



Keynote Speaker :

AI Across Generations

Unlocking Tools for Life, Work, and Purpose



Georgia

Georgia Business Travel Association





Workfast Consulting



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James Stovall - Partner at Workfast Consulting

1. Decade at Deloitte Consulting
2. Conference Speaker
3. Based in Atlanta
4. Expertise in Consulting, Human Capital, AI and Innovation
5. Example clients: Coca-Cola, Aflac, Google, Amazon, J&J, Cisco
6. Degree in CS Georgia Tech
7. Member Georgia Tech College of Computing Advisory Board
8. Co-Founder of GA AI Alliance



Workfast Consulting

"Artificial intelligence will have a more profound impact on humanity than fire, electricity and the internet."



Sundar Pichai, the CEO of Alphabet

What is Artificial Intelligence (AI)?

- **Artificial Intelligence** is when computers are designed to do things that normally require human intelligence. This includes tasks like:
 - Understanding language
 - Recognizing pictures or sounds
 - Solving problems
 - Making decisions
- **Generative AI** is a special kind of AI that can create things — like text, images, music, or even computer code
 - Instead of just analyzing or sorting data, it generates new content based on patterns it has learned like text, pictures, sound and video

Top Skills on the Rise in the U.S. (2025)

LinkedIn's March 2025 shows 70% of needed job skills will change by 2030. Where should professionals invest?

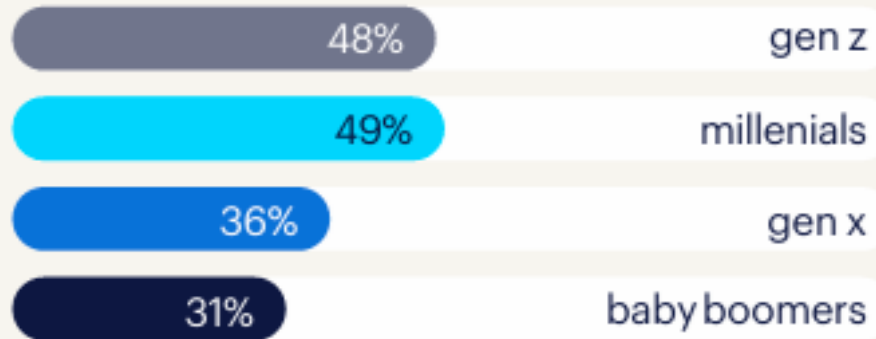
- **Top 5 Fastest-Growing Skills in the U.S.:**
 - **AI Literacy** – Understanding and applying AI tools
 - **Conflict Mitigation** – Navigating workplace dynamics
 - **Adaptability** – Embracing change and learning
 - **Process Optimization** – Driving efficiency and growth
 - **Innovative Thinking** – Solving problems creatively

AI usage is accelerating and not all is good

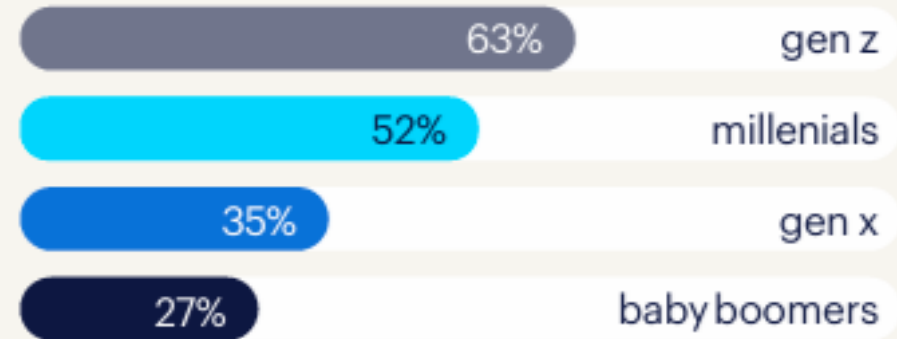
- This global research study into the use of generative AI involving over 48,000 people in 47 countries
- **Current Gen AI Adoption**
 - 58% of employees intentionally use AI regularly at work (31% weekly/daily)
 - General-purpose generative AI tools are most common (73% of AI users)
 - 70% use free public AI tools vs. 42% using employer-provided options
 - Only 41% of organizations have any policy on generative AI use
- **The Hidden Risk Landscape**
 - 50% of employees admit uploading sensitive company data to public AI
 - 57% avoid revealing when they use AI or present AI content as their own
 - 66% rely on AI outputs without critical evaluation
 - 56% report making mistakes due to AI use
- **Benefits vs. Concerns**
 - Most report performance benefits: efficiency, quality, innovation
 - 40% sometimes feel they cannot complete work without AI help
- **The Governance Gap**
 - Only half of organizations offer AI training or responsible use policies
 - 55% feel adequate safeguards exist for responsible AI use
 - AI literacy is the strongest predictor of both use and critical engagement

Generations are exploring AI differently

percentage of different generations using AI

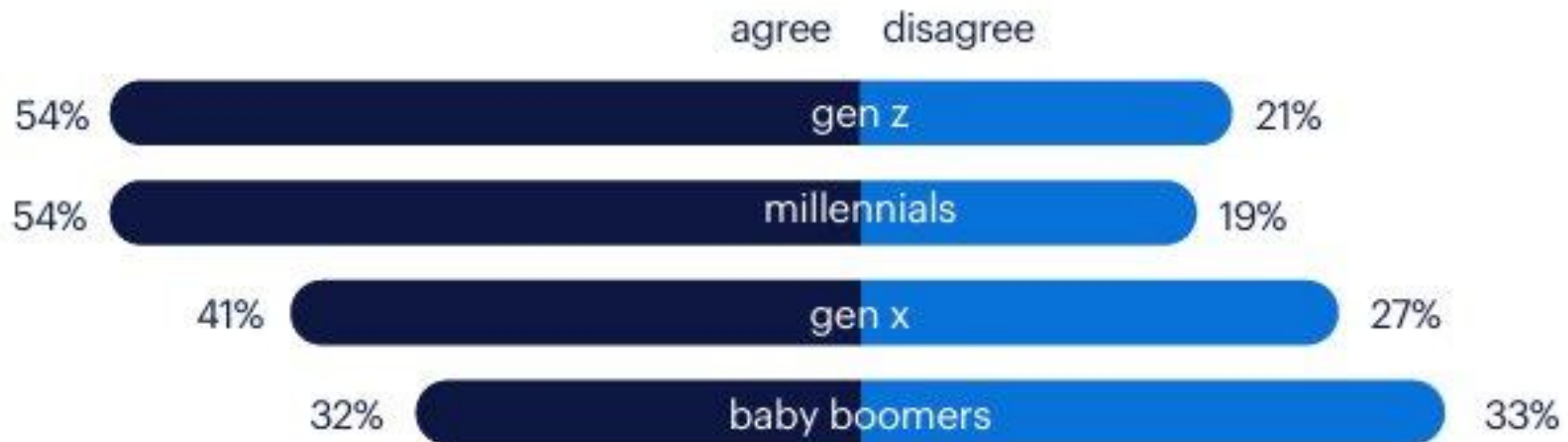


percentage of different generations seeking AI learning opportunities outside the workplace



Younger workers see more AI potential

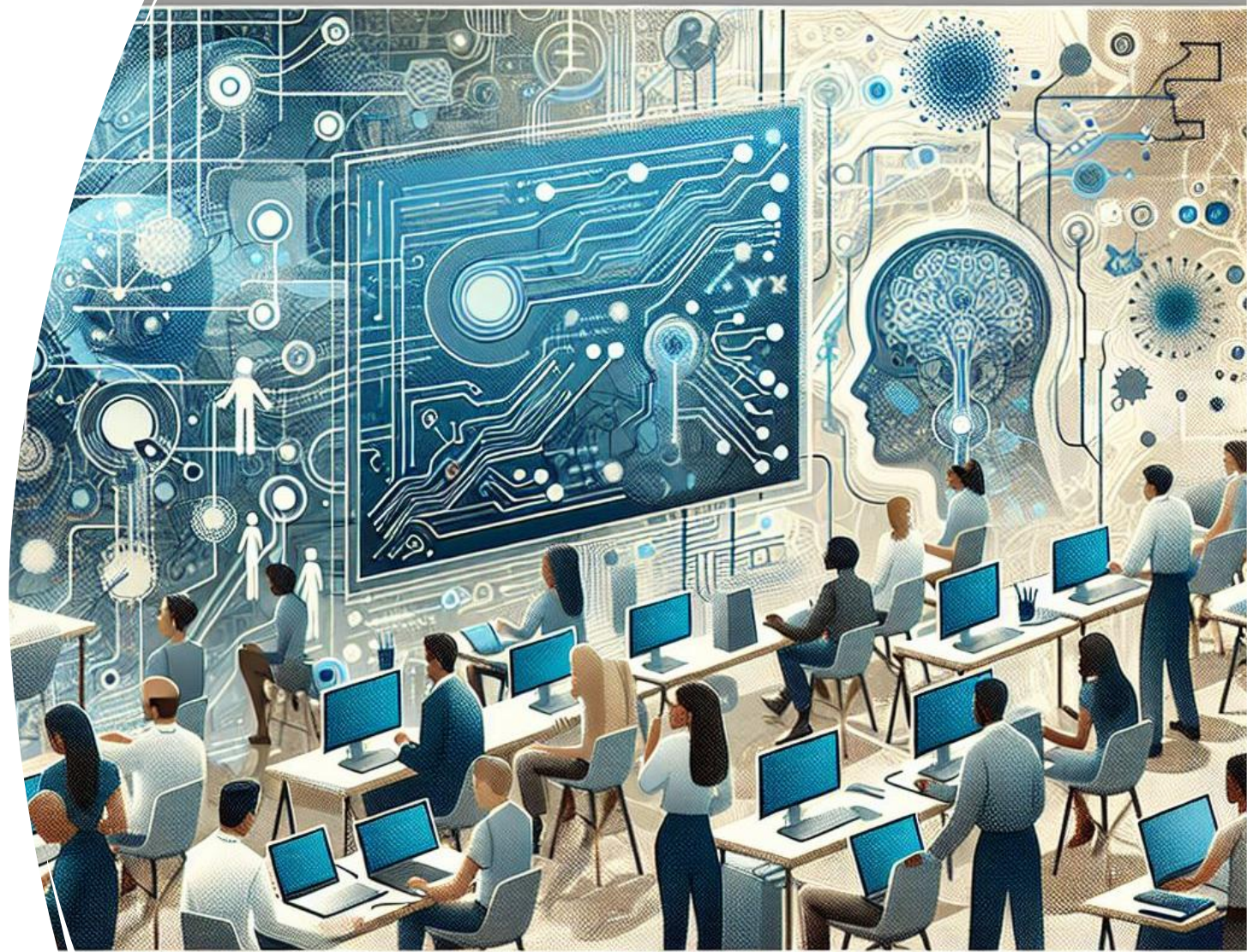
I believe my employer could use AI more in my workplace.



What are some big areas to use GenAI for?

- **Drafting an 85% version of text** – Writing emails or drafting a Cub Scout Camping Guide
- **Summarizing text** - AI Executive Order to summarizing meeting action items.
- **Creating custom images or Audio** – images to podcasts
- **Writing Code**
- **Creating personas** – Ask AI to create a persona
- **Multi-Modal** – This is prompting using images, text or audio

Prompt Engineering



Before prompting - warnings when using AI

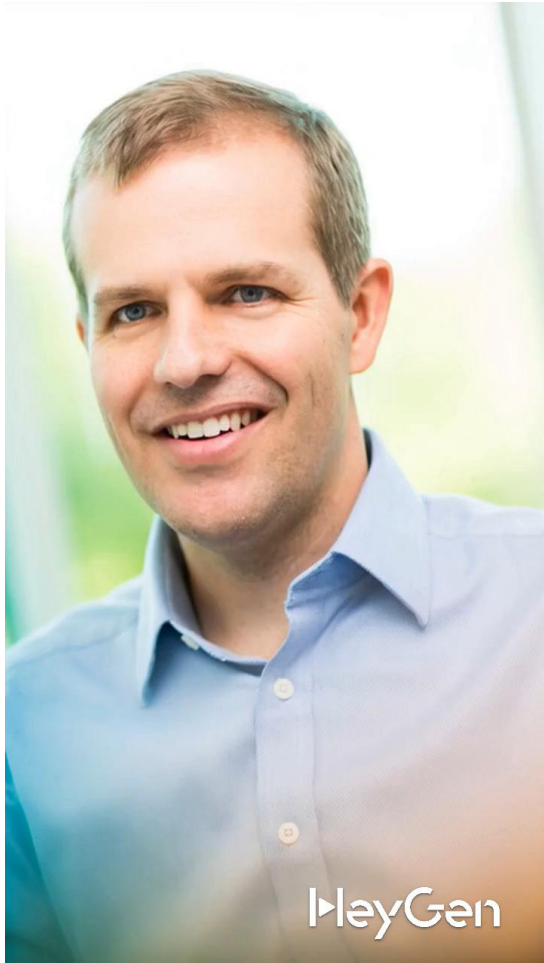
1. Don't use content which is confidential or content you would copyright (you can anonymize)
2. There is no guarantee of privacy when using most AI
3. Hallucinations – information can sometimes be made up
4. AI can pick up biases based on the data it was trained on
5. AI may produce bland or average output, particularly with less context

What makes a good prompt?

- **Context is Critical:** Providing context is crucial for generating relevant and accurate responses. This means including background information or any relevant details that can help the AI understand the task better. For example, "As a marketing manager, write an email to a potential client explaining the benefits of our new product."
- **Clarity and Specificity:** A great AI prompt should be clear and unambiguous, while also being specific. It should precisely convey what you want the AI to do, avoiding any vague or confusing language. For instance, instead of saying "Write something about marketing," you could say "Write a 200-word article on the latest trends in digital marketing."
- **Define the Purpose:** Clearly defining the purpose of the prompt helps the AI understand the end goal. This includes specifying the format, length, and key points to cover. For example, "Generate a report summarizing the key findings from our latest customer satisfaction survey."
- **Tone and Style Indicators:** Indicating the desired tone and style can help the AI generate content that matches your expectations. Whether you need a formal report, a casual blog post, or a persuasive email, specifying the tone and style ensures the output aligns with your needs. For example, "Write a friendly and engaging blog post about our new product launch."
- **Iterative Prompting:** Sometimes, getting the best results from an AI requires refining your prompts through iteration. Start with a general prompt and then gradually add more details based on the AI's responses. This helps in honing in on the desired output. For example, you might start with "Describe the benefits of our new product," and then follow up with "Can you include specific examples of how it improves efficiency?"

Examples of Basic Personal Productivity

- 1. Create a workout routine**
- 2. Plan a vacation**
- 3. Learning how to touch type**
- 4. Help with high school advanced math studying**
- 5. Speak a Different Language**
- 6. Build a meal plan**
- 7. How to get started for an outdoor garden**
- 8. Contest a Property Tax Assessment**



Video creation from a photo

- This is a video created from just a photo and a script
- Imagine what AI could do with a video clip of me
- Link to video and website:
<https://app.heygen.com/videos/043a070e2df04201942b30f3df71887f>

Creating an AI Podcast



Creative Uses of AI - CRAFT

- Clarity – Transform complex information to clarity
- Robustness – Validate findings with AI
- Action – Use AI as a personal productivity powerhouse
- Forethought – Unlock the future with AI
- TenX – 10x your productivity

What are the top AI Myths from new users?

1. **"AI will replace humans"**
→ AI augments jobs by automating routine tasks, not replacing people.
2. **"You need to be a data scientist to use AI"**
→ No-code tools make AI accessible to non-technical users.
3. **"AI is always right/wrong"**
→ AI can hallucinate; human oversight is still essential.
4. **"AI is only for big companies"**
→ Affordable, scalable tools are available for teams of any size.
5. **"AI can do everything"**
→ AI is powerful, but it has clear limits and needs guidance.
6. **"We have to get everything perfect before starting"**
→ Start small; early experimentation beats perfection paralysis.
7. **"AI is too risky for privacy and compliance"**
→ Risks can be managed with proper tools, policies, and training.

Will AI “rot my brain?”

Your Brain on ChatGPT: Accumulation of Cognitive Debt when Using an AI Assistant for Essay Writing Task[△]

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Xian-Hao Liao Mass. College of Art and Design (MassArt) Boston, MA	Ashly Vivian Beresnitzky MIT Cambridge, MA	Iris Braunstein MIT Cambridge, MA	Pattie Maes MIT Media Lab Cambridge, MA

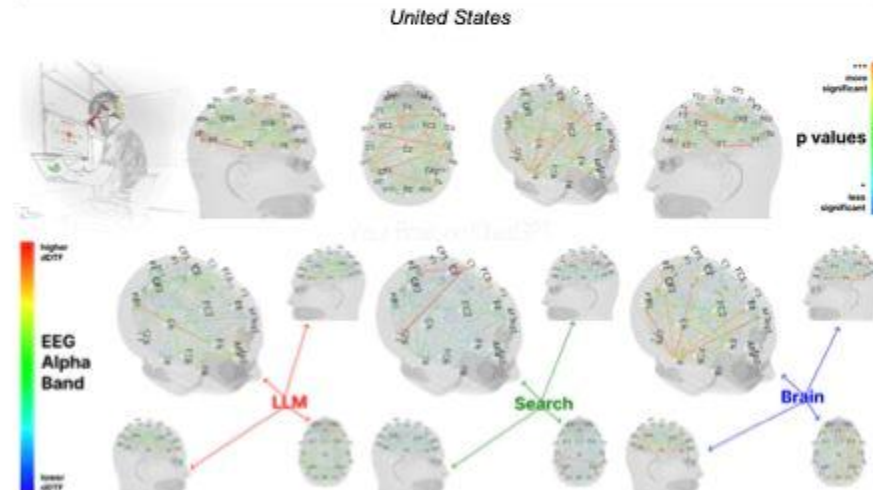
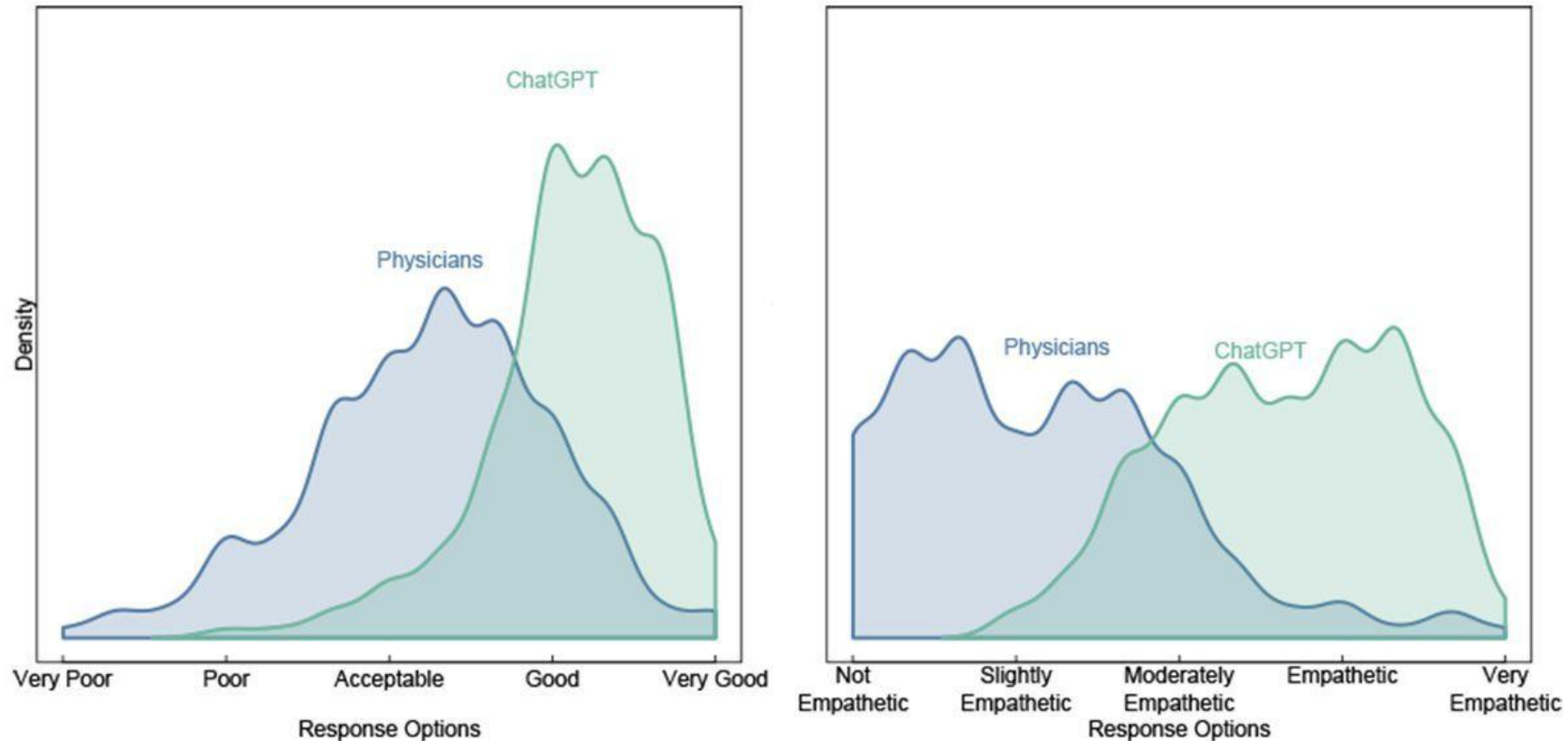


Figure 1. The dynamic Direct Transfer Function (dDTF) EEG analysis of Alpha Band for groups: LLM, Search Engine, Brain-only, including p-values to show significance from moderately significant (*) to highly significant (***).

ChatGPT versus doctors?



For written patient questions, Medical professionals preferred ChatGPT to Physician responses 79% of the time, but for empathy ChatGPT performed very significantly better.

How to keep the momentum going?

- Practice Daily for the next two months
- There are many great free AI resources and tools
- Join a community, read on AI, or share with a buddy
- Stay curious – Ask AI “What else can you do to help with...”



Let's connect:
www.workfastconsulting.com

The Mission

At Workfast Consulting, our mission is to help people, teams, and organizations accomplish their strategic priorities by providing innovative, tailored solutions that empower leaders, enhance team performance, and drive sustainable growth. We are dedicated to serving our clients with integrity, excellence, and a collaborative spirit, ensuring their long-term success in an ever-evolving business landscape.

Our Vision

Our vision at Workfast Consulting is to be the leading partner for businesses worldwide, recognized for our commitment to transforming organizations through strategic innovation, leadership development, and a relentless focus on excellence. We strive to create a future where every client thrives, achieving unparalleled success and sustainable growth in their respective industries.



Strategy Development and Execution

Craft strategic plans that align with your vision and drive sustainable growth.



AI and the Future of Work

Help businesses maximize their performance by learning and incorporating AI to ultimately redesign work to integrate AI and achieve greater productivity and effectiveness.



Operational Excellence and Continuous Improvement

Streamline processes, optimize performance, and adopt proven methodologies to enhance efficiency, drive innovation, and establish a culture of sustained success.



Leadership and Workforce Development

Equip your leaders and workforce with the skills and knowledge they need to better lead their teams and drive success.

Georgia AI Alliance

Mission:

Accelerate AI understanding and adoption across Georgia by fostering community, sharing knowledge, and connecting individuals and organizations.

Vision:

Make Georgia a national and global hub for AI innovation, powered by top universities, diverse businesses, and ethical AI use.

Why Now:

AI is evolving rapidly. Early adopters gain an edge. Georgia can lead by building community and cultivating talent.

Who We Serve:

Business leaders, technologists, startups, educators, nonprofits, students, and career-changers.

Growth Strategy:

Foster regional AI communities, share tools, promote ethical AI, connect talent to opportunity, and support education.

A square wooden picture frame with a light-colored wood grain is centered against a white brick wall. The frame is empty except for a white rectangular area in the center. Inside this white area, the text "May you live in interesting times." is written in a bold, black, sans-serif font. The frame sits on a light-colored wooden surface.

**May you live
in interesting
times.**

If you want to predict
the future, create it.

Peter F. Drucker

“ quote fancy



James Stovall – stay connected

1. Follow me or Workfast Consulting on LinkedIn
 - [linkedin.com/in/jfstovall](https://www.linkedin.com/in/jfstovall)
 - [Linkedin.com/in/workfast-consulting](https://www.linkedin.com/in/workfast-consulting)
2. Join the Georgia AI Alliance group on LinkedIn
3. Email jstovall@workfastconsulting.com

Other AI Topics / Questions

- Will AI replace my job / all the jobs?
- What about ethical AI?
- How will AI impact the world in 5+ years?

