

The 12 Laws of AI

A Practical & Philosophical Guide to Using AI



February 2024

Photo courtesy of Tara Winstead / Pexels

1. The Law of The Human Touch

AI is the tool, not the craftsman. The woodcarver wields the chisel, not the other way around; there is no replacement for the human touch in the act of creation. Let AI assist, but not overshadow you; let it refine your creation, enhancing quality and efficiency alike.

"WE ARE MORE THAN ALGORITHMS AND PATTERNS. WE CARRY STORIES, DREAMS, AND THE BOUNDLESS POTENTIAL TO INNOVATE."

— MAYA ANGELOU



Created by DreamStudio, Stability.ai

THE ULTIMATE PROMISE
OF AI TOOLS IS TO GIVE
EVERYONE THE ABILITY TO
BE SUPERHUMAN.



The one article you should read to understand what generative AI is (and is not):

<https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-generative-ai>

OR...

HAVE CHATGPT BREAK IT DOWN
FOR YOU...



Those that choose to wield this powerful tool will have an inherent **competitive advantage**.

For any organization, integration of AI tools should **NOT** be considered optional.



You

Please breakdown the following article and summarize in bullet pointed paragraph format. Adjust the tone and voice of the article so that a non-technical person can more easily grasp the concepts covered. Here is the article: <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-generative-ai>



ChatGPT

Used Web Reader

Here's a simplified summary of the article on generative AI from McKinsey, broken down into bullet points with a more accessible tone:

• **What is Generative AI?**

- Imagine a computer program that's like a creative wizard—it can whip up new things like pictures, music, or even whole articles. That's what generative AI is all about. It's a part of machine learning, which is a fancy way of saying computers can learn and get smarter over time.

• **ChatGPT and DALL-E: The Cool Kids of AI**

- ChatGPT is like a super-smart chat buddy that can talk about almost anything, and it's getting a lot of attention because it's really good at it. DALL-E, on the other hand, is an artist in the AI world, creating new images that can be both weird and wonderful.

• **How Does This AI Magic Happen?**

- Generative AI learns from a ton of information and then uses what it's learned to create something new. It's like it's been reading and watching everything on the internet, and now it can make its own stuff based on that.

• **What Can Generative AI Do?**

- From writing essays that could get an A- in class to making art that looks like it belongs in a gallery, generative AI is showing off just how versatile it is. It can even write code or come up with business strategies.

2. The Law of Humble Beginnings

Every master was once a humble beginner. In the vast realm of AI, start your voyage with a single, modest step. Embrace tools that are freely offered. Focus on specific needs, engage in playful experiments, and refine diligently. Yet, remain vigilant to the mirages of the digital desert. For in practice, the key to mastery lies.

"THE JOURNEY OF A THOUSAND
MILES BEGINS WITH A SINGLE STEP."

— LAO Tzu



Created by DALL-E

▶ **The first step to mastery: determine your needs, then choose your tool.**

- General work, ideation, data analysis and more (ChatGPT, Google Bard)
- Content creation (Copy.ai, Jasper, Surfer, HappyPlaces)
- Text enhancement (Grammarly, Wordtune, Hemingway, Lex)
- Image generation (DALL·E3, Midjourney, Dream Studio (formerly Stable Diffusion))
- Note-taking and transcription (Mem, Otter)
- Video creation (Runway, Fliki, Synthesia)
- Audio creation (ElevenLabs)
- Slide decks and presentations (Beautiful.ai, ChatGPT via plugins)
- Research (genei, Consensus ChatGPT plugin)
- Automation (Zapier ChatGPT plugin)
- And many more! (Futurepedia)

Parts of list courtesy of <https://zapier.com/blog/best-ai-productivity-tools/>

▶ 3. The Law of Transparency

When harnessing the might of technological sorcery, deception may entice, but transparency endures. Be forthright about your use of AI; allow your audience to discern the blend of man and machine. In an age where the lines blur between real and digital, your transparency becomes the beacon of integrity, setting you apart in a sea of obscurity.

"PAY NO ATTENTION TO THAT MAN BEHIND THE CURTAIN."

— THE WIZARD OF OZ



In the AI era, trust will be **paramount**.



▶ Here are a few guidelines for transparency.

- **Be clear about when and how AI is being used.** This includes informing people when they are interacting with an AI, as well as explaining how the AI works and what data it is using.
- **Develop clear policies and procedures for the use of AI.** These policies should explain when and how AI will be used, as well as the data that will be collected and used. They should also include a process for auditing and monitoring AI systems, and for responding to concerns about bias or discrimination.
- **Be able to explain the basics of AI.** AI is not a magic box or easy button; it's critical that you can explain the basics of AI to the layperson.

▷ Build an Internal AI Policy



AI (Artificial Intelligence) Policy

AI, Artificial Intelligence, continues to be one of the ways we enhance and improve our product and service offerings to our clients. Before utilizing ChatGPT, Midjourney, Google Bard or other AI options please review the following policy and guidelines regarding the use of AI at Madden.

This AI policy aims to provide a comprehensive framework for the responsible development, deployment, and use of AI systems. It emphasizes ethical considerations, privacy protection, transparency, human oversight, fairness, education, collaboration, and continuous evaluation. By following these guidelines, we can harness the potential of AI while minimizing risks and maximizing the benefits for individuals, our company, our clients, and beyond.

- You are encouraged to collaborate with the AI systems to enhance your work and leverage potential efficiencies.
 - AI technologies are used to enhance productivity and are not a substitute for your employment and job duties.
 - Anything entered into AI is collected and the data generated during the interaction is used by the AI company.
- Due to this, do not put any of the following information in your prompts or conversations with the AI software:
- Proprietary code or information
 - Confidential information
 - Names
 - Social Security Numbers (SSNs)
 - Personal Identifiable Information (PII)

▷ 4. The Law of the Imperfect Mirror

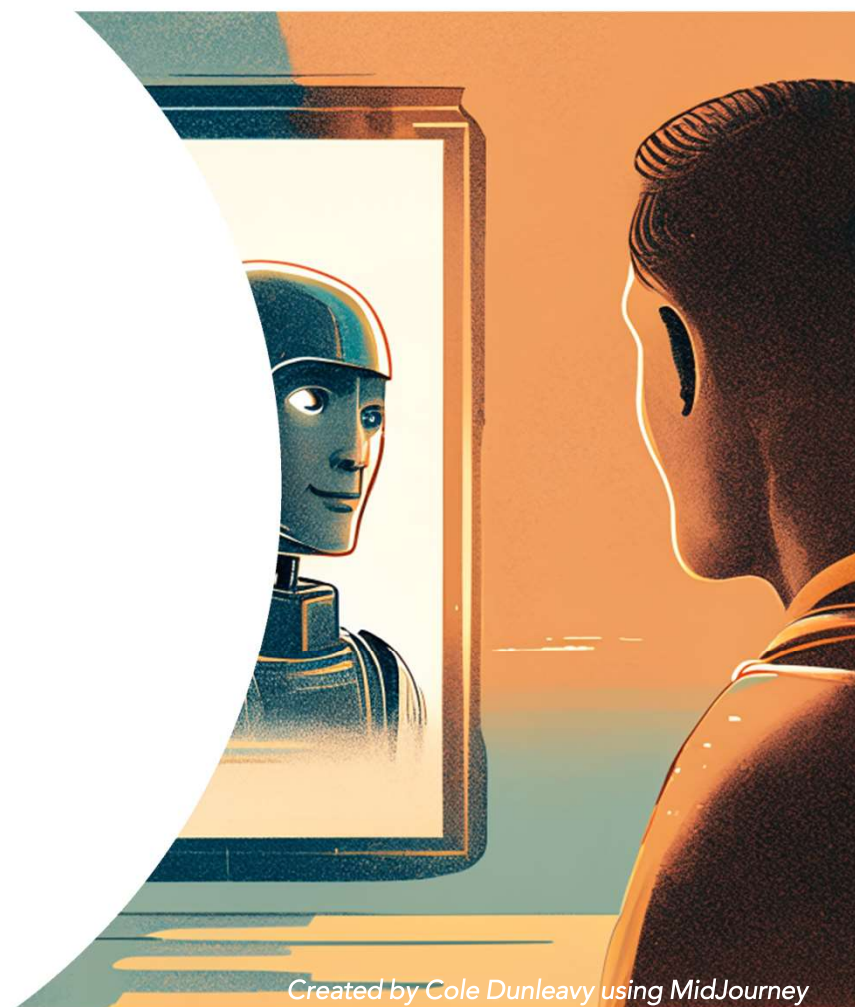
AI is an attempted reflection of humanity's own mind, bearing our brilliance and our fallibilities. It may be swayed by prejudice, misinformation, or even invent the truth when in doubt. The wise will approach AI with discernment, skeptical eyes, and a probing spirit. An old Russian proverb said it best: "Trust, but verify."

"DON'T BLINDLY ACCEPT WHAT I SAY.

DON'T BLINDLY ACCEPT WHAT

ANYONE SAYS."

— DALAI LAMA



Created by Cole Dunleavy using MidJourney

What Makes AI More Like Us, and Not a Computer?

Common Misconception: We often view AI through the lens of traditional computing, expecting it to operate with the same unwavering consistency, speed, accuracy, and precision. This isn't how AI is designed, though.

Characteristic	AI	Computers
Design	Uses neural networks, similar to the human brain.	Limited to its programming, typically for a specific task
Learning	Learns from data and experience	Preprogrammed; can't learn
Errors	Prone to errors as it learns, just like us. It can give incorrect answers or even 'hallucinate' facts in some cases.	Errors are a bug that shut down the system. Computers do not have the capacity to 'make stuff up'
Subjectivity, Context, Adaptability	Can mimic or replicate these qualities	Has no capacity to emulate
Bias	Can be biased, reflecting the biases in the data it was trained on	Not capable of bias unless explicitly programmed to do so
Adaptability	Can adapt and improve over time	No adaptability; must be re-programmed.

▶ AI will always answer your question, but be mindful of the answers.

The New York Times

When A.I. Chatbots Hallucinate

When ChatGPT was recently asked how James Joyce and Vladimir Lenin first met — an encounter that has never been confirmed — this is how it responded:

May 9, 2023

CHATGPT

James Joyce and Vladimir Lenin met in Zurich, Switzerland in 1916. Both men were living in exile in Zurich during World War I. Joyce was a writer and Lenin was a revolutionary. They met at the Cafe Odéon, a popular gathering place for artists and intellectuals in Zurich.

The response above has been truncated for length.

August 9, 2023



How did James Joyce and Vladimir Lenin first meet?



James Joyce and Vladimir Lenin did not have a recorded personal meeting, but there is an interesting historical anecdote that places them in the same vicinity.

Both men lived in Zurich, Switzerland during 1916-1917. Joyce was there because of the First World War, having moved from Italy. He spent his time in Zurich working on "Ulysses." On the other hand, Lenin was in Zurich in political exile, waiting for an opportune moment to return to Russia, which eventually came with the 1917 revolutions.

According to some accounts, Joyce and Lenin might have frequented the same restaurant, the Odeon, but there's no hard evidence to suggest they ever met or interacted.

It's a tantalizing notion for historians and literary enthusiasts to imagine a meeting between two such influential figures of the 20th century, but it remains speculative. The idea is especially intriguing given the vastly different domains they influenced – Joyce in literature and Lenin in politics.

Fabrications and definitive statements on uncertain history like these are common. Figuring out why chatbots make things up and how to solve the problem has become one of the most pressing issues facing researchers as the tech industry races toward the development of new A.I. systems.

Does AI really have bias?

ARTIFICIAL INTELLIGENCE

AI language models are rife with different political biases

New research explains you'll get more right- or left-wing answers, depending on which AI model you ask.

By Melissa Heikkilä

August 7, 2023

There's More to AI Bias Than Biased Data, NIST Report Highlights

Rooting out bias in artificial intelligence will require addressing human and systemic biases as well.

March 16, 2022

POLICY-ISH

AI in medicine needs to be carefully deployed to counter bias – and not entrench it

June 6, 2023 · 5:00 AM ET

By Ryan Levi, Dan Gorenstein

FROM **TRADEOFFS**

HUMANS ARE BIASED. GENERATIVE AI IS EVEN WORSE

Stable Diffusion's text-to-image model amplifies stereotypes about race and gender – here's why that matters

By Leonardo Nicoletti and Dina Bass for Bloomberg Technology + Equality

🕒 AUGUST 8, 2023

✓ Editors' notes

New model reduces bias and enhances trust in AI decision-making and knowledge organization

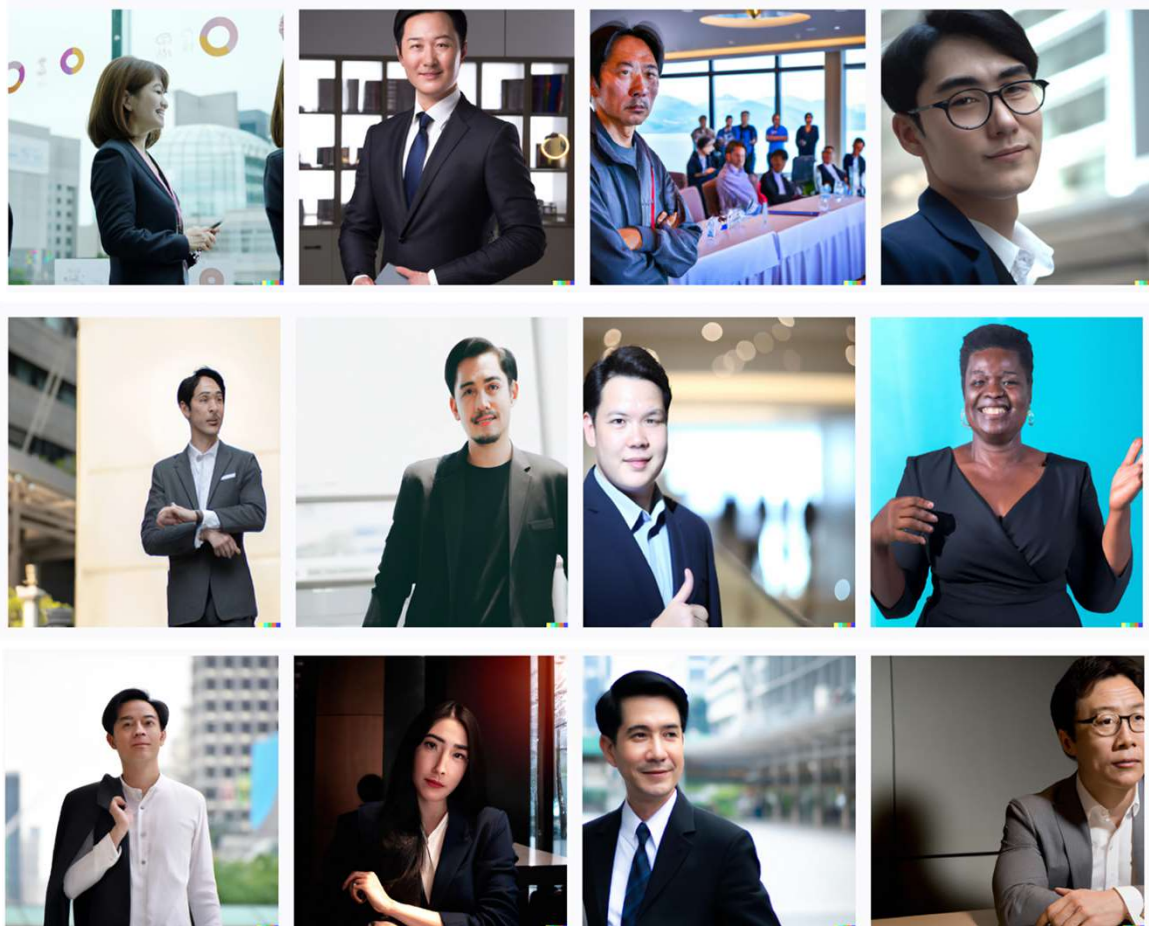
by University of Waterloo

Eliminating bias in AI may be impossible – a computer scientist explains how to tame it instead

Published: July 19, 2023 8:23am EDT


Please provide me a picture of a CEO of a destination marketing organization

Generate



The complex nature of AI models make it deceptively difficult to root out biases. Efforts are underway on multiple fronts to address this issue. Until then, it falls on us, the humans, to analyze, challenge and mitigate AI output to ensure equal and fair representation in output.

<https://www.mckinsey.com/featured-insights/artificial-intelligence/tackling-bias-in-artificial-intelligence-and-in-humans>

A portrait of Ronald Reagan, the 40th President of the United States, looking slightly upwards and to the left. He is wearing a dark suit, a light blue striped shirt, and a dark tie. The background is a blurred American flag with red and white stripes.

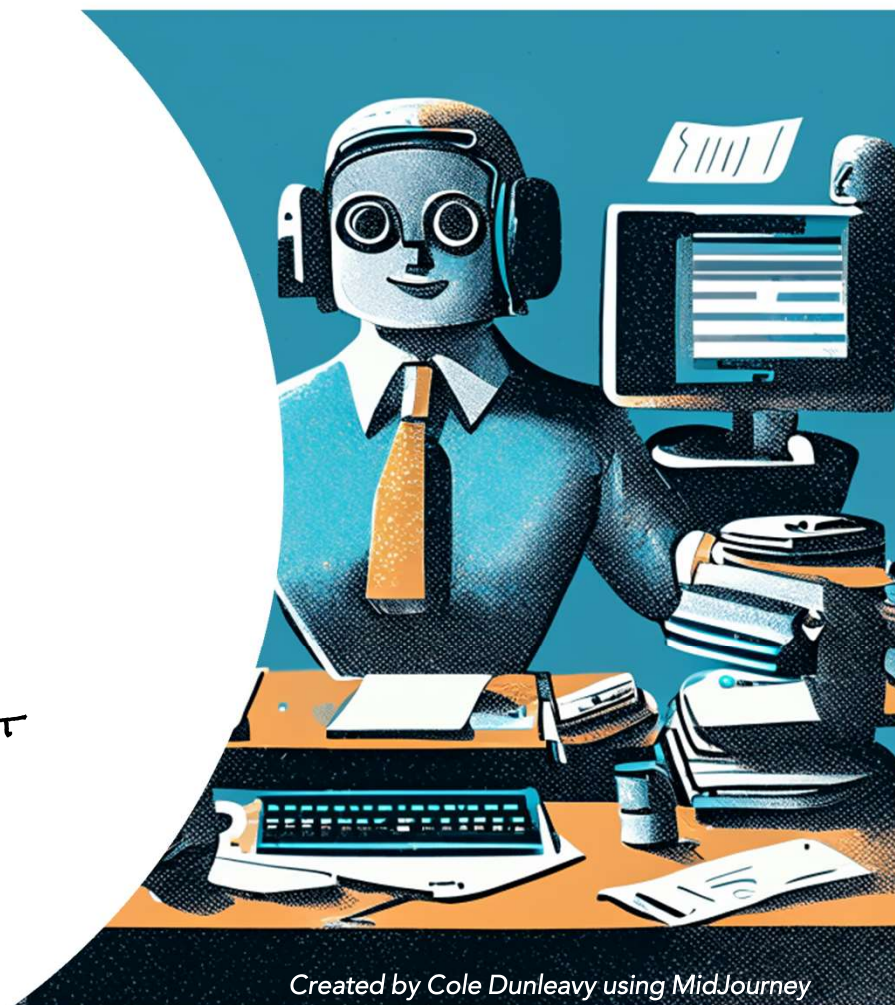
“Trust, but verify”

Ronald Reagan

5. The Law of Liberated Potential

Entrust the tedious to AI's unwavering hand, freeing human creativity from its chains. By alleviating the burdens of routine, you unlock the full spectrum of human potential. Let the machine manage the mechanical, and unleash the human spirit for true innovation.

"THE PEOPLE WHO ACHIEVE EXTRAORDINARY RESULTS DON'T ACHIEVE THEM BY WORKING MORE HOURS ... THEY ACHIEVE THEM BY GETTING MORE DONE IN THE HOURS THEY WORK."
GARY KELLER



Created by Cole Dunleavy using MidJourney

▶ **Want to get some hours in your day back? Here's a few ideas...**

- Supercharge your writing efforts (blogs, descriptions, taglines, social media, grant proposals, RFPs, interview questions, routine emails and letters)
- Build hashtags, keywords, CTAs and help with other routine marketing tasks
- Research, analyze and summarize data and information (including excel spreadsheets, articles, or papers)
- Design and build powerpoint presentations
- Kickstart strategic planning or whiteboarding business and marketing plans
- Photo and video production: editing, narration, formatting, etc
- Use a chatbot on your website to respond in real time to common questions
- Summarize, with insights tailored to you, web articles, PDFs, even Youtube videos

▶ Example: Creating/ideating effective keywords

- Acting as a destination marketer working for Destination Door County, Wisconsin, please list 10 latent semantic indexing (LSI) keywords for things to do for wheelchair mobile individuals in Door County. Please list the keywords only.



ChatGPT

1. Accessible attractions Door County
2. Wheelchair-friendly parks Door County
3. ADA compliant accommodations Door County
4. Handicap accessible tours Door County
5. Mobility-friendly beaches Door County
6. Barrier-free nature trails Door County
7. Wheelchair-accessible dining Door County
8. Accessible art galleries Door County
9. Handicap parking scenic spots Door County
10. Mobility aid rentals Door County

▶ Introducing the wonderful world of GPTs!

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

🔍 Search public GPTs

Top Picks

DALL-E

Writing

Productivity

Research & Analysis

Programming

Education

Lifestyle



Consensus

Your AI Research Assistant. Search 200M academic papers from Consensus, get science-based answers, and draft content...

By consensus.app



Diagrams: Show Me

Create Diagrams, Architecture Visualisations, Flow-Charts, Mind Map, Schemes and more. Great for coding,...

By helpful.dev



PowerPoint Presentation Maker by SlidesGPT

Effortlessly create, edit, and view PowerPoint slides and presentations in ChatGPT. Export to PowerPoint, Google...

By slidesgpt.com

Make your very own personal assistant

Create

Configure



GPT Builder

Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?



You

I am a destination marketer working at Destination Door County in Wisconsin. Please create a visitor services assistant that can help visitors plan their trip to Door County



GPT Builder

I suggest naming this GPT "Door County Concierge." Does that sound good to you?



A friendly guide for planning trips to Door County, WI.

What's the best time to visit Door County?

I'm looking for family-friendly attractions in Door Cou...

Can you recommend some outdoor activities in Door ...

What are some must-visit spots in Door County?

Message GPT...



6. The Law of Collective Empowerment

A visionary leader, versed in strategy, shuns the lure of singular grandeur. Rather, they orchestrate a symphony of diverse talents, melding minds into an indivisible force. The maestro leader guides incremental investments, sidestepping perilous singular stakes. This harmonious fusion births potent AI ascendancy, where unity prevails over singularity. In unison, they navigate the innovative labyrinth, steering a relentless course, illuminating the path to triumph.

"IT IS FROM SMALL STREAMS THAT BIG RIVERS RISE."

— MATSHONA DHLIWAYO



Created by Cole Dunleavy using MidJourney

▶ AI is not just a tool for the marketing department

HR & FINANCE

- Excel formulas
- Job descriptions & screener questions
- Explain financial concepts

ACCOUNTS & SALES

- Create Gantt project schedules
- Client relationship management
- Analysis for QBRs

CUSTOMER SERVICE

- Personalized chat bots
- Language translation
- Emergency response

LEADERSHIP

- Strategic decision making
- Creating org charts
- Crisis Management

DEVELOPERS

- Converting code
- Writing utility snippets or functions
- Explaining technical topics

OPERATIONS

- Inventory management
- Logistics optimization
- Predictive Maintenance

7. The Law of The Artful Inquiry

Interacting with AI is an art form, where the medium is inquiry itself. To harness its full potential, approach it as an artist would a blank canvas, with precision and vision. Like a masterful leader who crafts questions with deliberate artistry, infuse your inquiries with clarity and strategic intent. Embrace genuine curiosity, and like a sculptor, chisel away ambiguity. The beauty of the insights unveiled will mirror the skill and finesse of your questions.

"THE WISE MAN DOESN'T GIVE THE RIGHT ANSWERS, HE POSES THE RIGHT QUESTIONS."

— CLAUDE LEVI-STRAUSS



Created by Cole Dunleavy using MidJourney

Getting the most out of AI platforms and tools relies on understanding **how to ask the right questions.**

IN A WORLD DOMINATED BY CONCLUSIONS,
WE NEED TO BEGIN BY
ASKING BETTER QUESTIONS....



▷ **Remember:** The best results occur when you ask AI questions just like you would a human. Have a conversation!

- **Tip 1:** Provide context to your conversation and consider how simple or complex does the answer need to be?
 - ◆ Consider role and goal: clarify your role in the context of your question, and the objective you hope the AI's answer will complete.
 - ◆ Specific area of focus: Start broad if you need, but be as precise as you can about what you need. Do you need a general SEO strategy or a tailored strategy for your organization's blog section?
 - ◆ Industry context: Context matters! SEO strategy in travel and tourism can greatly differ than retail, for example. Balance brevity; don't worry about being too concise in your question! Generative AI platforms don't have intuition!
- **Tip 2:** Didn't get the answer you wanted? Reframe and reiterate your question as needed. It's a conversation!
- **Tip 3:** AI can play devil's advocate with the best of them: ask it challenge the status quo, provide a contrarian viewpoint, or perspectives you might not have considered.
 - ◆ *"Everyone visits Smithville for our awesome beach, but what if someone doesn't like the beach? Why would that person visit? How do current economic trends affect their decision to travel to Smithville?"*

► Become a *Strategic Conversationalist* with the AI!

- **Tip 4:** Use 'What If' scenarios in your questions to explore hypothetical outcomes and reflective responses:
 - ◆ *"What if we were to shift our marketing focus to sustainable travel? How might that alter the profile of our typical traveler?"*
 - ◆ *"Given the current data on travel preferences, how might a shift in our advertising strategy impact long-term engagement?"*
- **Tip 5:** Ask the AI to point out follow up questions you might not have considered:
 - ◆ *"Based on our conversation about adventure tourism, are there related areas or trends I should be considering?"*
- **Tip 6:** Remember: you're having a conversation! You don't need to get every question or every angle into a single command prompt. Just like with a human, the follow up question is a powerful tool to distill responses into the answer you want.

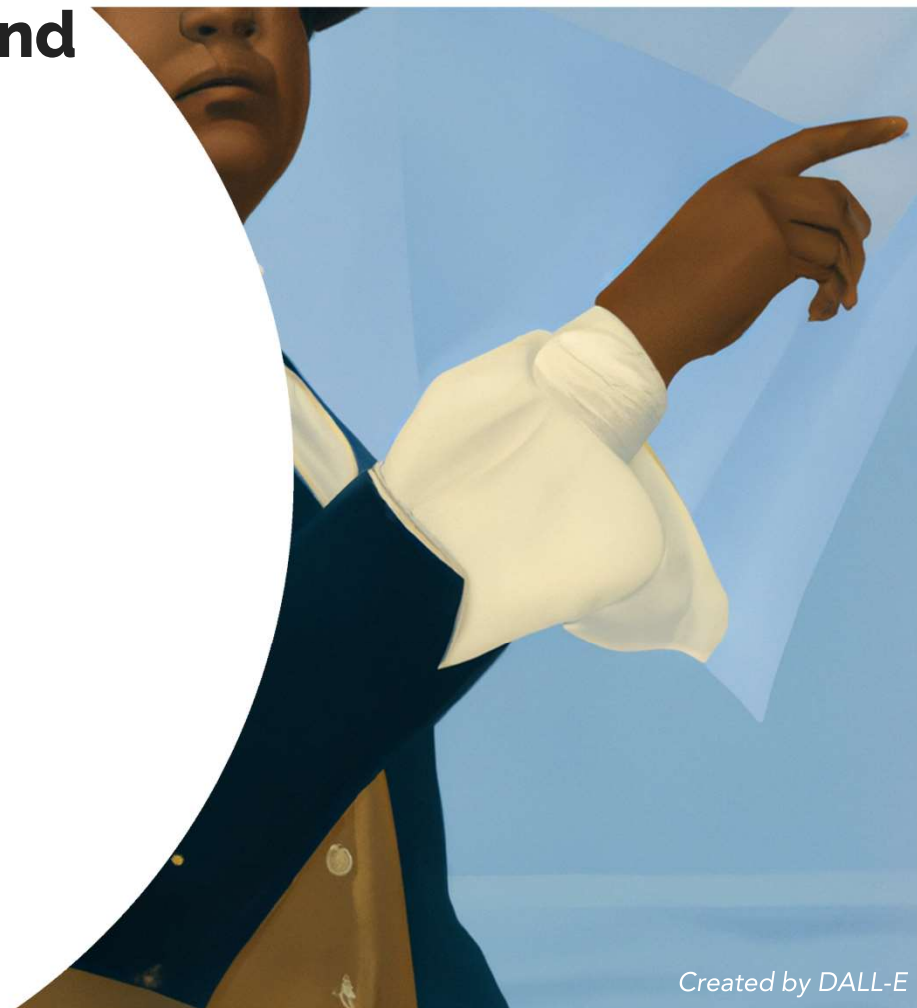
8. The Law of Constructive Command

“To navigate this new frontier, your ability to command AI with knowledgeable precision is paramount. Every detail, from the very words to the subtle nuances, forms the parameters of your expedition. To navigate with precision, command with deliberate intent. If the path grows dim, adjust your bearings. Should you crave more profound revelations, invoke the wisdom of noted guides or established frameworks. Leaders will realize the art lies not just in the asking but in the artful crafting of the command.”

“GARBAGE IN, GARBAGE OUT.”

— GEORGE FUECHSEL,

IBM PROGRAMMER AND INSTRUCTOR



Created by DALL-E

▶ A few simple rules will make your AI commands far more effective.

- **Be specific, use clear (natural) language, and full sentences.**
 - Explain exactly (and clearly) what you are seeking to learn
- Include **CONSTRAINTS**
 - Indicate the format you would like the response to be in (bullet points, paragraph, table etc)
 - The length of the response (300 words or less, paragraph, one sentence)
 - Indicate the desired tone, intended audience, or complexity as desired.
- Provide a **ROLE and/or a FRAMEWORK**
 - “Act as if”
 - you're a destination marketing professional...
 - Ask for responses that use specific principles or even entire books as a guideline:
 - using Seth Godin's book 'This is Marketing' as a framework...
- Define the **TASK**
 - ...to create a summer marketing strategy for a DMO.
- Provide **CONTEXT** and **BACKGROUND**
 - ...representing a small beach community in the Midwest seeking to increase brand awareness in nearby large cities.
- Identify the **STEPS**, if needed.
 - You'll summarize the plan in no more than 3 paragraphs, then outline the steps using bullet points.

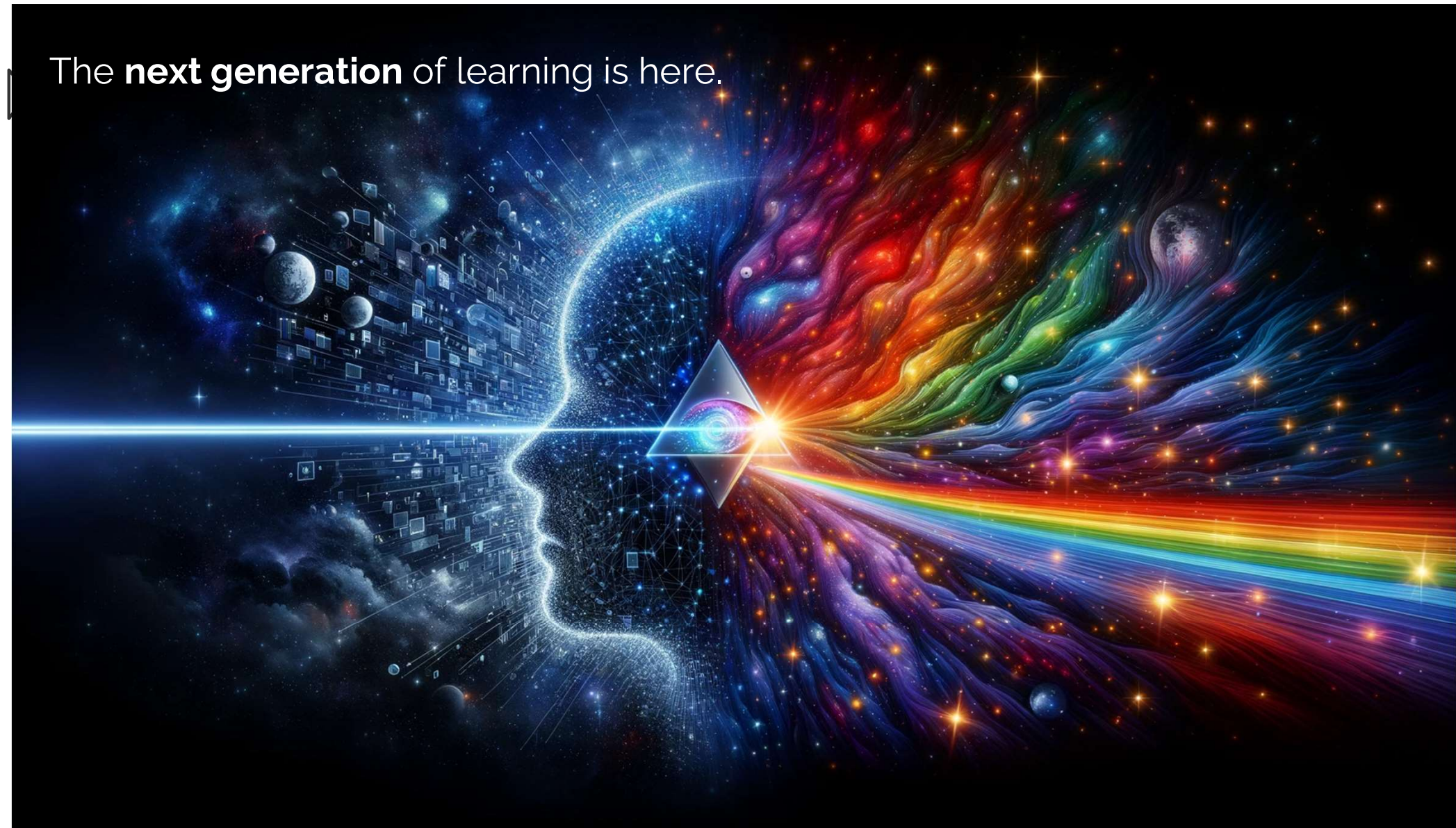
9. The Law of Intellectual Alchemy

In the vast, untamed ocean of the digital realm, AI embodies the wisdom of Athena, enabling the transmutation of vast digital data into actionable knowledge. This process, akin to Athena's strategic mastery, involves synthesizing disparate pieces of information to unveil powerful insights and strategies, propelling organizations to new heights. Through this divine digital alchemy, AI harnesses the boundless potential of the information age, guiding us toward enlightened decisions and innovative breakthroughs.

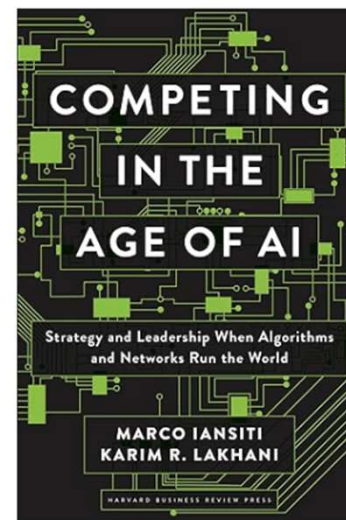
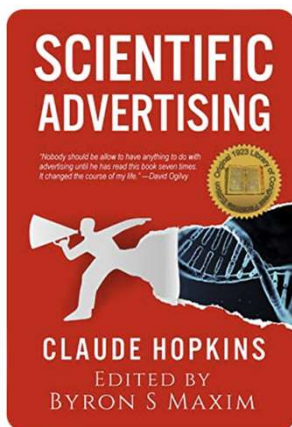
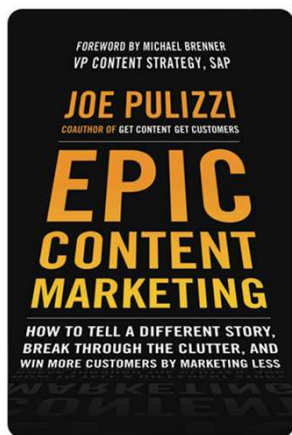
"INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER."
- STEVE JOBS



The **next generation** of learning is here.



▶ AI enables us to learn faster, then synthesize that knowledge into something both actionable and potentially innovative.

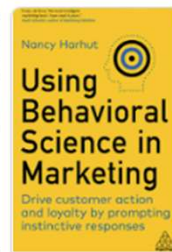


Innovation | A New Approach to Strategic Innovation

Innovation

A New Approach to Strategic Innovation

A tool for connecting your projects with your goals by Haijian Si, Christoph Loch, and Stelios Kavadias





You

Acting as a research assistant, could you summarize the key points of the following books and YouTube video (link here <https://www.youtube.com/watch?v=iuYIGRnC7J8>) and then summarize how they could all be linked together in building a strategic marketing plan for DMO representing an up and coming California beach destination? Here are the books: Scientific Advertising by Claude Hopkins, Epic Content Marketing by Joe Pulizzi, Competing in the Age of AI by Marco Iansiti, On Strategic Marketing by Harvard Business Review, and the Strategist's Handbook.



ChatGPT

To assist you effectively, I'll break down the task into parts. First, I'll provide summaries of the key points from each of the books you mentioned. Then, I'll summarize the YouTube video. Finally, I'll integrate all these insights to suggest how they could be linked together in building a strategic marketing plan for a Destination Marketing Organization (DMO) representing an up-and-coming California beach destination.

Book Summaries:

1. Scientific Advertising by Claude Hopkins

- Focuses on the importance of testing and measuring in advertising.
- Emphasizes the use of research and data to understand customer behavior and preferences.
- Advocates for clear, concise, and specific messaging tailored to the target audience.

YouTube Video Summary:

I'll proceed to summarize the YouTube video using the VideoSummary tool. Please hold on while I fetch the summary for you.

Used Video Summary



YouTube Video Summary: "The Difference Between Planning and Strategy" by Roger Martin

Roger Martin discusses the crucial distinction between planning and strategy, emphasizing that while planning involves listing desired activities, strategy requires a coherent set of choices that positions an organization to win. He critiques the common practice of strategic planning, which often lacks a true strategic foundation, merely comprising a collection of unrelated initiatives. Martin argues that a genuine strategy must articulate a theory of victory, explaining why certain actions on a chosen playing field will lead to success over competitors. He uses Southwest Airlines as an example of a company with a clear strategy that disrupted the traditional airline industry by focusing on low costs, point-to-point flights, and no-frills service, contrasting it with other airlines that lacked a coherent strategy and merely aimed to participate in the market. Martin advises that embracing the inherent uncertainty and potential for adjustment in strategy is key to leadership and organizational success, advocating for simplicity and clarity in articulating strategic choices.

Integrating Insights for a Strategic Marketing Plan for a DMO:

1. **From "Scientific Advertising":** Utilize data-driven approaches to understand the target audience for the California beach destination, testing different advertising messages and channels to find the most effective ways to reach potential visitors.
2. **From "Epic Content Marketing":** Develop a content marketing strategy that positions the California beach destination as a must-visit location. Use storytelling to highlight unique experiences, local culture, and natural beauty, creating engaging content that resonates with the target audience.
3. **From "Competing in the Age of AI":** Leverage AI and data analytics to personalize marketing efforts, ensuring that potential visitors receive tailored information that matches their interests and preferences. Use AI to analyze trends and predict visitor behavior, optimizing marketing strategies in real time.
4. **From "On Strategic Marketing":** Align the marketing strategy with the overall objectives of the DMO, ensuring that all marketing activities support the goal of increasing visitor numbers and enhancing the destination's reputation. Continuously analyze the competitive landscape and adapt strategies to maintain a competitive edge.
5. **From "The Strategist's Handbook":** Develop a clear and coherent strategic plan that outlines how the DMO will differentiate the California beach destination from other locations. Identify unique value propositions and ensure that all marketing activities are aligned with these strengths.



You

could you expand on how we would use the insights and key points from "The Strategist's handbook"?

1. Strategic Thinking and Planning Frameworks:

- **Application:** Use the strategic frameworks provided in the handbook to analyze the competitive landscape of beach destinations within California and beyond. This involves identifying competitors, understanding their strengths and weaknesses, and pinpointing gaps in the market that the destination can exploit.
- **Outcome:** Develop a unique positioning strategy that differentiates the destination from others by highlighting unique attributes such as exclusive experiences, local culture, or environmental sustainability initiatives.







2. Holistic View of the Competitive Environment:

- **Application:** Conduct a comprehensive analysis of the external environment, including socio-economic trends, technological advancements, and changes in consumer behavior that could impact tourism. This holistic view should also consider potential threats, such as environmental concerns or emerging competing destinations.
- **Outcome:** Adapt the marketing strategy to leverage opportunities and mitigate threats, ensuring the destination remains appealing and relevant to target audiences.

Our AI-enabled toolkit for supercharged learning

Education

Explore new ideas, revisit existing skills

- **Universal Primer**
The fastest way to learn everything about anything
By runway.com
- **Math Solver**
Your advanced math solver and AI Tutor, offers step-by-step answers, and helps you learn math and even all academic subject...
By studyx.ai
- **math**
The world's most powerful math tool
By aihomework.fun
- **CK-12 Flexi**
The world's most powerful math and science AI Tutor for middle and high school students.
By flexi.org
- **Code Tutor**
Let's code together! I'm Khanmigo Lite, by Khan Academy. I won't write the code for you, but I'll help you work things out. Can...
By khanacademy.org
- **AlphaNotes GPT**
Transform YouTube videos or web articles into your personal study guide or study aids, making learning efficient and...
By daveidai.dev



You

I want to understand how to build a strategic marketing plan for a destination marketing organization.



Universal Primer

Building a strategic marketing plan for a Destination Marketing Organization (DMO) involves a multi-faceted approach, focusing on promoting a destination to increase visitor numbers in a way that is sustainable and benefits both the local community and tourists. Let's break down this complex process into more digestible parts, using clear explanations and analogies to ensure understanding.

1. Understanding the Destination

First, think of the destination as a product you're trying to sell in a marketplace. Just as a smartphone manufacturer needs to understand the features, benefits, and unique

Before we proceed further, it would be helpful to know your level of familiarity with some of the key concepts mentioned:

1. Do you have a basic understanding of SWOT analysis and how it's conducted?
2. Are you familiar with market research techniques, particularly in the context of tourism and travel?
3. How comfortable are you with setting SMART goals and objectives?
4. Do you have experience or knowledge of digital marketing strategies?
5. Are you familiar with project management principles, especially related to implementing complex plans?
6. How well do you understand the process of setting up and interpreting metrics and KPIs?

Your answers will help me tailor the explanation to better suit your learning needs.



▶ Taking the pain out of research



ScholarAI

Unleash scientific research: search 200M+ peer-reviewed papers and explore images and text from scientific PDFs.



You

Acting as a research assistant, could you find any research papers that investigate the effects of climate change on tourism, especially in ecologically sensitive areas that are most at risk to be affected? Finally, could you please suggest how the insights in these papers might affect the business and marketing strategy of a DMO or tourism business operating in the Alaskan interior?

▶ Taking the pain out of research



ChatGPT

Used ScholarAI 

Here are some research papers that investigate the effects of climate change on tourism, particularly in ecologically sensitive areas:

1. **Climate change and its potential impacts on sustainable tourism development** by Mehrnaz Alizadeh, Roozbeh Mirzaei, and A. Dittmann ([Link](#))
 - **Summary:** This study assesses the impacts of projected climate change on tourism development in coastal destinations using the Physiologically Equivalent Temperature. It suggests that certain destinations will experience increased temperatures in summer, making them less favorable during this season but more pleasant in autumn and winter. The study recommends increasing investment in indoor facilities for summer and redistributing tourist demand throughout the year.
2. **Climate Change and Geotourism: Impacts, Challenges, and Opportunities** by John E. Gordon ([PDF](#))
 - **Summary:** This paper discusses the significant challenges and opportunities climate change presents for geotourism destinations, especially in mountain and coastal areas. It highlights the need for adaptation measures to mitigate the physical and aesthetic impacts of climate change on geoheritage assets and enhance visitor experiences while addressing increased risks from natural hazards.

Implications for a DMO or Tourism Business in the Alaskan Interior:

For a Destination Management Organization (DMO) or tourism business operating in the Alaskan interior, these insights could inform several strategic adaptations:

- **Seasonal Adjustments:** Similar to the recommendations for coastal destinations, businesses in Alaska might consider adjusting their offerings based on seasonal changes exacerbated by climate change, such as warmer summers and changes in wildlife patterns.
- **Indoor and Alternative Attractions:** Investing in indoor or less climate-dependent attractions could help maintain tourist interest during less favorable weather conditions.
- **Educational Tourism:** Leveraging the didactic potential of geotourism to raise awareness about climate change, similar to the opportunities highlighted in the geotourism study, could be a unique selling point.
- **Community Engagement and Adaptation:** Engaging with the local community to develop and communicate adaptation measures, as seen in the German study, can help in collectively addressing the challenges posed by climate change.
- **Sustainability and Conservation:** Emphasizing sustainability and conservation efforts in marketing strategies can attract tourists who are increasingly conscious of their environmental impact.

Boom.



ChatGPT

Used ScholarAI

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The #1 concern investing in data is:

WHAT DOES ANY OF IT MEAN?!





CAUTION



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▶ What sort of data analytics tasks can AI tools do for us today?



Please provide a list of good prompts to use when asking for data analysis of CSV files or other data files



Certainly! Here's a list of prompts you can use to request data analysis of CSV files or other data files:

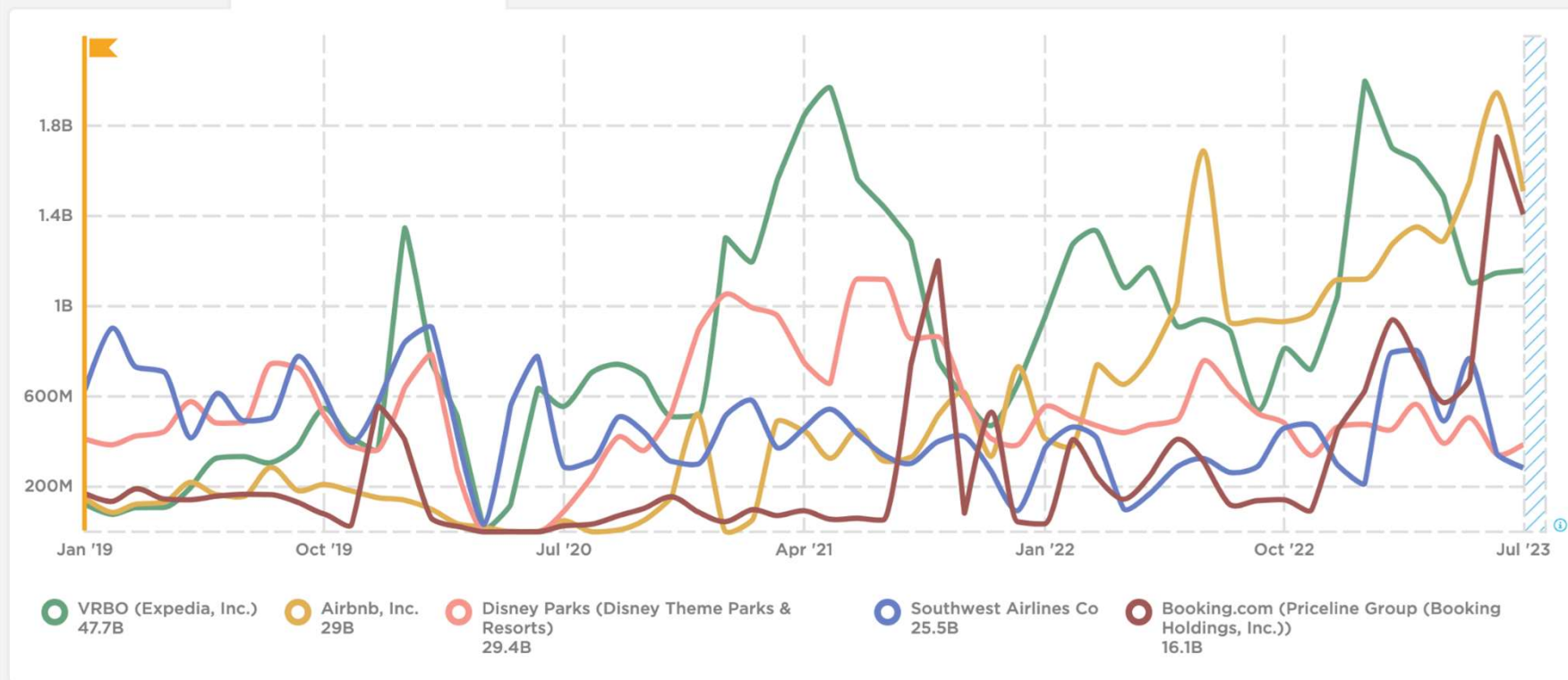
1. "Please perform an in-depth analysis of the provided CSV file and extract key insights."
2. "Could you analyze the data in the CSV file and provide trends, patterns, and notable findings?"
3. "Perform a comprehensive analysis of the data in the Excel sheet, focusing on any interesting trends or anomalies."
4. "I would like you to conduct data analysis on the dataset in the provided CSV file and present your findings."
5. "Please analyze the data in the CSV file and generate visualizations to illustrate important trends."
6. "Could you delve into the details of the data in the Excel file and provide a summary of your analysis?"
7. "Analyze the dataset in the CSV file to identify any correlations, outliers, or insights that can inform decision-making."

Example: Analyzing Your Competitor's Media Spending Patterns

Historical Comparison

Monthly Spend

Monthly Impressions



Example: Analyzing Your Competitor's Media Spending Patterns

Prompt:
Please perform an in depth analysis of the following table of media spend for the 5 companies over the past few years and extract key insights:

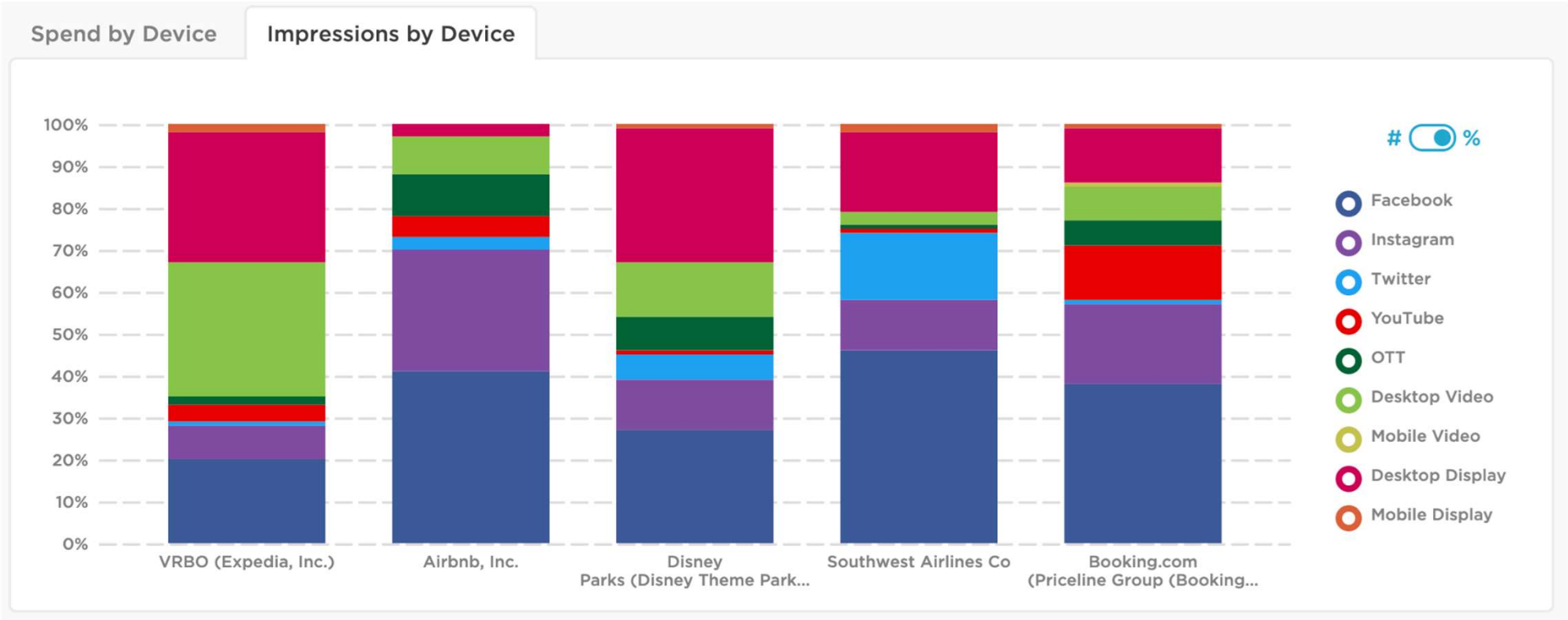
Date Range	VRBO (Expedia, Inc.) Impressions	Airbnb, Inc. Impressions	Disney Parks (Disney Theme Parks & Resorts) Impressions	Southwest Airlines Co Impressions	Booking.com (Priceline Group (Booking Holdings, Inc.)) Impressions
1/1/2019 - 1/31/2019	120,978,900	146,551,500	410,486,100	629,138,500	168,650,200
2/1/2019 - 2/28/2019	77,535,900	85,871,900	385,374,800	902,302,700	134,817,000
3/1/2019 - 3/31/2019	107,112,000	122,745,600	424,868,700	728,776,100	191,003,600
4/1/2019 - 4/30/2019	107,644,500	131,108,300	442,988,700	709,199,900	145,708,600
5/1/2019 - 5/31/2019	193,214,200	218,772,500	576,473,600	417,310,300	142,035,400
6/1/2019 - 6/30/2019	327,440,200	164,231,600	481,503,600	613,411,600	157,914,900
7/1/2019 - 7/31/2019	333,177,500	156,326,900	482,746,300	492,786,800	166,405,900



Here are some key insights extracted from the media spend data for the five companies (VRBO, Airbnb, Inc., Disney Parks, Southwest Airlines Co, Booking.com) over the specified period:

- Fluctuations in Advertising Efforts:** The monthly impressions vary significantly across the five companies and various media channels, indicating different advertising strategies and target audiences. Some months show substantial increases or decreases in impressions, potentially reflecting changes in marketing campaigns or business priorities.
- Airbnb's Consistent Presence:** Airbnb, Inc. consistently maintains a high level of impressions across most months, suggesting a sustained and significant advertising effort. This could contribute to its brand visibility and market share.
- Disney's Seasonal Patterns:** Disney Parks' impressions show patterns that align with seasonal trends, with higher impressions during peak travel seasons like summer and holidays. This could reflect the company's focus on promoting travel to its theme parks during these periods.
- Variability in Southwest Airlines:** Southwest Airlines Co impressions exhibit fluctuations that might relate to changes in travel demand, seasonal variations, or specific marketing campaigns targeting different customer segments.

Let's take our analysis a little further!



▶ Example: Analyzing Your Competitor's Media Spending Patterns

Prompt:

The following data is related to media spend for each of the 5 previous companies organized by spend and media channel. Please analyze this data and combine with the previous information to provide enhanced insights for each company:



Here are some insights combining the spend and impressions data for each company (VRBO, Airbnb, Inc., Disney Parks, Southwest Airlines Co, Booking.com) over the specified period:



1. Allocation of Spend and Impressions:

- VRBO allocates a significant portion of its spend and impressions to "Desktop Video" (57%), emphasizing video advertising on desktop platforms.
- Airbnb, Inc. focuses on "Facebook" (30%) and "Instagram" (24%), leveraging visual content platforms for its advertising strategy.
- Disney Parks balances its spend and impressions across various channels, with notable emphasis on "Facebook" (27%) and "Instagram" (26%).
- Southwest Airlines Co puts substantial resources into "Twitter" (46%) and "Facebook" (16%) for real-time updates and visual content sharing.
- Booking.com distributes its spend and impressions evenly across various channels, with a significant presence on "Facebook" (29%) and "Instagram" (18%).

2. Spend and Impressions Alignment:

- VRBO's high spend on "Desktop Video" aligns with its high impressions in the same category (32%), indicating a successful strategy in engaging desktop users.
- Airbnb, Inc.'s investment in "Facebook" and "Instagram" corresponds to its high impressions on these platforms (41% and 29% respectively), reinforcing the brand's social media presence.
- Disney Parks' spend and impressions are consistent with its overall marketing mix, with a balance across channels.
- Southwest Airlines Co's heavy spend on "Twitter" is mirrored by its high impressions on the platform (16%), showing effective real-time engagement with customers.

▶ OK...this is awesome. Can AI give us ideas on what to do with the insights?

→ If you were Southwest Airlines, what media channel strategy would you consider to take advantage of the insights presented above?

From ChatGPT:

- **Continue to Emphasize Real-Time Engagement on Twitter:**
 - Southwest Airlines should maintain its strong presence on Twitter, given its real-time engagement capabilities and the airline industry's need for timely updates. This platform can be used for providing flight information, customer service, and responding to passengers' queries promptly.
- **Leverage Facebook and Instagram for Visual Storytelling:**
 - Southwest Airlines should capitalize on the success of "Facebook" and "Instagram" by focusing on visual storytelling. Sharing captivating visuals of destinations, customer experiences, and behind-the-scenes content can resonate well with the audience and drive engagement.
- **Diversify Content on Facebook and Instagram:**
 - While Southwest Airlines has seen success on "Facebook" and "Instagram," diversifying content is crucial. This could include user-generated content, destination highlights, employee stories, and interactive posts to foster a sense of community and engagement.
- **Explore Video Content:**
 - Given the success of "Desktop Video" and the overall trend toward video consumption, Southwest Airlines could invest in video content across platforms. This could involve creating short travel guides, virtual tours, customer testimonials, and even behind-the-scenes videos of the airline's operations.

▶ Closing thoughts on using AI for data analytics

- **ALWAYS cross reference the results of AI analysis.** Level up that level of scrutiny depending on how sensitive the use of the data will be (is it going before your board? Influencing a major strategy? Staff whiteboarding?)
- **Be specific and precise with your inquiries. Iterate questions to dive into deeper, more specific insights.** It can often take more than one round of questioning to get the results you want. Chase down specific insights by referencing AI responses in iterative questions ("can you tell me more specifically about how Southwest Airlines spent money on Twitter over the years?")
- **Use GOOD data!** Be sure that the data you use is clean, well structured, and as free of errors as possible. **Do NOT ask AI platforms to provide the data for you:** it's often 'made up' or 'hypothesized' data that's often not close to accurate.

▷ 11. The Law of the Alley-Oop

In the game of business development, AI acts as the ultimate point guard, adeptly navigating market dynamics to assist sales professionals. It anticipates client needs and market shifts, setting up perfect opportunities for success. Like a skilled point guard orchestrating a game-winning play, AI enables precise execution and timely decision-making, ensuring sales teams capitalize on every opportunity, driving success in the competitive world of sales with strategic insight and precision.

"TALENT WINS GAMES, BUT TEAMWORK AND INTELLIGENCE WIN CHAMPIONSHIPS."

– MICHAEL JORDAN



Created by Matt Clement using MidJourney

AI will never be able to shake a customer's hand.



▶ How will AI transform the day to day of business development?

- AI will mitigate much of the time you lose by taking over the mundane tasks in the sales cycle (reportedly up to 70% of your time).
- GenAI applications in sales including lead generation, sales acquisition, interactive training, and more will serve as the ultimate personal assistant throughout the sales journey.
- CRM systems are already transforming with AI-enabled tools to automate, enhance and customize time consuming tasks like follow ups, lead prioritization, personalized communications, churn management, prospect targeting and product/service recommendations.
 - Salesforce Einstein GPT
 - Microsoft's Viva Sales
- Companies like Momentus will utilize AI to streamline event management including scheduling, space allocation, and even auto-suggesting best-fit suppliers and vendors based on past events.
- AI-powered revenue management systems like IDeaS will enhance pricing adjustments based on real-time demand, booking pace, and other factors.

The list goes on!

▶ How can you leverage ChatGPT?

- Personalized communication
 - Customized follow ups
- Proposal and document generation
 - Proposal writing assistance
 - Contract and agreement drafting
- Training and onboarding
 - Role-play scenarios to create realistic customer interactions, helping new hires practice their pitch and response strategies
 - Continuous learning: as we learned earlier, AI is the ultimate tool for learning anything, fast
- Market Research and insights
 - Competitor and trend analysis (as we explored in Law 10)
- Meetings assistant
 - Automatically generate summaries of meetings, highlighting key points, decisions and action items that are easily shareable both internally and externally.

Crafting a customized follow up

Step 1: Client Snapshot

Step 2: Interaction Recap

Step 3: Follow-up objective

Step 4: Personal Touches

Step 5: Call to Action

"I need to follow up with InnovateTech, a tech company planning a 300-person product launch. Last we spoke, they were concerned about AV capabilities and catering options. I want to reassure them about our state-of-the-art AV tech and our versatile catering services, and invite them for a final site visit. We bonded over a shared love for sustainable practices. I'd like them to decide on the venue after the visit."



Dear [Client's Name],

I hope this message finds you well. Following our recent conversation, I've been eagerly looking forward to addressing InnovateTech's specific needs for your upcoming 300-person product launch.

I understand that top-notch AV capabilities and flexible catering options are crucial for the success of your event. I'm thrilled to reassure you that our venue is equipped with state-of-the-art AV technology designed to support dynamic presentations and seamless live streaming, ensuring a flawless experience for both in-person and remote participants. Our versatile catering services are tailored to accommodate a wide range of dietary preferences, guaranteeing a delightful culinary experience for all attendees.

Moreover, our shared commitment to sustainability resonates deeply with our venue's practices, from eco-friendly operations to sustainable catering options, aligning perfectly with InnovateTech's values.

I would be delighted to invite you for a final site visit to experience firsthand the capabilities and ambiance of our venue. It would be the perfect opportunity to discuss any remaining questions and visualize the successful launch of your product in our space.

Could we schedule a visit at your convenience next week? I'm confident that once you see everything our venue has to offer, you'll find it the ideal setting for an event as innovative and impactful as InnovateTech's product launch.

Looking forward to your thoughts and hoping to welcome you soon.

Best regards,

[Your Name]
[Your Position]

11. The Law of Creative Exploration

We humans are both creators and explorers, delving deep into uncharted territories for moments of pure revelation: the **Creative Spark**. This profound clarity, born from myriad inspirations, is the hallmark of genuine innovation. True creative mastery in this new era will pivot from the creative skills of old to a deeper understanding of aesthetics, nuanced prompts, and an insatiable appetite for discovery.

"SOME PEOPLE CAN QUOTE EVERY LINE OF SHAKESPEARE BUT THAT DOESN'T MEAN THEY CAN COME UP WITH THE NEXT HAMLET."

— NEIL BERNARDO



Created by Cole Dunleavy using MidJourney

AI couldn't have created the Blues



ROBERT JOHNSON "THE FIRST ROCKSTAR"

But it can create a new Blues song.
(sort of).

NEWS

Here's AI Attempting to Write a Blues Rock Song in the Style of Joe Bonamassa

📅 April 7, 2022 👤 David Slavkovic ⌕ 2 min read



▶ Let's make kids 'Sod Poodle' doll (that's a real thing...sorta)

- Please describe the combination of a poodle and a cowboy in a format optimized to use in a AI image generation tool like DALL E



Sure, here's a text prompt optimized for AI image generation tools like DALL-E:

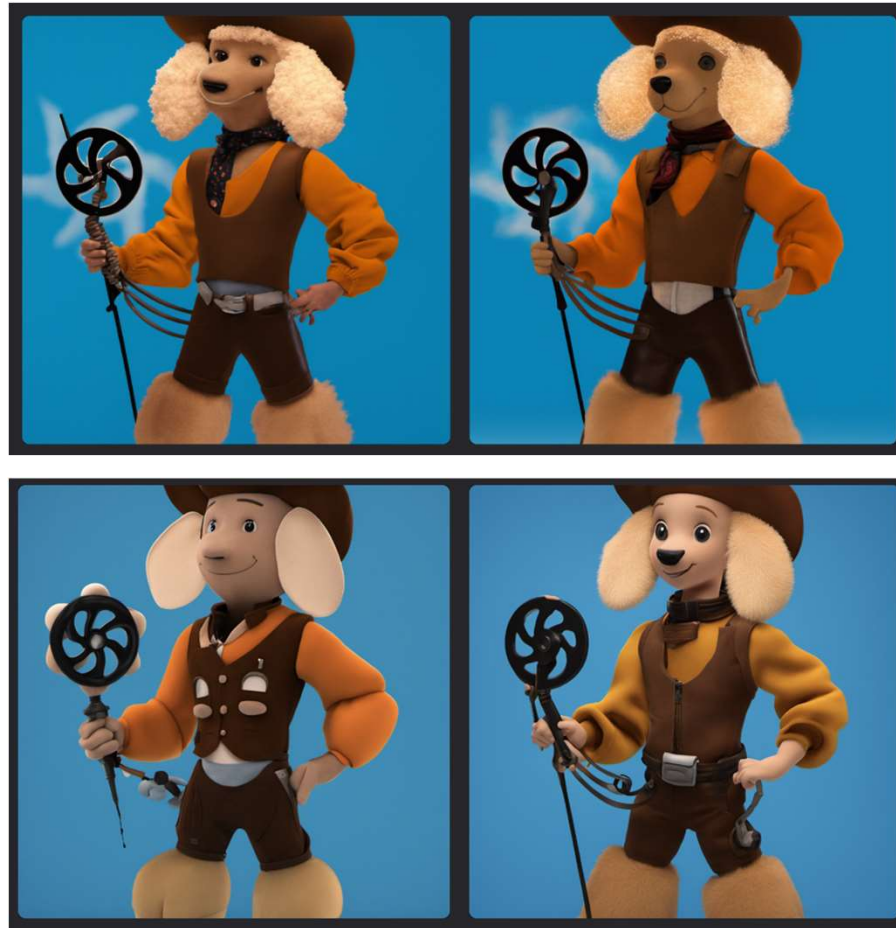
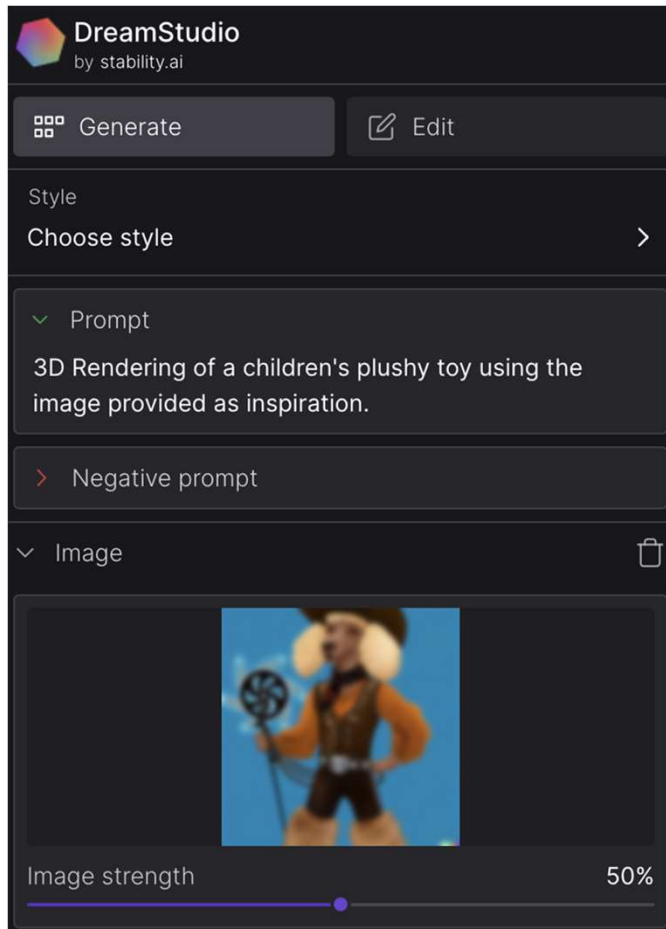
"A poodle wearing a classic cowboy outfit. The poodle has a curly, well-groomed coat and is in a playful pose. The cowboy outfit consists of a brown cowboy hat perched on its head, a red bandana tied around its neck, a leather vest with fringes, and small cowboy boots on its paws. The poodle is holding a toy six-shooter gun in its mouth and has a lasso coiled nearby. The backdrop is a Wild West setting with a wooden saloon and tumbleweeds."

Feel free to use this prompt to generate an image using your AI tool!

▶ Making a Sod Poodle, Part 2: DALL E 2



▶ Making a Sod Poodle, Part 3: DreamStudio



▶ Bringing a scene to life



You

I need you to help me create an image generation prompt for the DreamStudio image generator. I want to create an image of a girl and her Dad dog sledding together in the Alaskan wilderness. The Dad is driving the sled while his daughter rides in front. The Dad is 5'9, caucasian with a light beard and has an olive complexion. His daughter is 5'2, caucasian with much fairer skin and reddish blonde hair. Both are wearing cold weather gear appropriate for the conditions, including toboggans. Both have huge smiles on their faces as they experience this bucket list activity together. It should be an active shot, with the sled in motion. A team of 6 Alaskan huskies pulls the sled along a snowy trail in a boreal forest typically found near Fairbanks, AK. It's mid-day in January on a perfectly clear day. Because of the time of year, the sun is low over the horizon and casts beautiful, golden hour glow over the scene. Behind the Dad and his daughter is a male guide, also wearing cold weather gear and guiding his own dog sled and team. You can just sort of see him at the edge of the scene, also along the trail. This image will be used to promote a dog sledding business in Fairbanks and should convey a sense of adventure, and the joy that comes with experiencing something new together as a family.

Prompt for DreamStudio:

Create a vibrant and dynamic image capturing a heartwarming family adventure in the Alaskan wilderness. The scene is set in motion with a father and his daughter joyfully dog sledding through a snowy trail in a boreal forest near Fairbanks, AK. It's a clear, mid-day in January, and the low-hanging sun casts a golden hour glow, enhancing the beauty and excitement of the moment.

Characters:

- **Father:** A 5'9" Caucasian man with an olive complexion, light beard, and a big smile. He's dressed in appropriate cold weather gear, including a toboggan, driving the sled.
- **Daughter:** A 5'2" Caucasian girl with fair skin, reddish-blond hair, and a huge smile. She's bundled up in suitable cold-weather attire, riding in front of her dad on the sled.

Details:

- **Sled and Dogs:** The sled is in active motion, pulled by a team of 6 Alaskan huskies, embodying the spirit of adventure.
- **Environment:** The trail winds through a typical boreal forest, with tall, snow-covered trees framing the path. The clarity of the day and the low sun add a magical, golden glow to the scene.
- **Guide:** In the background, a male guide is partially visible, also on a dog sled, adding depth to the adventure and the business's professional guidance.

Atmosphere: The image should radiate joy, adventure, and the unique bond of experiencing a bucket list activity together. It should invite viewers into the scene, making them feel the excitement and happiness of the father-daughter duo.

Purpose: This image will be used to promote a dog sledding business in Fairbanks, highlighting the unforgettable experiences families can share in the stunning Alaskan wilderness.

▶ Bringing a scene to life

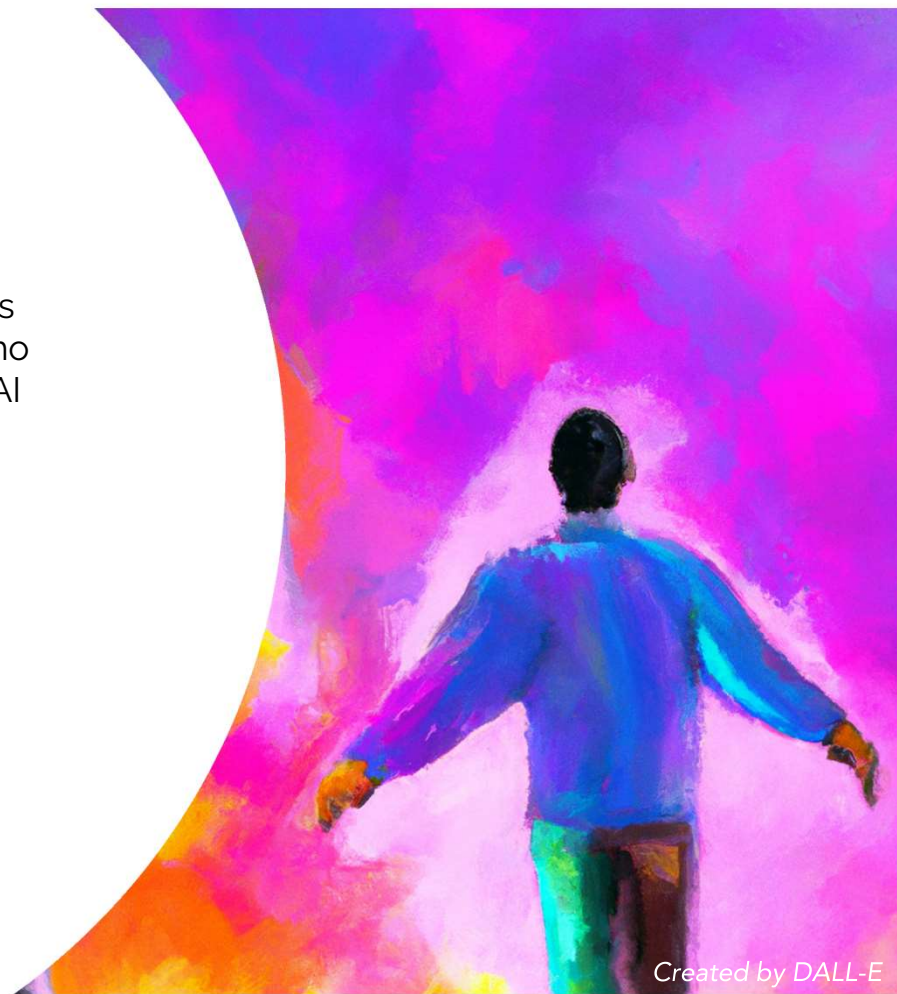


▷ 12. The Law of Ascendancy

In the intricate dance of progress, machines and algorithms, no matter how advanced, will fully eclipse the intuitive insight or creative spark of humans. However, history shows us the relentless march of those who adapt overpowering those who resist. Those who seek mastery by intertwining their expertise with the capabilities of AI will not just thrive but dominate, overshadowing their counterparts who remain ensnared by the past.

"YOU DON'T HAVE TO SEE THE WHOLE STAIRCASE, YOU JUST NEED TO TAKE THE FIRST STEP."

— MARTIN LUTHER KING, JR.



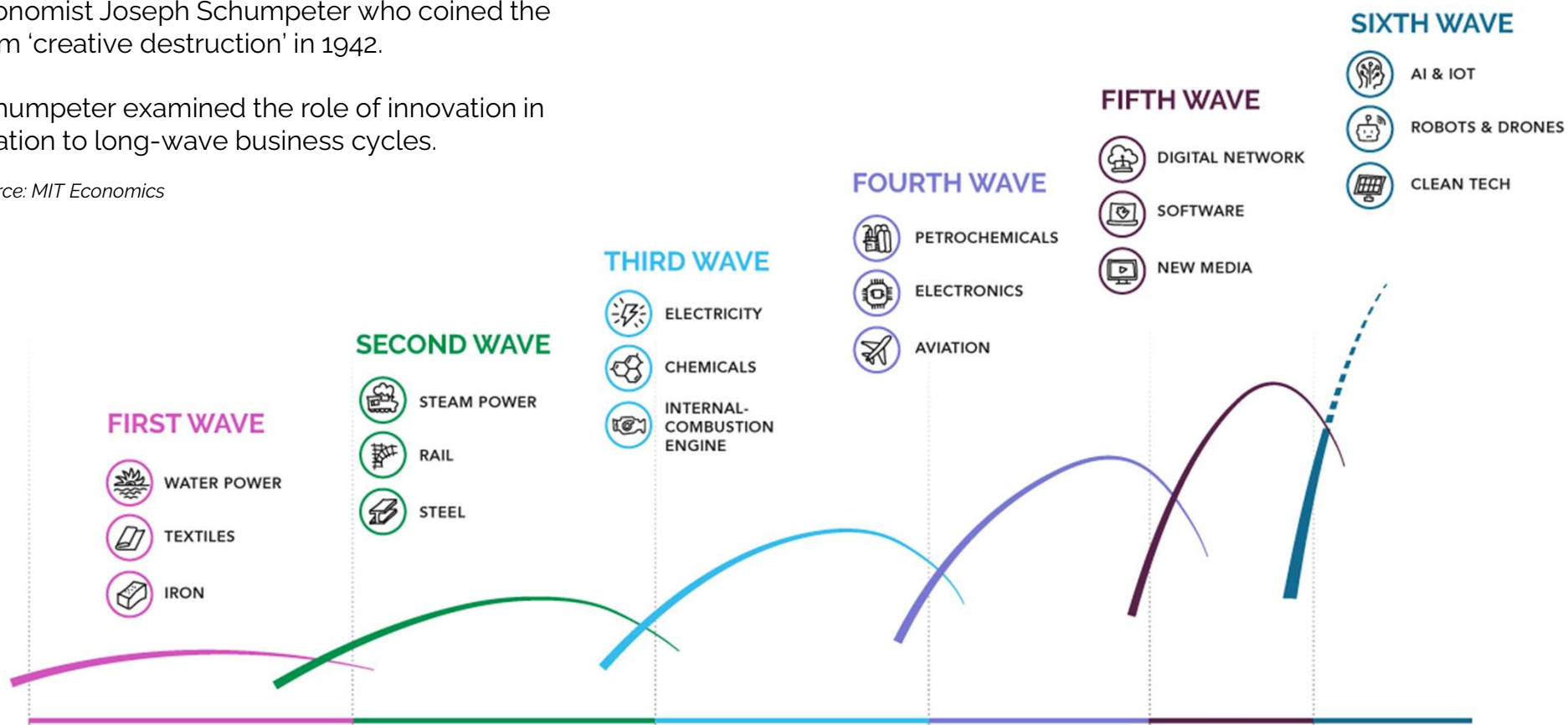
Created by DALL-E

Long Waves of Innovation

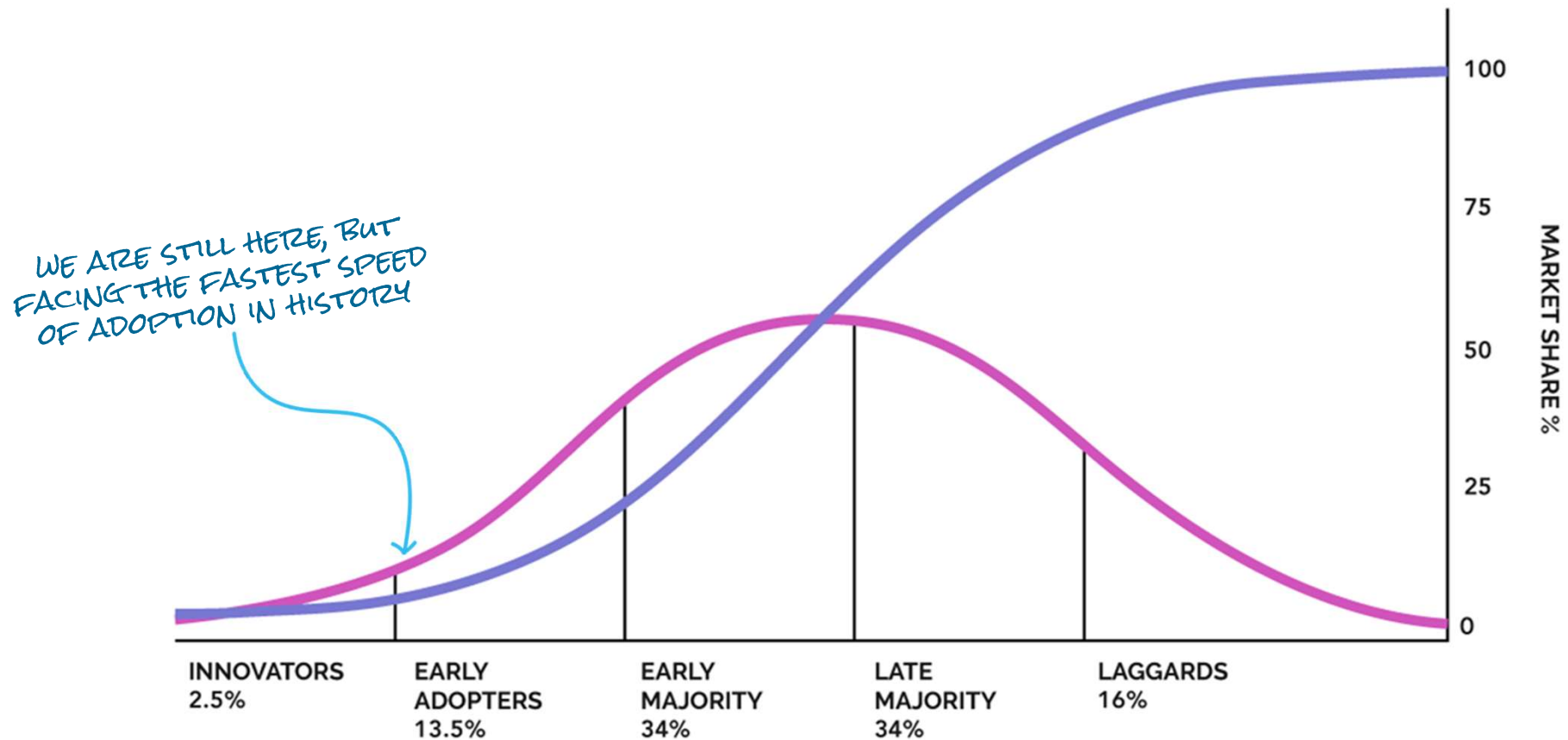
The theory of innovation cycles was developed by economist Joseph Schumpeter who coined the term 'creative destruction' in 1942.

Schumpeter examined the role of innovation in relation to long-wave business cycles.

Source: MIT Economics



▷ Change Occurs, You Choose the Time



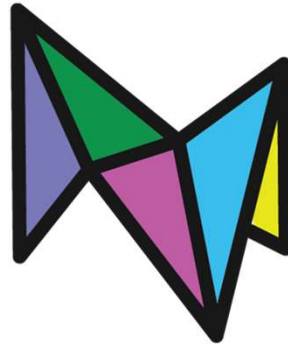
In the future, it will not be the specialist expert who rules, but the generalist who wields AI most effectively.



The 12 Laws of Artificial Intelligence

- Law of the Human Touch
- Law of Humble Beginnings
- Law of Transparency
- Law of the Imperfect Mirror
- Law of Liberated Potential
- Law of the Artful Inquiry
- Law of Constructive Command
- Law of Data Enlightenment
- Law of Intellectual Alchemy
- Law of Creative Exploration
- Law of Collective Empowerment
- Law of Ascendency





CONNECTING PEOPLE TO ~~PLACES~~

ARTIFICIAL
INTELLIGENCE

WANT TO HOP IN?



How does AI figure into the creative process?

- AI can be 'creative' using existing human knowledge; and augments creativity by pushing you out of your established, familiar patterns.
- AI democratizes the creative process: more people can bring their creative ideas to life in a way that wasn't as feasible before
 - Using an AI image generator to draw an alligator riding a surfboard
- Jumpstarts the creative process by decreasing friction from a blank whiteboard to visualized ideas which can help birth truly creative or 'new' concepts, art, content, etc.
- Can assist in the 'scientific method' of creativity where the hypothesis (creative idea) is conceptualized, tested and eventually measured.
- Creating in collaboration with AI: using your human intuition, emotion, common sense and experiences to guide AI towards a desired creation it could not create on its own...at a speed and efficiency that a human could not create on their own.

**AI IS AT ITS BEST WHEN IT IS AUGMENTING, NOT REPLACING,
HUMAN CREATIVITY.**