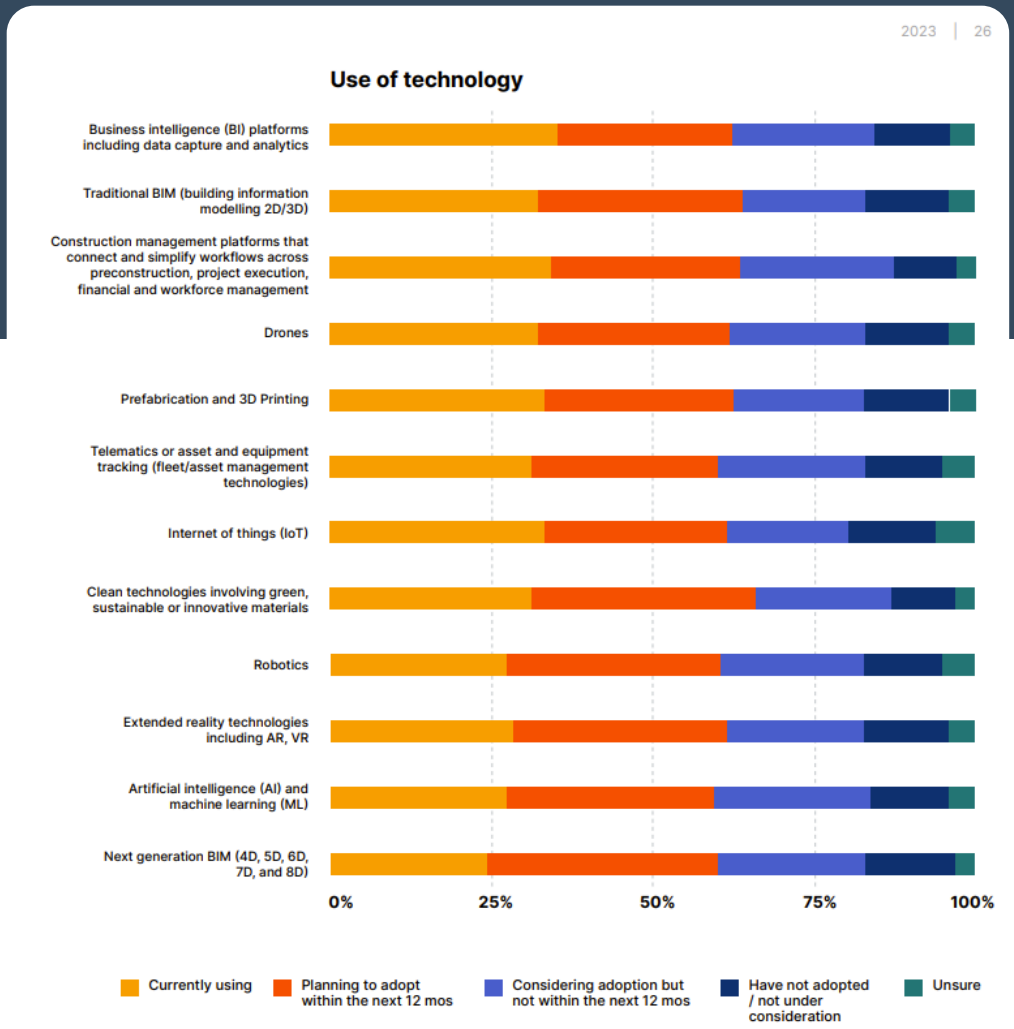
TANGIBLE
BUSINESS IMPACT

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

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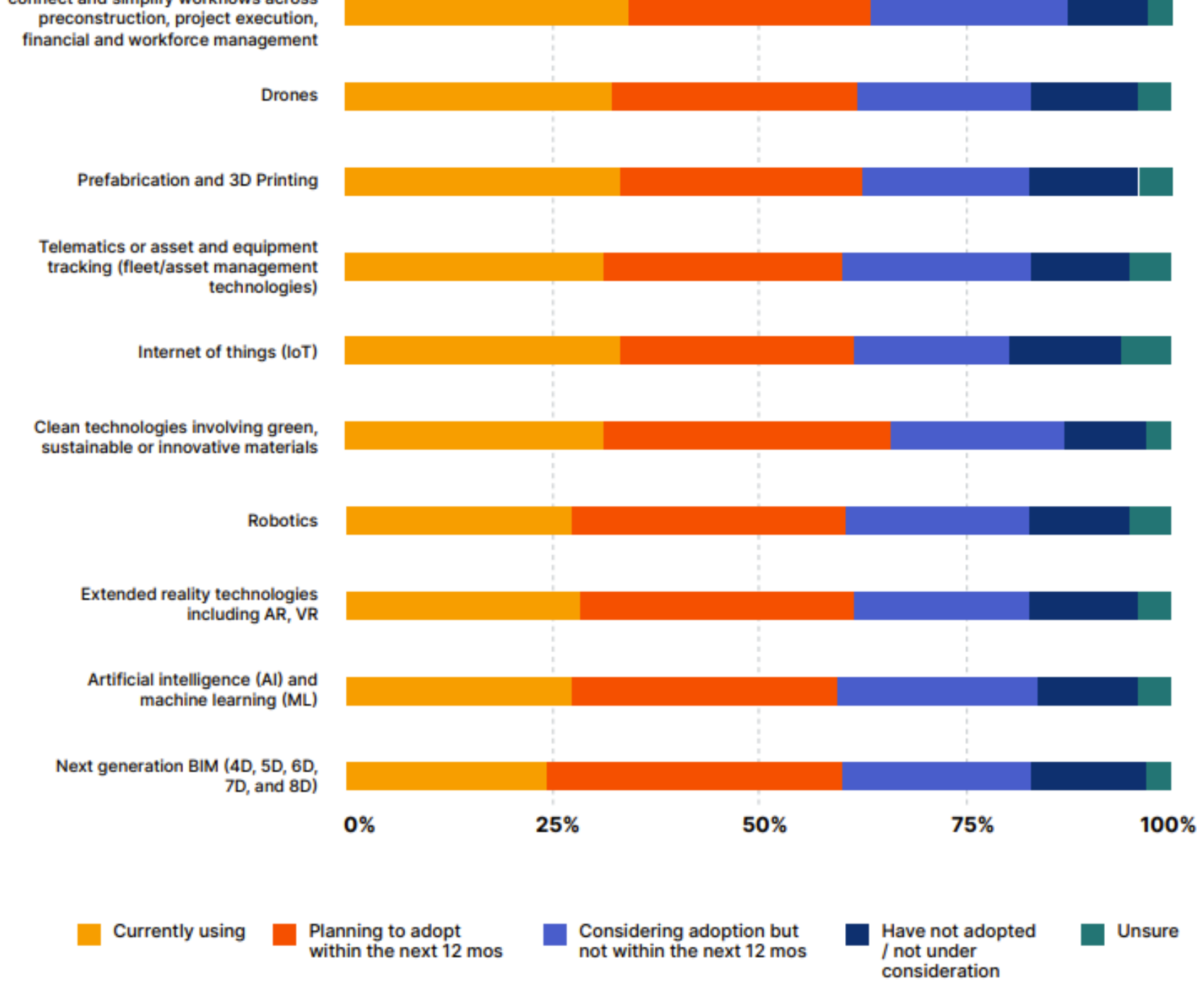

Source: Procore, Technology & Industry Trends Shaping U.S. and Canada Construction, 2023

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.

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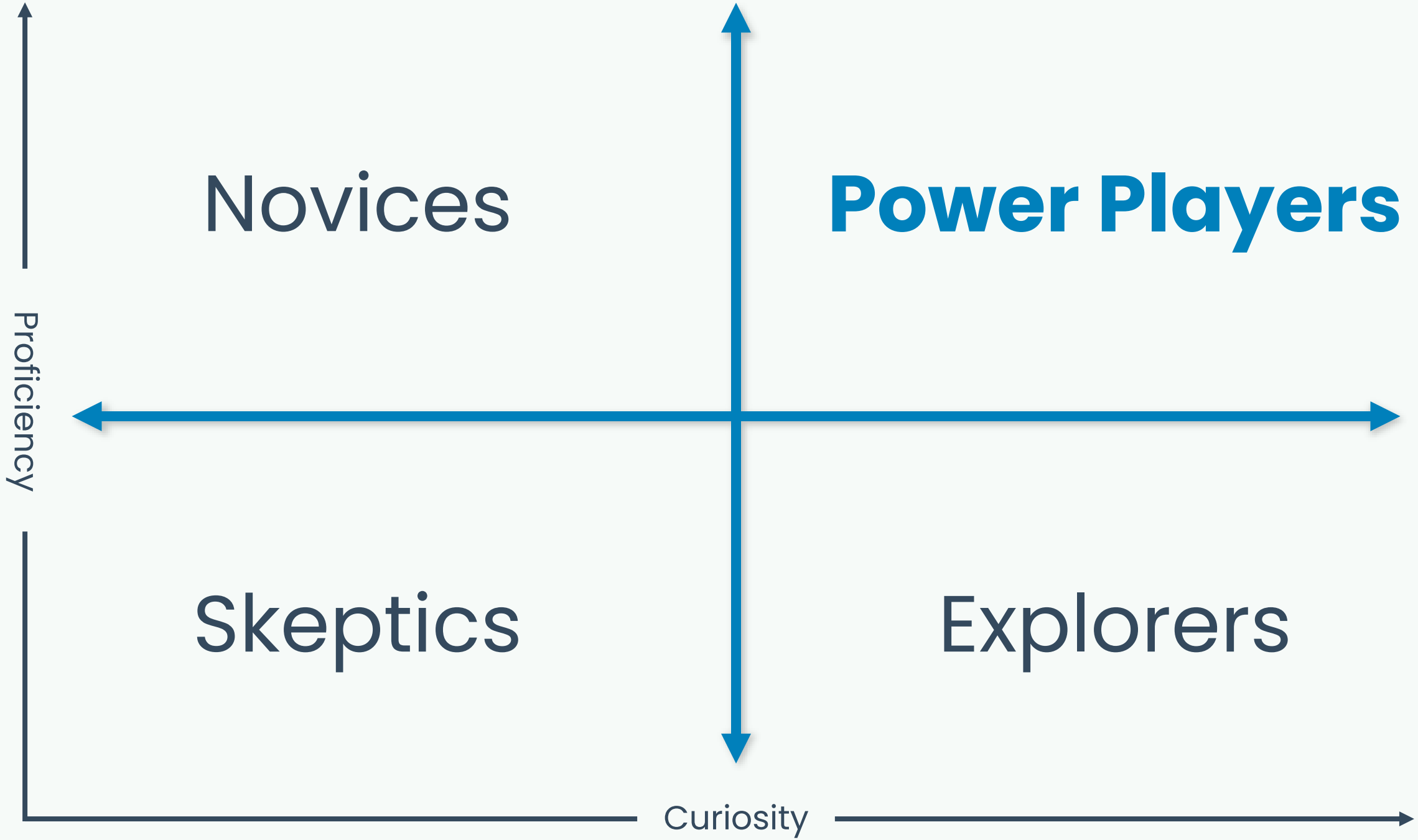
Skeptics

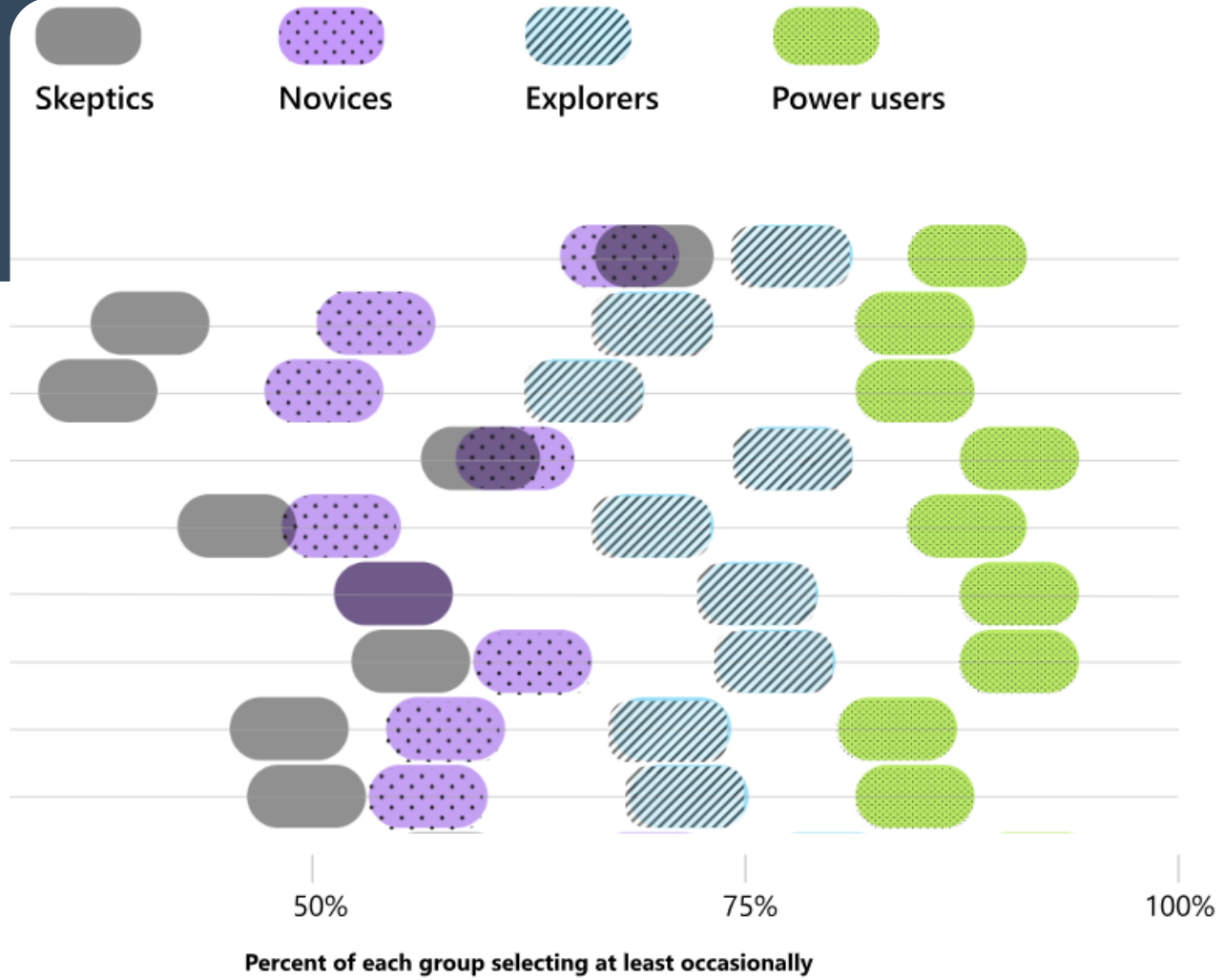
Novices

Explorers

Power Players

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


Novices
Power Players
Skeptics
Explorers
Proficiency
Curiosity



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?"

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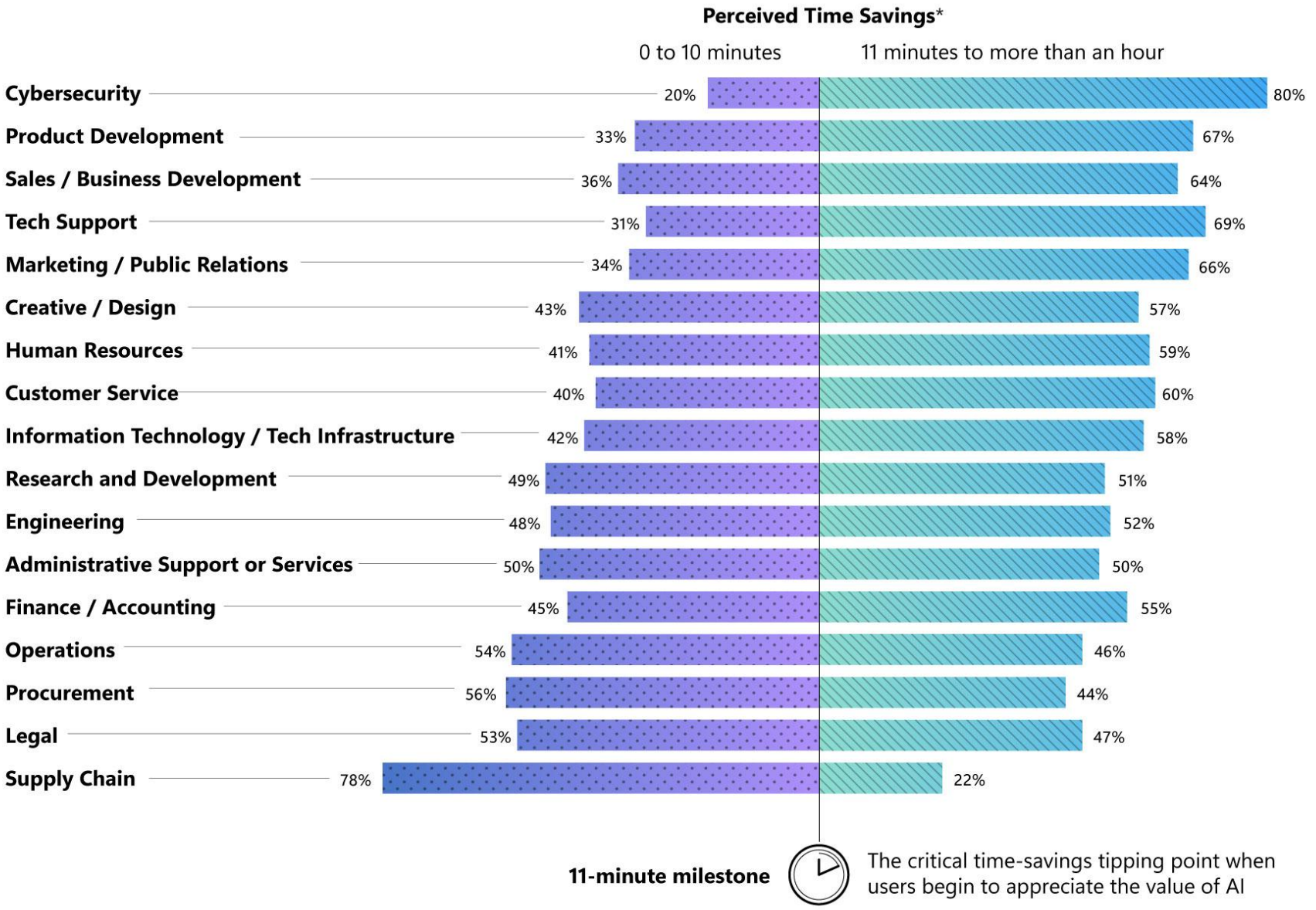
*2024 Work Trend Index Annual Report from Microsoft and LinkedIn

Which roles have an AI advantage?



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Source: 2024 Microsoft Copilot Usage in the Workplace Survey

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

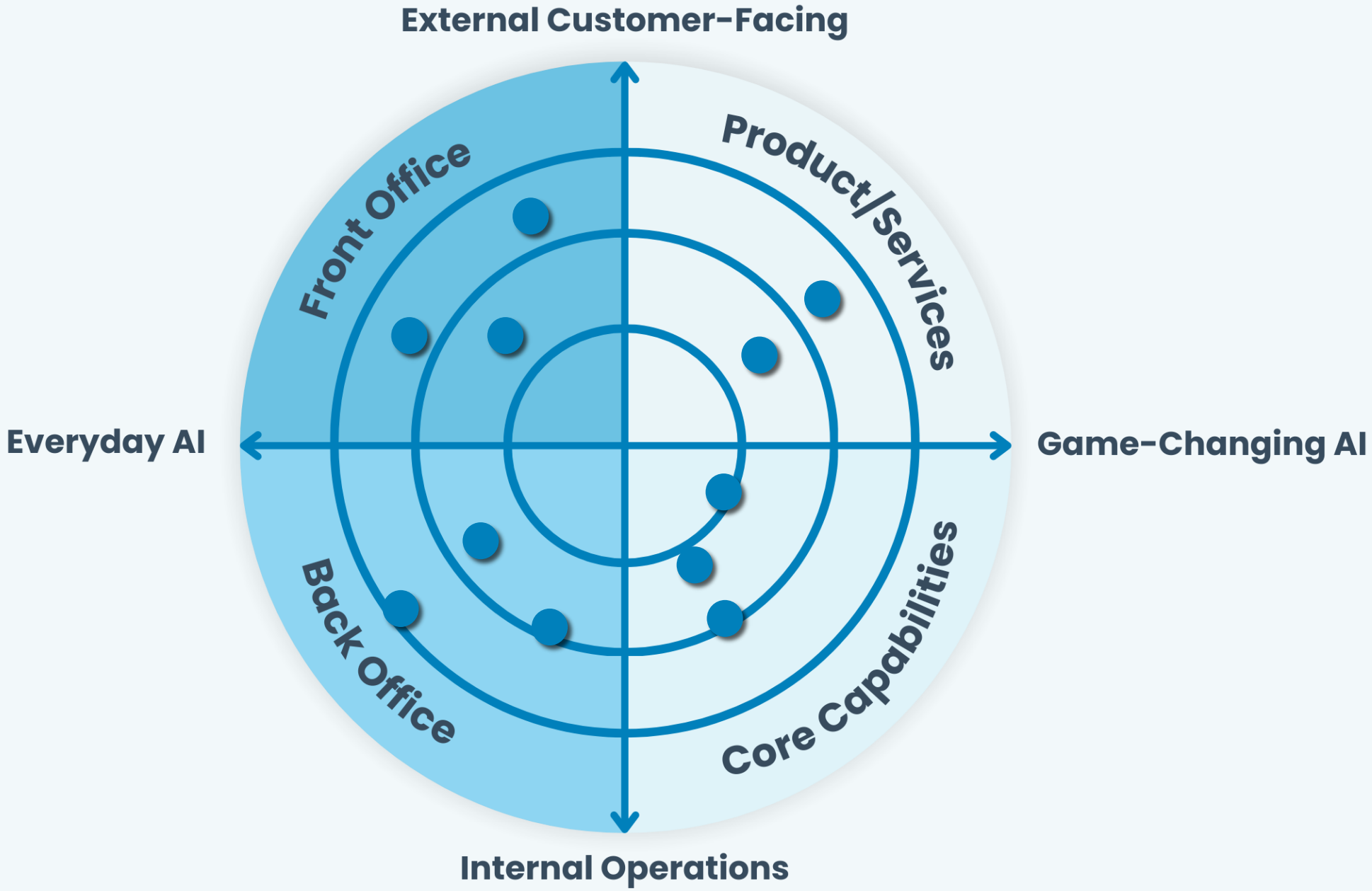
- Regulatory & compliance management
- Contracting
- Risk management
- Litigation
- Consultation
- Intellectual property
- Advisory services

IT

- Data management
- Software management & acquisition
- Device management
- IT operations
- Network operations
- Information security
- Change management & user adoption

Are you

AI Ready?



The Gartner AI Opportunity Radar: Set Your Enterprise's AI Ambition, 2024

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

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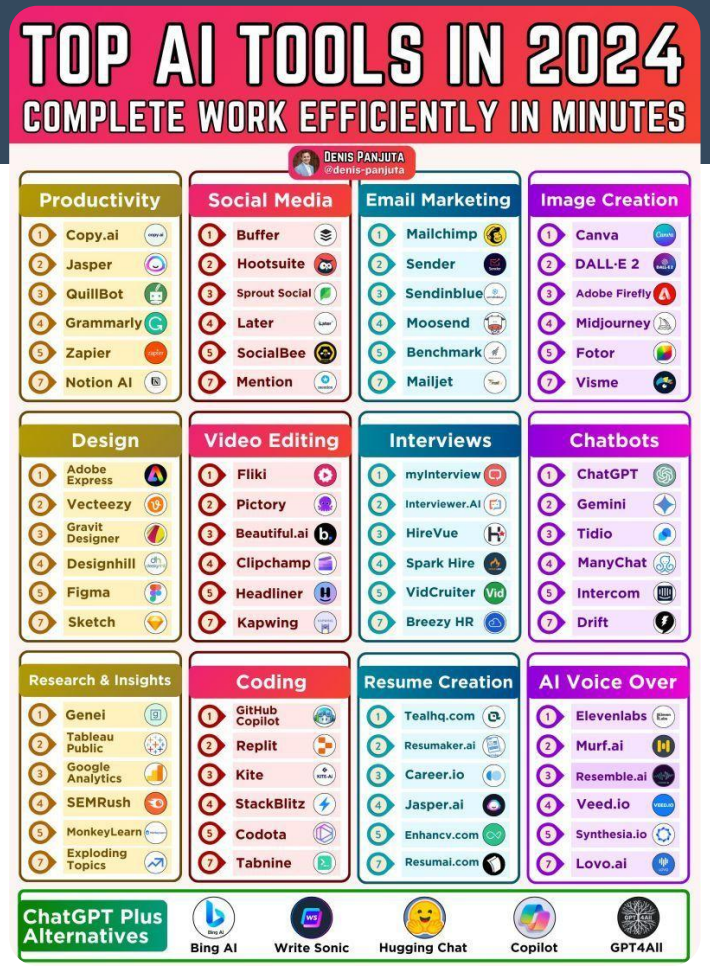

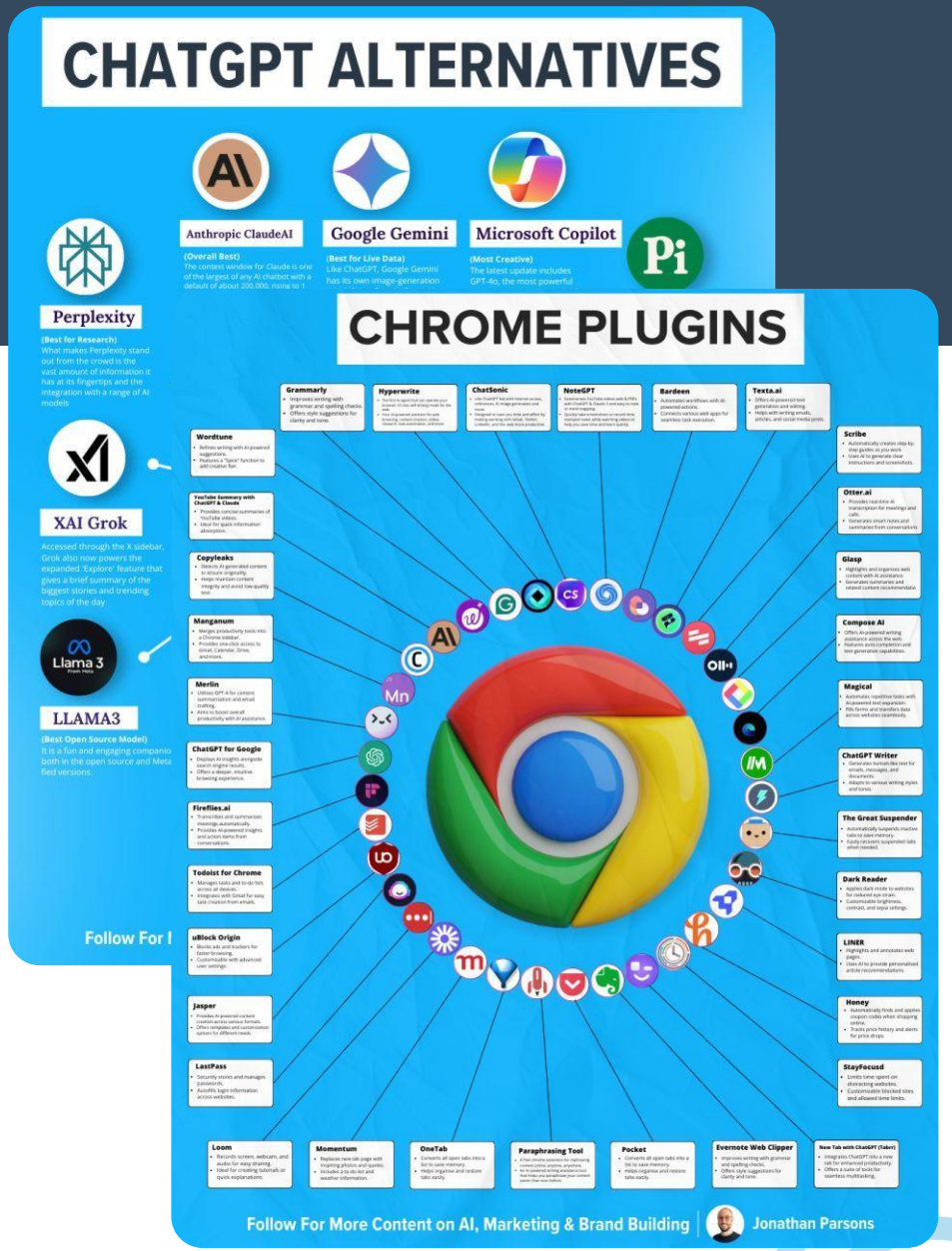

AI Evolution, LinkedIn

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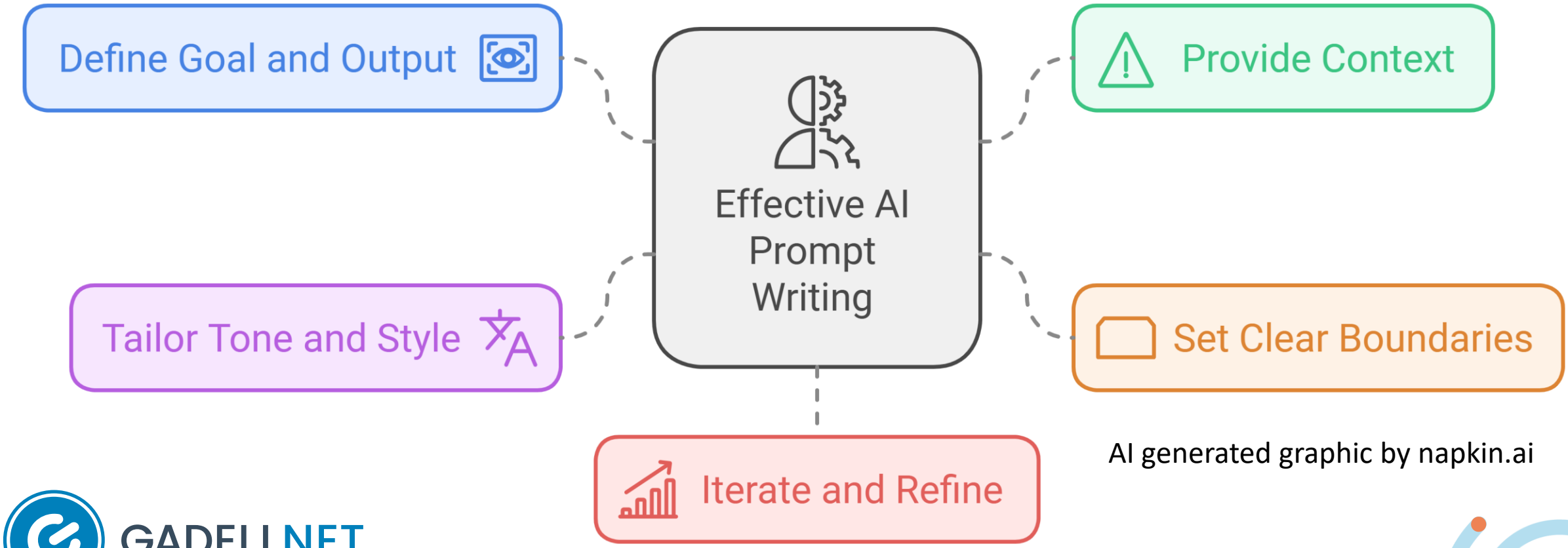
No Matter the Tool, Learn Prompting



AI generated graphic by napkin.ai

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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.”

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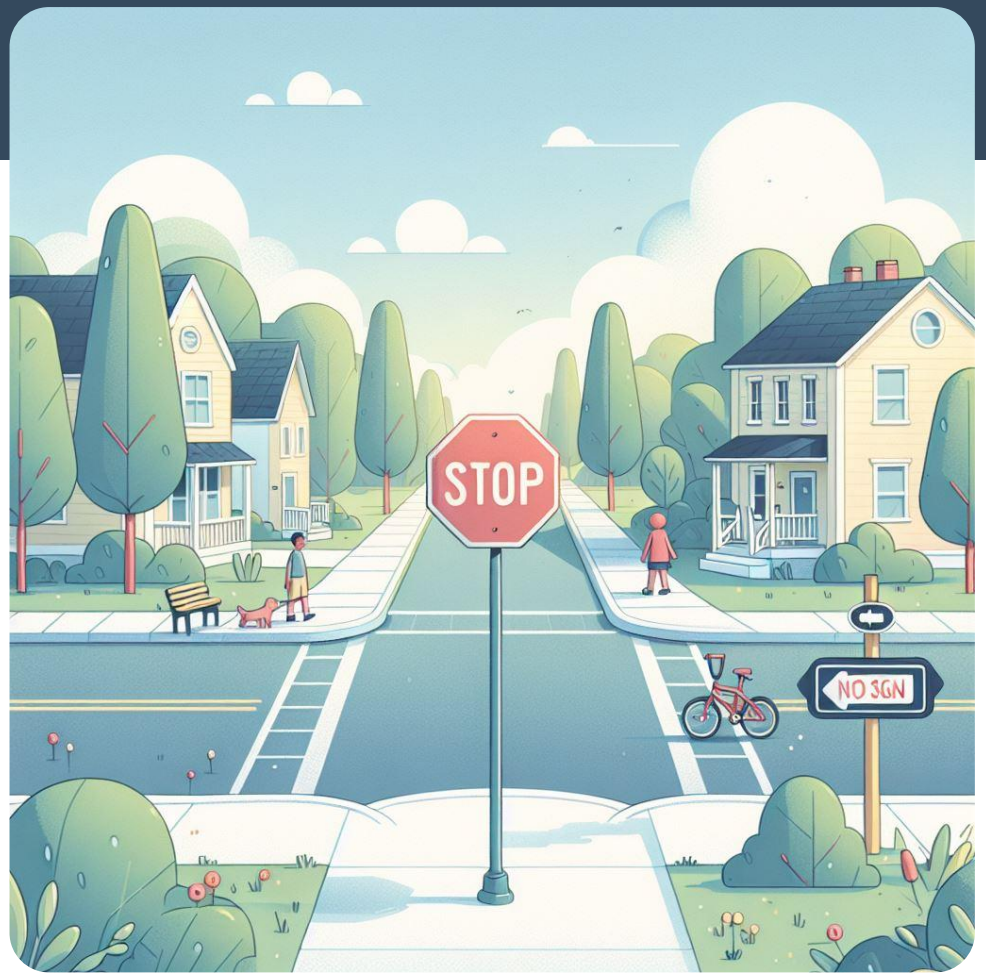
Use AI as a Advisor

- 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

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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

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

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Industry Specific Tools

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

JOIST·AI

BRAINIAL

TOGAL.AI

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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

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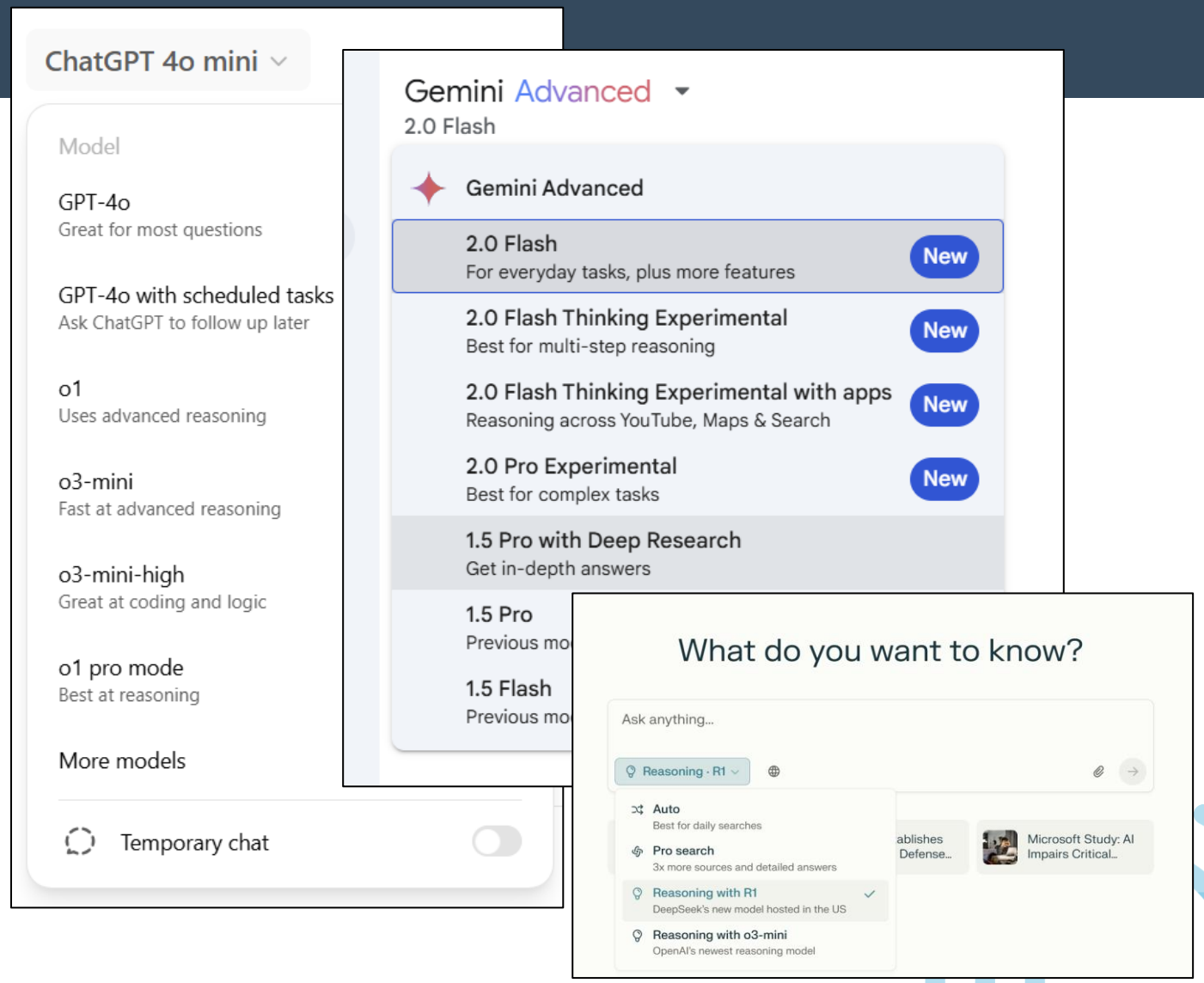
The Model Matters – Cheat Sheet

- 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



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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

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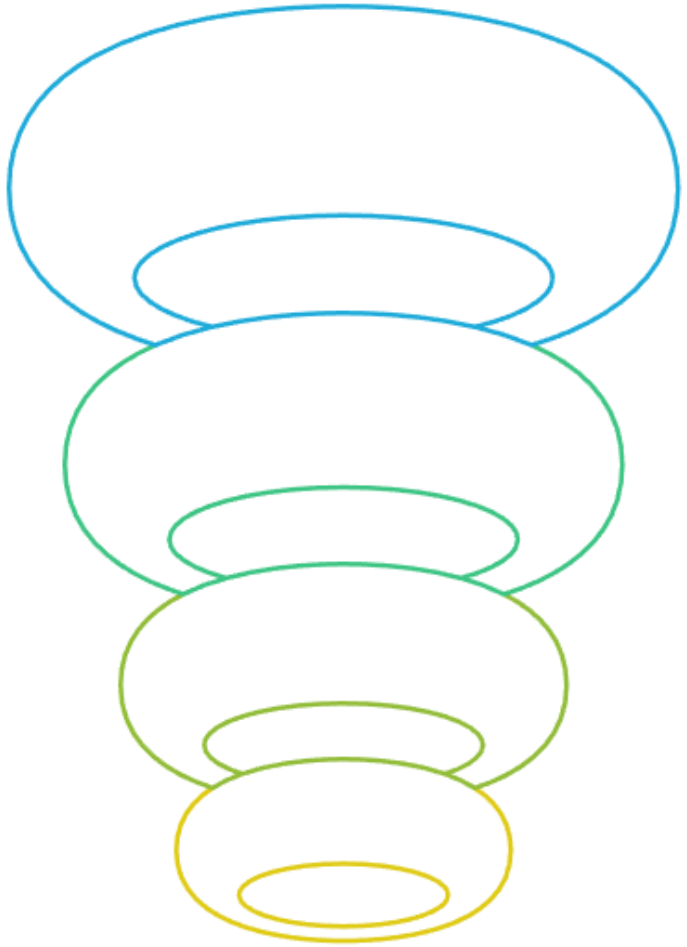
AI Implementation Strategy Funnel



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

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Microsoft Copilot Example

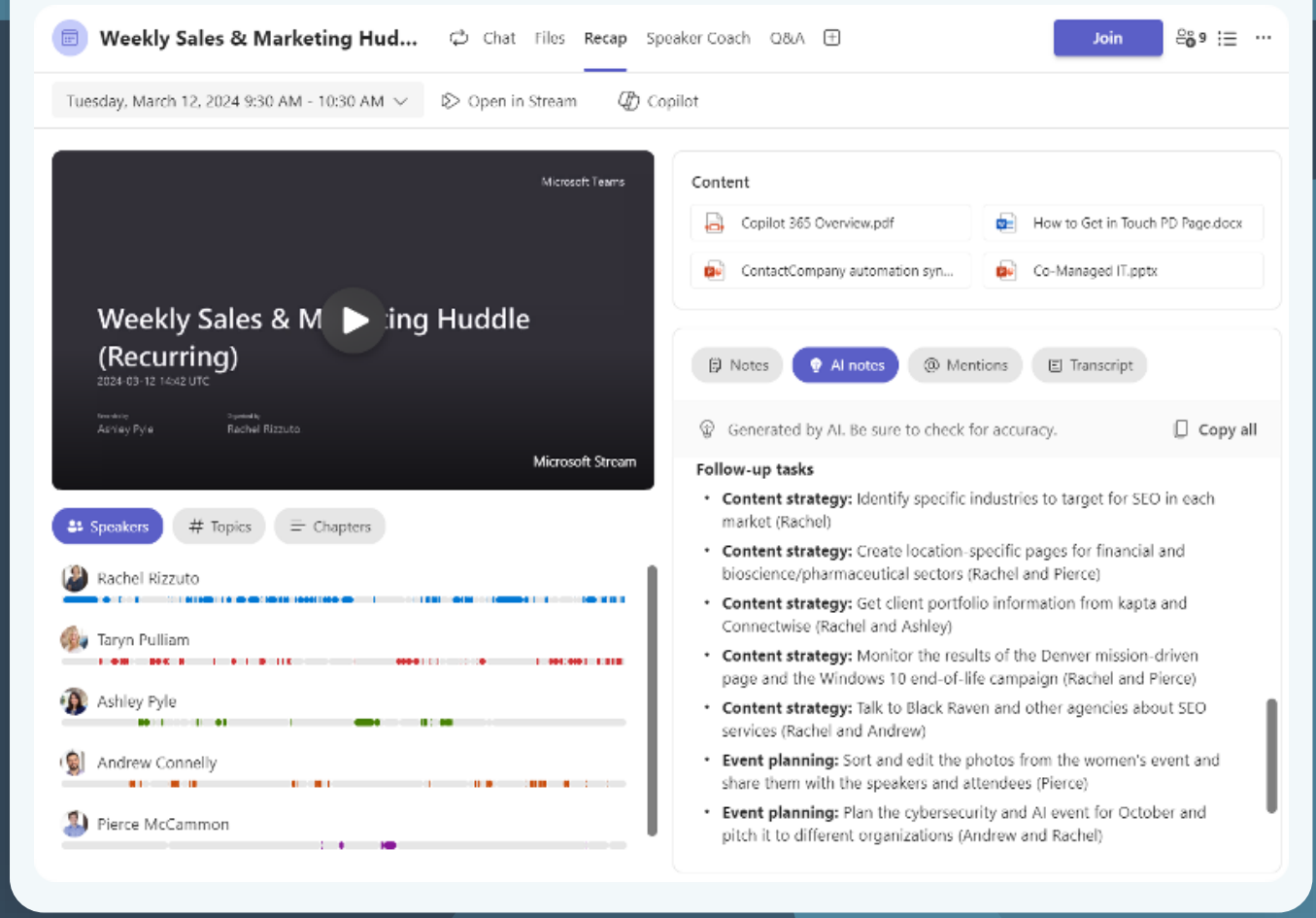
Quick Wins

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.



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

The Gartner AI Opportunity Radar: Set Your Enterprise's AI Ambition, 2024

"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

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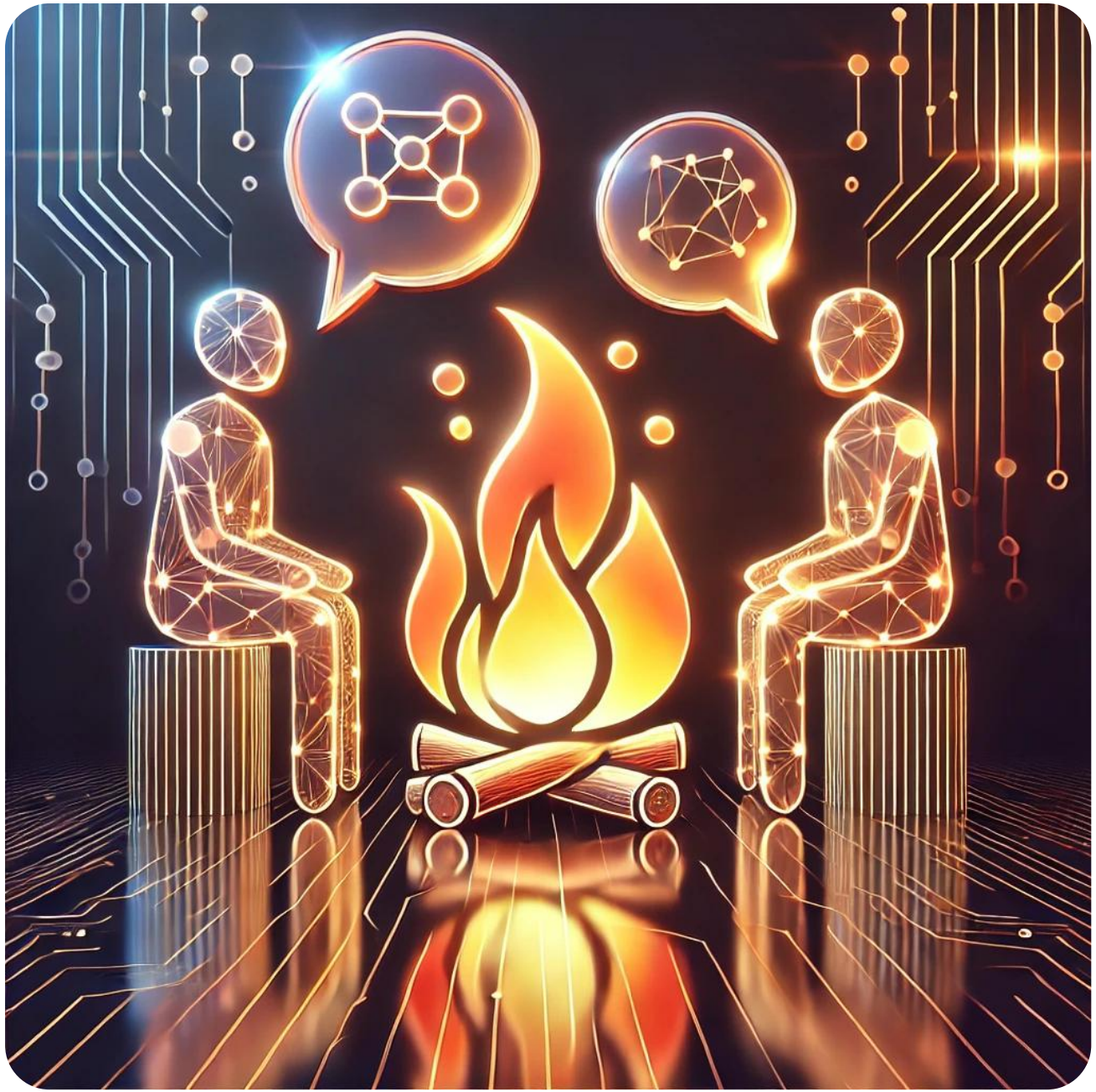

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Let’s Connect

- 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

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