PTTOW! RESOURCES

YOUR GUIDE TO AI

A Letter From Your Friends At PTTOW!

The PTTOW! community is a private, curated group of C-suite leaders from the world's most influential culture-shaping organizations. Throughout the year we convene to build relationships and share best practices as we create the beautiful world of tomorrow together.

During the 2023 PTTOW! Summit we held a working Town Hall where we unpacked the most pressing business and personal queries related to the dawn of AI. The themes from these discussions directed the creation of this resource guide, curated from world-class sources to help you and your organization stay educated and ready for what's ahead.

Feel free to share this guide with colleagues and friends so we can leverage the power of this tech-boom for the better.

As Always,
Your Friends At PTTOW!

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POWERING UP

A1. **Artificial Intelligence: An Executive Guide To The World Of Generative AI**

Abstract: With AI under the spotlight as the next wave of innovation in tech, use Shelly Palmer's resource center to understand the full capabilities of AI and how it can power the future of every industry.

Read the full guide here!

A2. **The CEO's Guide To The Generative AI Revolution**

Abstract: The new era ushered in by ChatGPT may seem daunting as the applications for companies are vast across disciplines. As organizations examine how to integrate generative AI into their business models, it is crucial to understand its impact.

Key Takeaway: AI has the potential to change everything. Attempting to utilize it without creating a proper strategy, from identifying how to apply it to preparing your workforce and securing your plan for risk management, could spell trouble for your organization.

Read the full article here!

A3. **Metacadmy: Generative AI**

Abstract: As the world prepares to make the leap into generative AI, it can seem like everyone knows exactly how to use tools like ChatGPT. Shelly Palmer's course provides one place to learn everything from what generative AI truly is, practical applications, and what it means for you and your organization.

Take the full course here!

A4. **Generative AI**

Abstract: Generative AI such as ChatCPT is the future of not just tech but every corner of business. With the power to create content, improve efficiency, and personalize consumer experiences, BCG predicts generative AI will own 30% of the AI market by 2025 and achieve $60 billion of the total addressable market.

Key Takeaway: The turning point for organizations to get on board is now. Companies that want to integrate generative AI into their models must start strategizing and preparing now to get ahead of the game and stay on par with the competition.

Read the full article here!

A5. ## Artificial Intelligence And AI At Scale

Abstract: On the surface, AI may seem like the way to perfect automation in your organization, but companies that want to be the most effective will utilize it for learning and internal transformation. With people needed to train it, AI lends itself to be a trap if used as a replacement for processes and talent.

Key Takeaway: Scaling the use of AI means integration in every process as the supplemental tool it was meant to be, creating a symbiotic relationship between the tech and talent where it offers options and creative solutions rather than a dependent source of potentially biased knowledge.

Read the full article here!

PLUGGING IN: WHAT'S NEXT

B1. **Top 9 Applications Of Generative AI For Marketers That You Can Adopt Tomorrow**

Abstract: Generative AI has the potential to revolutionize the job of marketers and allow them to exercise more creativity and strategy while cutting out the repetitive mundane aspects of everyday tasks. To navigate what this means, Edelman provides marketers with nine applications they can implement tomorrow.

Key Takeaway: Contrary to belief, AI, if used properly, will not be our replacement. As a tool it can offer: hyper-personalized content and optimization, creative ideation, real-time trend analysis, SEO strategies, and more. Making processes more efficient from start to finish and offering customization of every experience, partnering with AI will put you ahead of the pack.

Read the full article here!

B2. **AI-Powered Marketing and Sales Reach New Heights With Generative AI**

Abstract: Every department should expect AI to become part of their function, however marketing and sales have the highest potential for impact. McKinsey offers six ways to set your organization up for success and start your venture into AI; conducting a general internal function audit, creating a cross-functional AI task force, starting small with low-risk implementation, experimenting, training, and establishing guidelines.

Key Takeaway: Organizations should be considering to what extent they want to integrate AI, as research shows that companies already investing are seeing an ROI increase of 10 - 20%. With benefits that include unique customer experiences, growth, and productivity, there is no better time to change the way you do business.

Read the full article here!

B3. **What's Missing From Your AI Transformation Is A Transformer**

Abstract: The pressure to adopt AI into business models is at an all-time high, however the reality is that not every organization is equipped to do it on their own. With the revolution of AI on our doorstep, to stay on track and even get ahead - collaboration is the key.

Key Takeaway: Partnering with transformers, such as AI start-ups that will collaborate instead of compete, can help organizations bridge the gap on technology, talent, and strategy that can implement and optimize AI usage.

Read the full article here!

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B4. **Exploring Opportunities in the Generative AI Value Chain**

Abstract: The popularity of AI is exploding, creating a lucrative value chain for companies that will develop and implement generative AI in other businesses. Including specialized services, applications, model hubs and MLOps, foundation models, cloud platforms, and computer hardware - it's time for tech companies and start-ups to see where they can cash in.

Key Takeaway: Identifying where companies can add and receive value on this chain is imperative. The current most valuable part of the chain is the creation of end-user applications, however as AI develops other gaps will need to be filled that focus more on maintenance.

Read the full article here!

THE CODE: IP RIGHTS, REGULATIONS, & SAFE PRACTICES

C1. **Responsible AI**

Abstract: Artificial intelligence is here to stay, yet few organizations are implementing **R**esponsible **AI**. RAI ensures that the system reflects an organization's ethical values, purpose, etc. greatly reducing the inherent risk that comes with AI. BCG reports that 25% of companies have experienced an AI system error, but companies that build RAI are 28% less likely to report failures.

Key Takeaway: Organizations waiting on regulations to implement RAI are missing out on key benefits that will allow them to scale AI successfully and ethically. Use BCG's five pillars to build your RAI framework: responsible AI strategy, AI governance, key process, technology and tools, and culture.

Read the full article here!

C2. **Generative AI Has An Intellectual Property Problem**

Abstract: To function, AI uses pools of existing data including images to, supposedly, create original visual and written content. As one of the most problematic capabilities of AI, this unauthorized use of IP will prove to be a major legal obstacle to the integration of AI in the creative process of businesses and content creators.

Key Takeaway: Lawsuits have already begun on the basis of IP infringement. Businesses adopting generative AI must prioritize understanding the legality of the content they use, where it's sourced from, and add proper contract safeguards to ensure all parties are protected from infringement, setting the terms of proper AI usage.

Read the full article here!

C3. **Generative AI Is Under Growing Scrutiny. Here's What That Means**

Abstract: Although AI has been utilized by companies for years, the new exposure has reignited concerns of AGI (artificial general intelligence) that could form near-human cognitive abilities. DIstracting from the real problems and risks at hand; security of sensitive information, IP infringement, plagiarism, and more.

Key Takeaway: Every organization wants to get ahead and find ways to successfully leverage AI. Organizations should be taking this time independently to weigh the consequences of AI, with leaders considering to what extent they are comfortable with using it and setting precedent for their teams.

Read the full article here!

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THANK YOU!