

Mastering AI for BIA Efficiency

Improving GenAI Confidence, 1 prompt at a time...



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www.vaseemtheaiguy.com



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Your AI Transformation Partner

2000+
people

15+
cities worldwide

- Enterprise-proven in regulated industries like financial services
- Fortune 500 methodology that works for startups too
- Immediate results - teams apply AI day one, not month six



The BIA Challenge

**AI is a tool for
Augmentation**

64%
Using AI Daily

BIAs are crucial for local economies, often operating with limited budgets and small teams. You need innovative tools to optimize resources and address complex challenges. **GenAI is a powerful solution** for streamlining processes.



Our AI Power Hour

01	AI Explained Simply
02	Prompting Tips You'll Use Today!
03	Safe & Responsible Application
04	Q&A

Turn AI from something you experiment with into **something you rely on.**



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It's A Power Drill For Your Mind

Tool Evolution: AI is simply the next step in business technology evolution – like calculators, spell-check, and computers before it

Amplifying Human Creativity: AI doesn't replace human judgment but enhances it by handling repetitive tasks

Working Smarter: Using AI is about efficiency and effectiveness – it's a power drill vs. a manual screwdriver

Value Creation: AI creates space for your unique human value proposition to shine



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Instead of thinking about AI as replacing the work of 50% of the people, you should think that **AI will do 50% of the work for 100% of the people.**

AI will not take your job. AI used by somebody else will take your job. Be sure to **activate using AI as soon as you can.**

Jensen Huang - CEO, Nvidia



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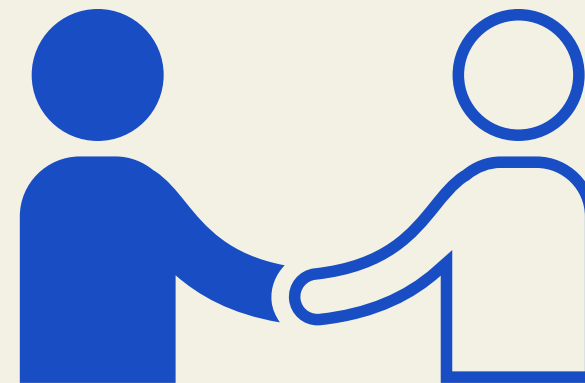
Humans Provide

Critical Thinking

Judgement

Creativity

Ethical Oversight



AI Provide

Speed

Scale

Pattern Recognition

Processing Abilities

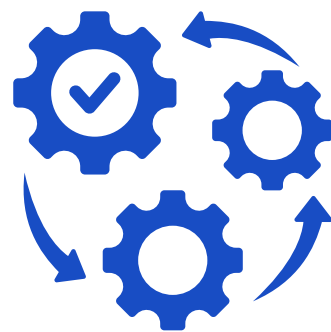


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How We Interact With AI

Automation

AI **does work for you** based on very specific instructions



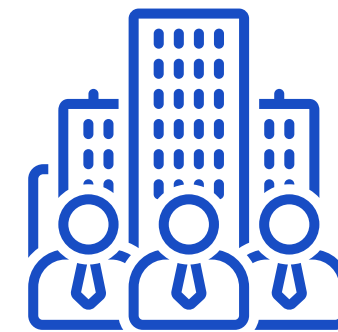
Augmentation

You and AI **work together** to accomplish things



Agency

AI **works completely independently** on your behalf



We are talking about Augmentation

Augmentation

You and AI work
together to
accomplish
things



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The AI Fluency Spectrum

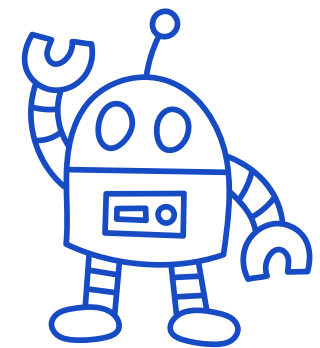
Delegation means you must decide on what work to do yourself, what to collaborate on with AI, and how to distribute tasks effectively.



Human Only



Human + AI



AI Only

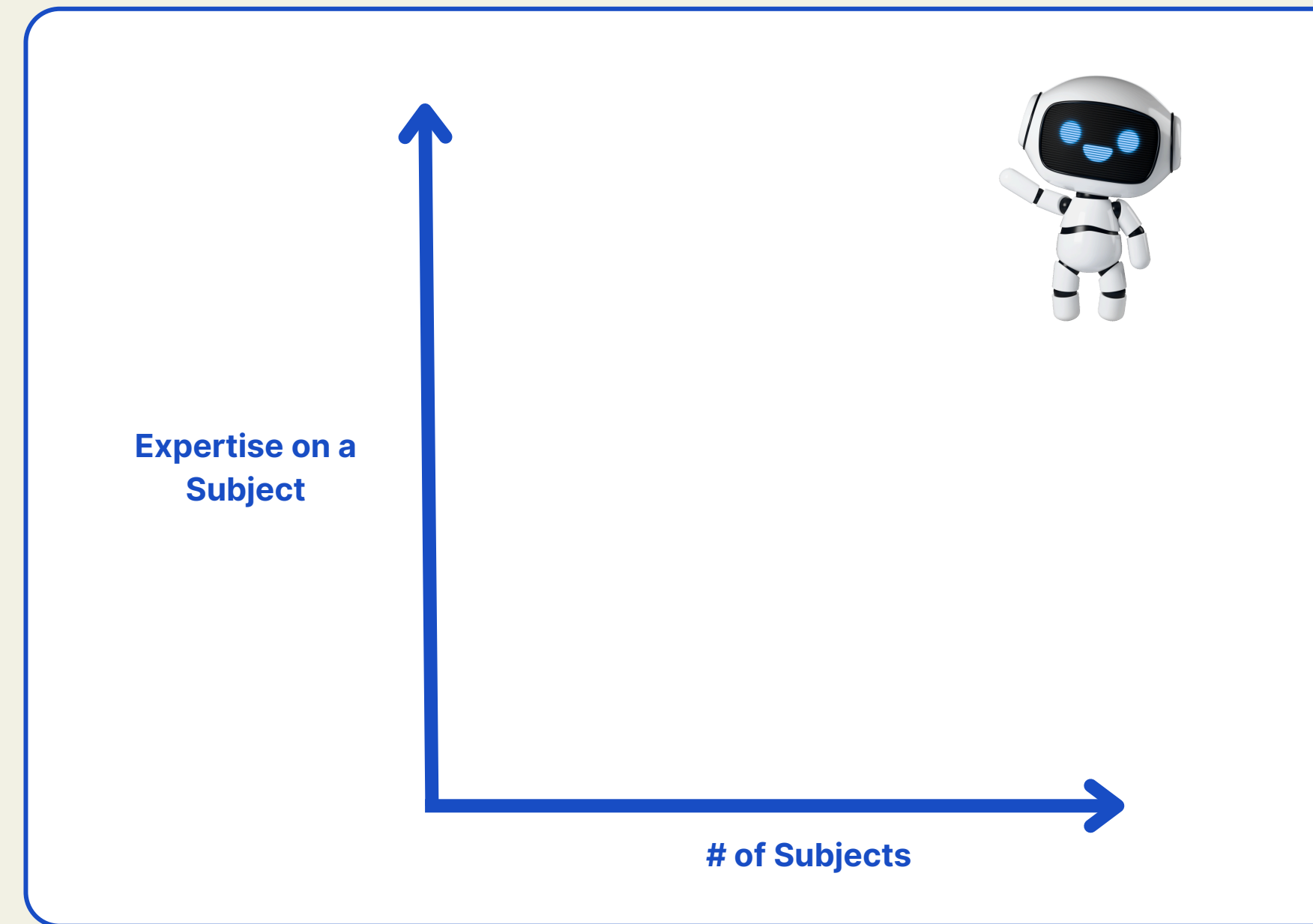


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GenAI Simplified

Imagine you had a friend you could talk to who had **almost infinite intelligence on an almost infinite number of subjects...**

Wouldn't you call that “**Bestie**” from time to time?



Google VS GenAI

Think of Google as a library full of documents. You have access to a wealth of information, but **you need to find the right books, read them, and draw your own conclusions.**

GEN AI is like having a super experienced “*bestie*” on hand **who’s read ALL the books in the Library** and wants to share knowledge with you. You can ask a specific question and get a clear, concise, and insightful answer, **saving you time and effort.**



How GenAI Works

Pattern Recognition at Scale: Gen AI learns from massive amounts of text, identifying patterns in language and how concepts relate to each other.

Prediction, Not Precision: It predicts what text should come next based on your prompt - which means results can vary.

Human-in-the-Loop: Gen AI is most effective when human expertise guides it, reviews its outputs, and provides feedback.

Constantly Evolving: Today's models are dramatically more capable than those from just 12 months ago.



Besties Make Mistakes Too



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"We have patience for the most grievous of human atrocities, but **when machines make a 1% error, we lose our minds.**"



Zack Kass
(Former OpenAI Exec)



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Always Keep The Human In The Loop



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Prompting Explained

Think of Prompting as the **instructions / ideas** that you give GenAI.

Prompting is about ***prediction***, NOT precision!

No two prompts will get the exact same answer!



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Poop VS Gold Prompts



Make a SWOT analysis for our BIA.



Request: Create a SWOT analysis for a Business Improvement Area (BIA) in downtown [city].

Context: Our BIA benefits from engaged local stakeholders, a strong community identity, and a central location, but it struggles with limited funding, volunteer fatigue, and outdated infrastructure. Looking ahead, it can capitalize on projected tourism growth, rising interest in shop-local campaigns, and potential government grants, though it must also navigate competing districts, etc...

Type of Output: Provide a structured SWOT table with 3–5 points per category, and conclude with a short paragraph recommending the top priority for the BIA's next strategic initiative.



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Context is Queen



- The more details you have, the better!
- All the **jot notes in your mind** → provide it!
- Doesn't have to be perfect english!



The C.R.E.A.T.E. Framework

C

Character

R

Request

E

Examples

A

Adjustments

T

Type of
Output

E

Extras



C.R.E.A.T.E. Framework Example

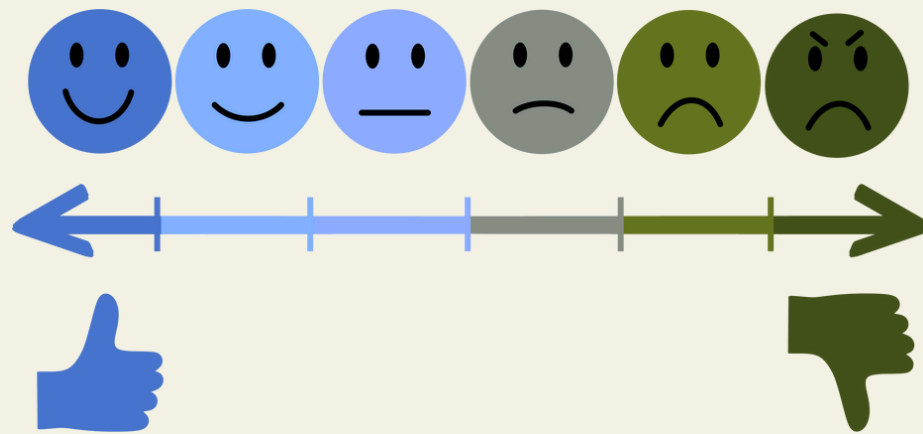
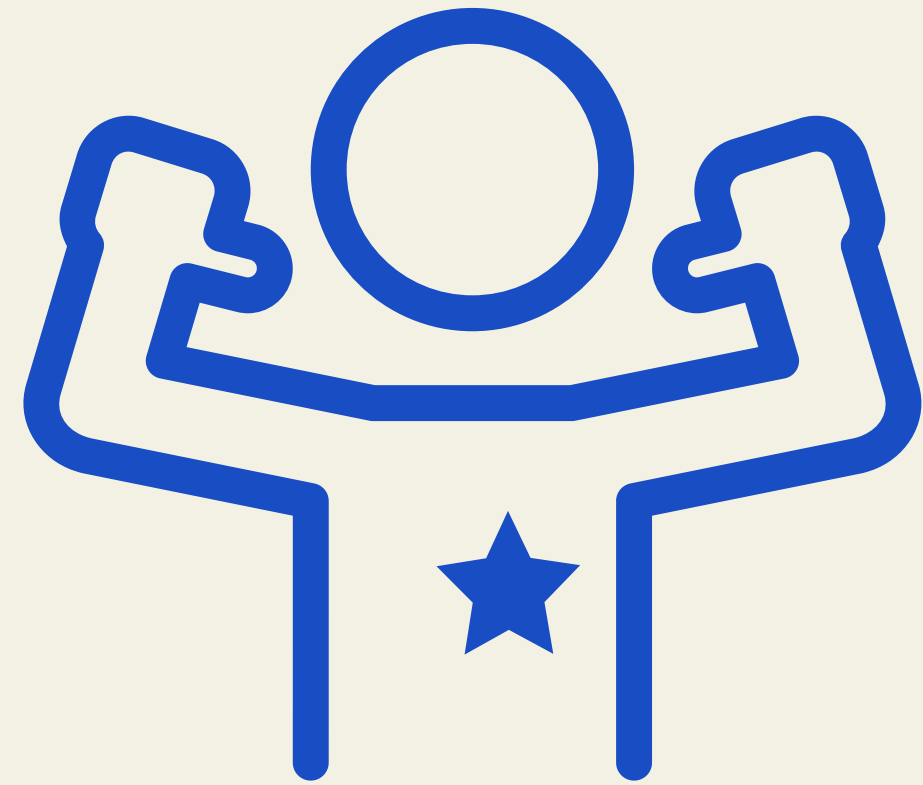
Character	You are a seasoned community event planner for local neighbourhoods
Request	Plan an inclusive community park event for the elderly in <i>[location]</i> BIA.
Examples	For reference, we've done outdoor exercises, finger painting for grandkids
Adjustment	<i>After the first draft</i> , request additional promotional activities for caregivers
Type of Output	Provide your response as a table and cost saving opportunities in a paragraph
Extras	Ensure the tone is friendly and appeals to people of the 55+ demographic

Try C.R.E.A.T.E. Yourself!



C	R	E	A	T	E
Character	Request	Examples	Adjustments	Type of Output	Extras





How confident
do we feel to use
C.R.E.A.T.E. at
work?



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**TAKE A
BREAK**



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4 Ways To Use GenAI

Writing

Using AI to **create well-structured and coherent text** for various purposes, like emails or reports

Summarizing

Employing AI to **condense large amounts of information** into key points or highlights

Brainstorming

Leveraging AI to **generate creative ideas** or solutions for projects or challenges

Synthesizing

Utilizing AI to **combine different pieces of information** into a cohesive understanding or recommendation

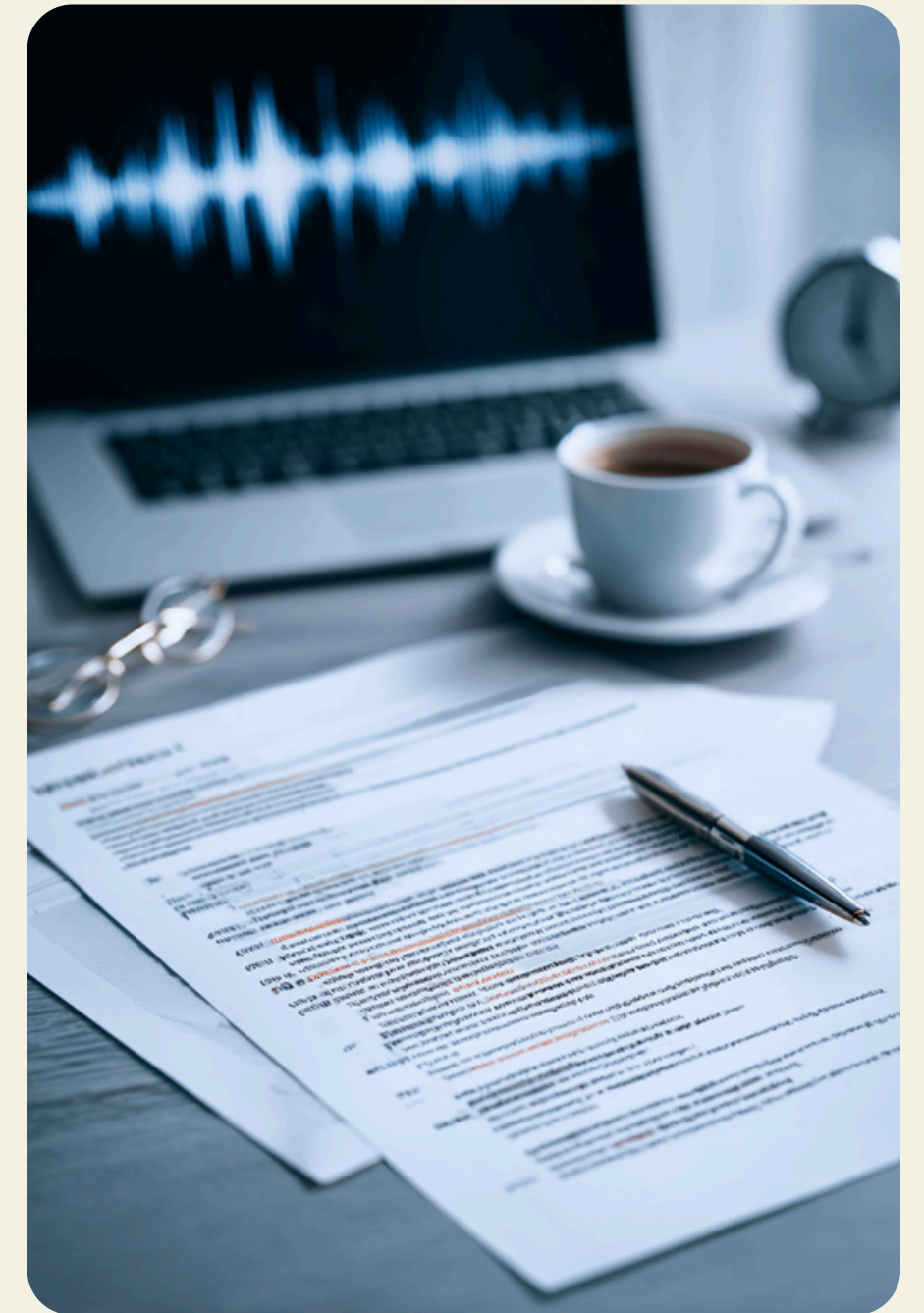


Writing Prompts

Draft a 300-word introduction for a grant proposal, outlining the BIA's mission, project goals, and community benefits.

Generate a quarterly expense report, highlighting variances between projected and actual spending for community events.

Draft an email reminder for upcoming membership renewals, including a call-to-action and payment options.

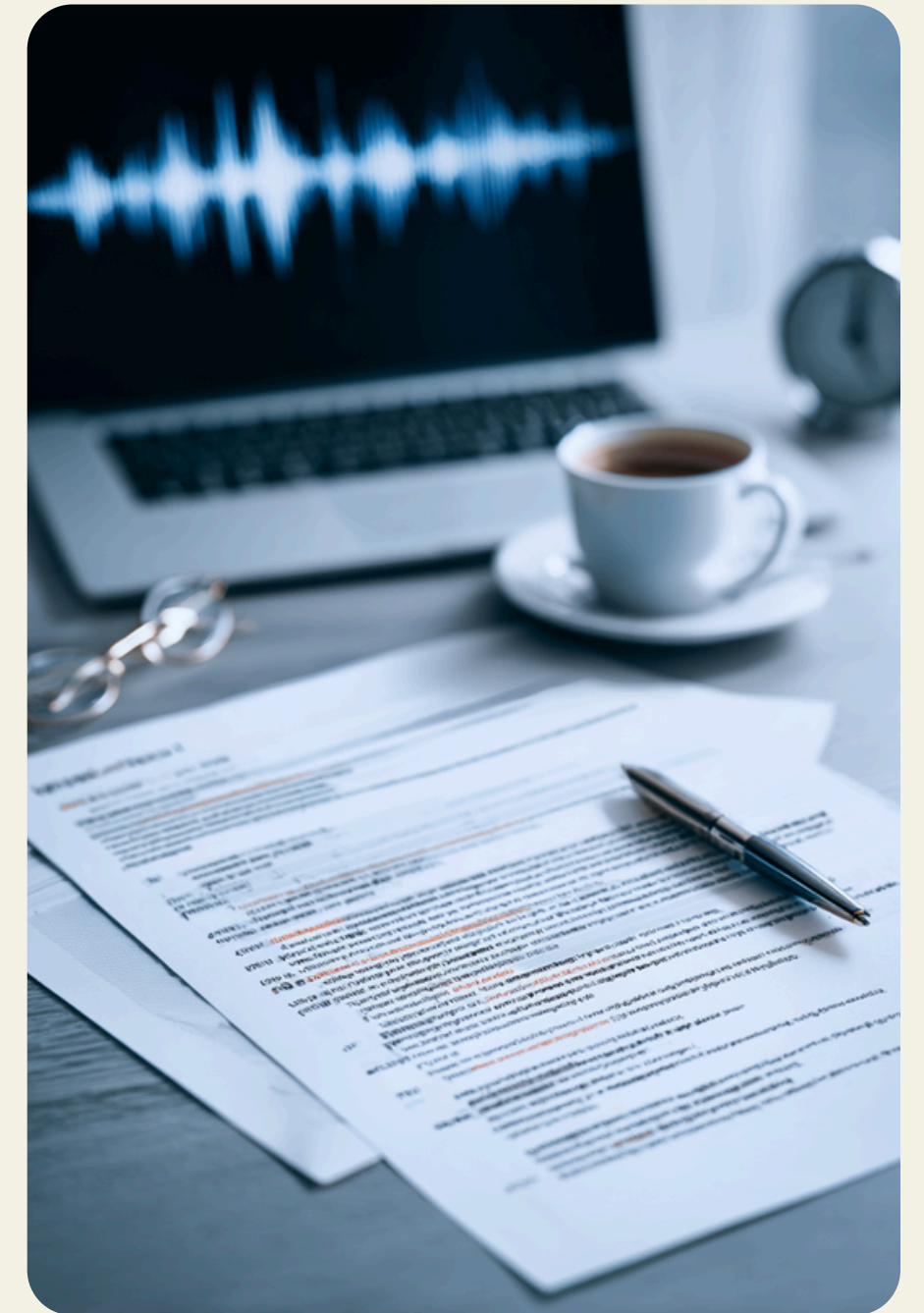


Summarizing Prompts

Summarize feedback from these stakeholder comments: *[paste comments]*. Focus on concerns and priorities.

Create a report summarizing the outcomes of the annual strategic plan, including key performance metrics and next steps.

Summarize key decisions and action items from last week's stakeholder meeting in a professional report format.



Brainstorming Prompts

Can you help me brainstorm a vision statement for a BIA aspiring to be a vibrant, inclusive, and economically thriving destination.

What kinds of things would I want on a BIA task board with recurring activities such as weekly public space cleaning, monthly committee meetings, and quarterly reporting?

In [city], propose three locations for public art installations, including murals, sculptures, and interactive art pieces.



Synthesizing Prompts

Analyze crime data, weather data, and major events listed by these news outlets to identify areas with frequent incidents and recommend strategies to improve safety.

Using foot traffic, event, and overall sales data, propose KPIs for tracking progress toward increasing revenue growth.

Use surveys from stakeholders, public research, and income statements for the last 3 years to create a SWOT analysis for our BIA.



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Exercise - Try Out Use Cases!



Writing

Using AI to **create well-structured and coherent text** for various purposes, like emails or reports

Summarizing

Employing AI to **condense large amounts of information** into key points or highlights

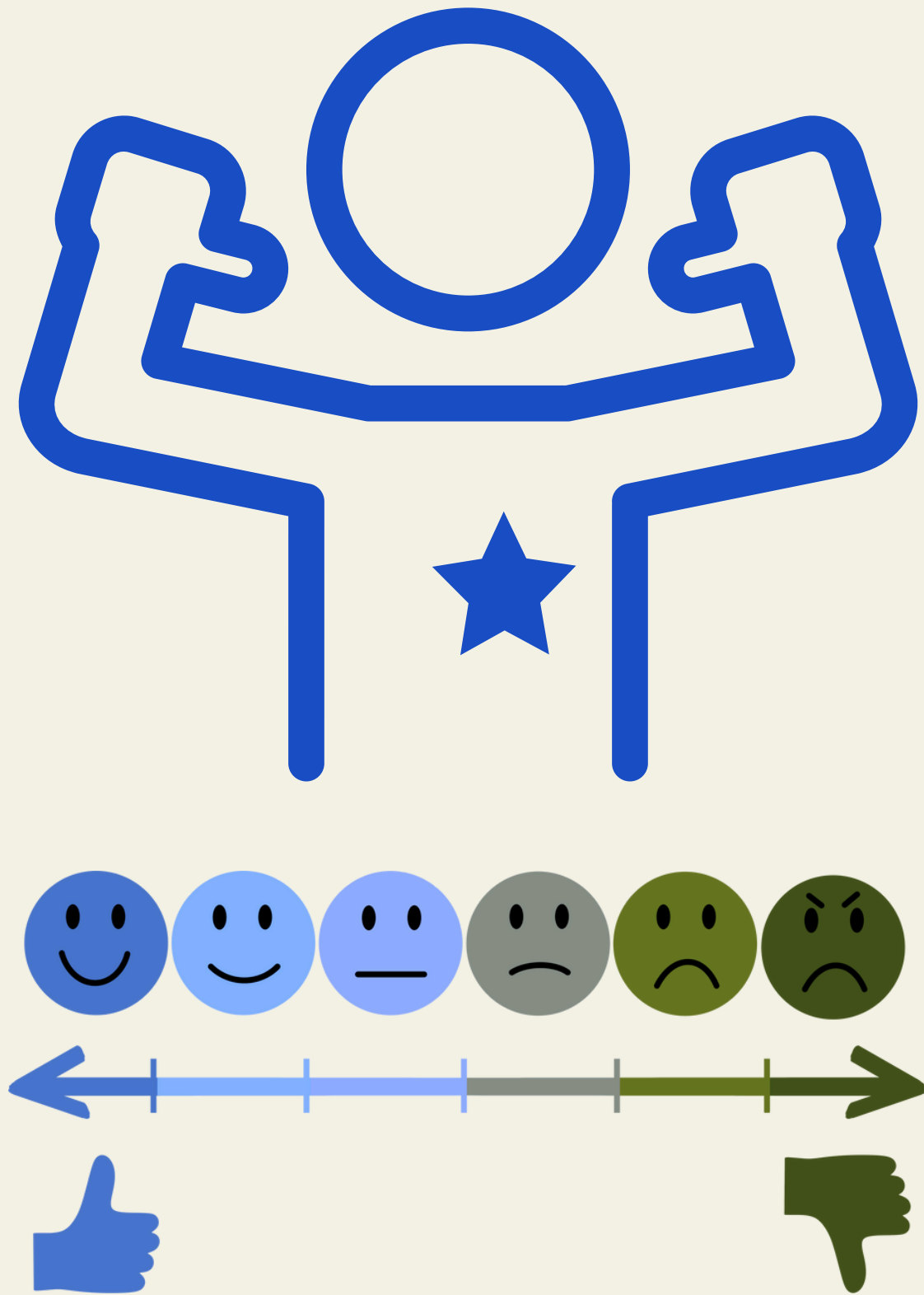
Brainstorming

Leveraging AI to **generate creative ideas** or solutions for projects or challenges

Synthesizing

Utilizing AI to **combine different pieces of information** into a cohesive understanding or recommendation





How confident
do we feel to
experiment with
these use cases
at work?

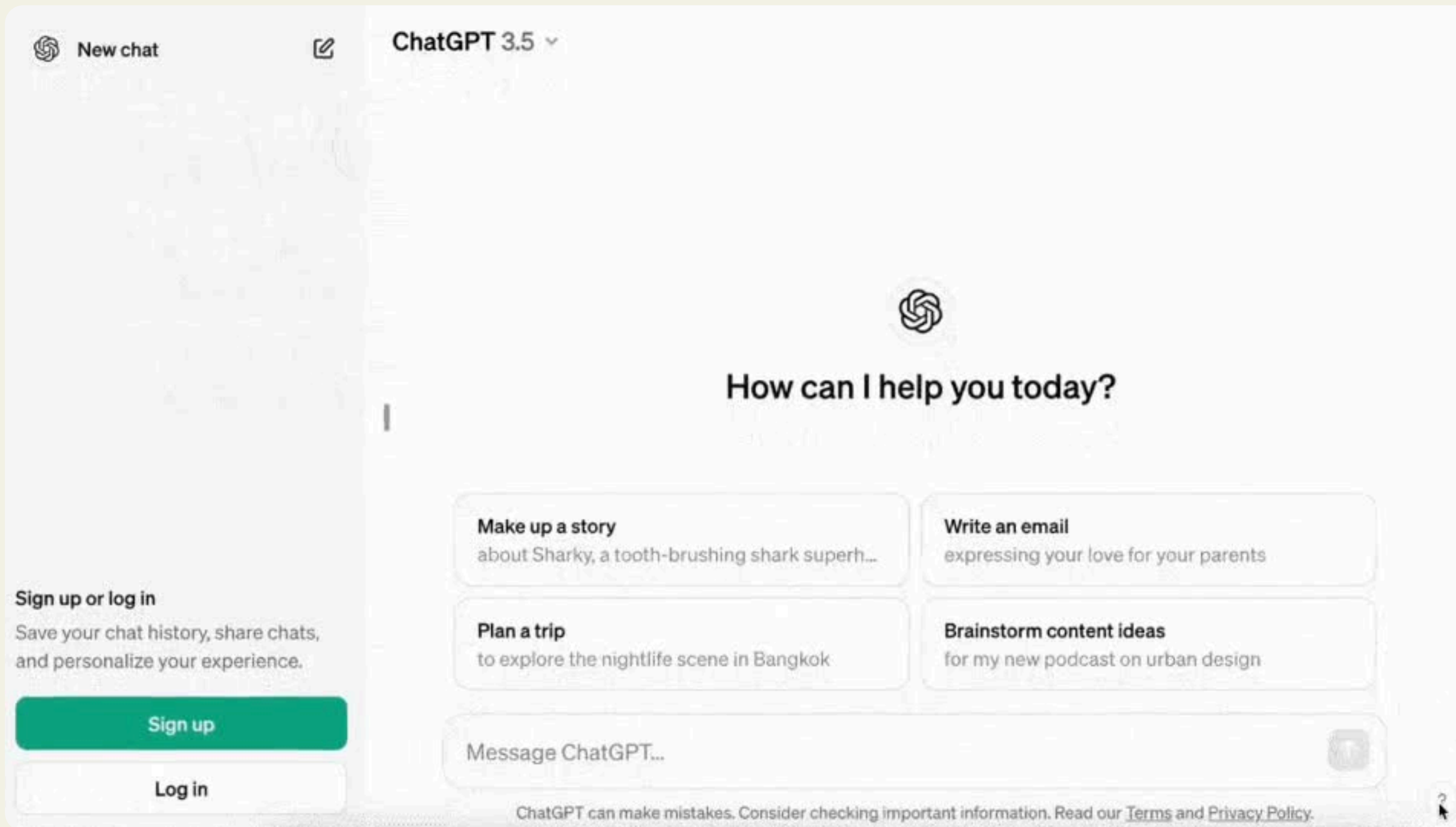


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**My Data is not safe
with AI!**



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Key Challenges

- **24% of employees input proprietary company data into public AI tools**
- Employee data often contains sensitive personal information
- Many public AI tools store inputs for model improvement



Best Practices

- Create clear data classification guidelines (*what can/cannot go into AI*)
- Implement technical controls on sensitive systems
- **Train employees on responsible AI usage**



If you wouldn't put it in anonymous
Reddit, then don't put it in GenAI
models like ChatGPT.



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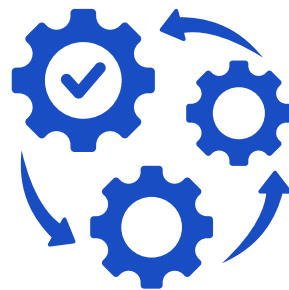
Discernment is the ability to thoughtfully and critically evaluate what AI produces, how it produces it, and how it behaves.



Discernment

Product

Evaluate the
quality of what
AI produces



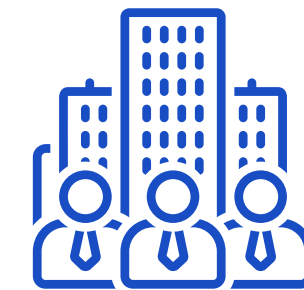
Process

Evaluate how
AI arrived at
its output



Performance

Evaluate how
AI behaves
during your
interaction



Always Use Discernment!

Product:

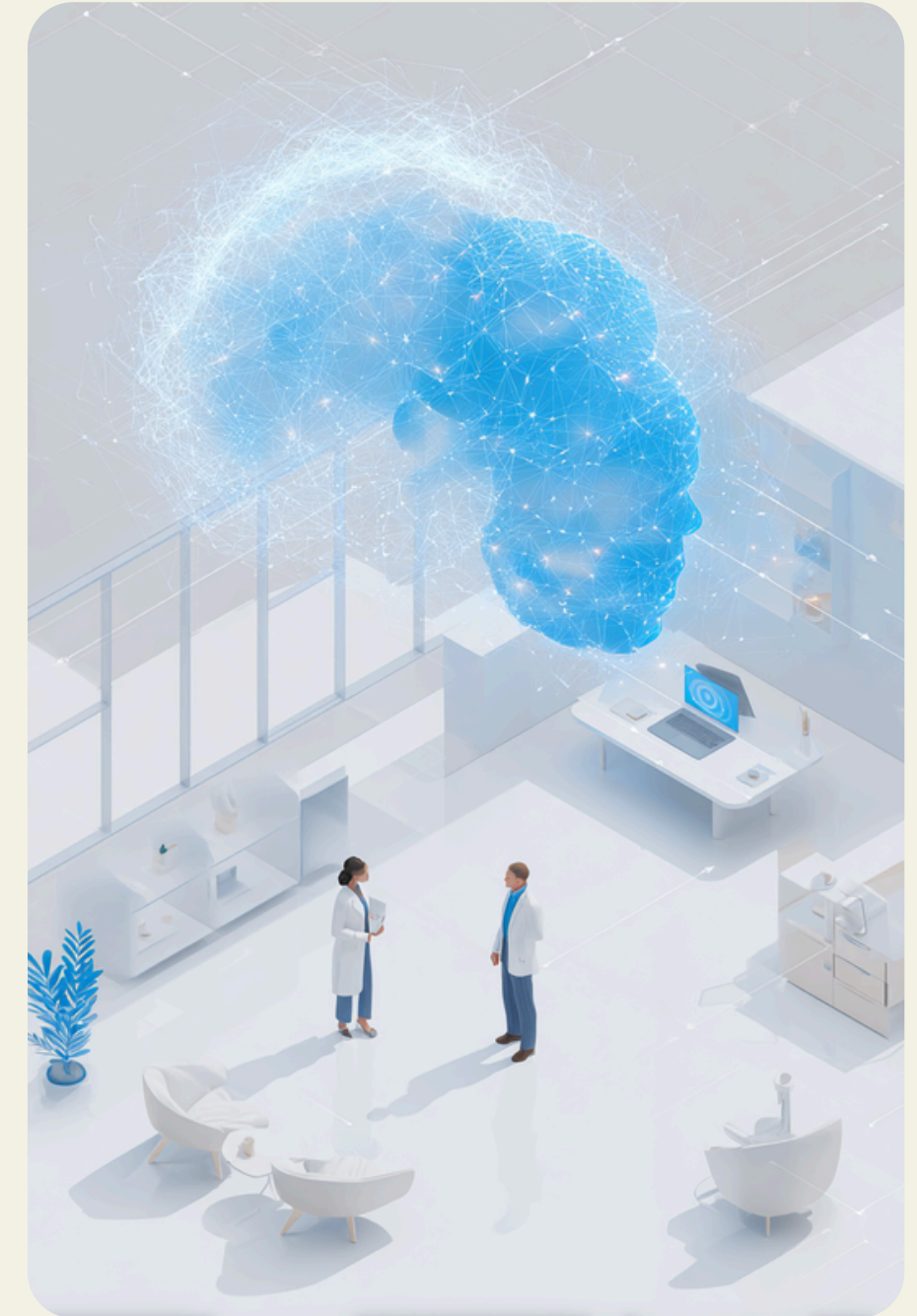
Check for accuracy, appropriateness, coherence and relevance.

Process:

Look for logical errors, lapses in attention, or inappropriate reasoning steps.

Performance:

Is the interaction or communication style effective for your needs?



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Build verification into your AI interactions

"Show Your Work" Prompt:

Explain your reasoning step-by-step and identify any assumptions you're making. If you're uncertain about any facts, clearly flag them as 'needs verification'.

"Source Challenge" Prompt:

Provide specific sources for any statistics, dates, or factual claims you make. If you can't cite a specific source, say 'this should be independently verified'.

"Uncertainty Acknowledgment" Prompt:

Clearly separate what you know with high confidence from what you're inferring or estimating. Flag any areas where I should seek additional expert input.



Discernment
requires you to be a
Subject Matter
Expert



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You Are Still Responsible

In creating this **[document/project/content]**, I collaborated with ChatGPT to assist with **[specific tasks: drafting, research, editing, etc.]**. I affirm that all AI-generated and co-created content underwent thorough my review and evaluation. The final output accurately reflects my understanding, expertise, and intended meaning. While AI assistance was instrumental in the process, I maintain full responsibility for the content, its accuracy, and its presentation. This disclosure is made in the spirit of transparency and to acknowledge the role of AI in the creation process.



Always Keep The
Human In The Loop



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Perplexity for Research



Research: Get instant, sourced answers to complex questions with AI-powered search.

Verify: Fact-check information in real time to ensure accuracy and credibility.

Respond: Deliver expert-level insights quickly for your BIA needs.



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Midjourney For Images



Midjourney

Create: Turn simple prompts into eye-catching visuals for campaigns, websites, and social media.

Save: Skip expensive design costs and generate professional graphics and mockups in minutes.

Imagine: From bold ads to playful illustrations, bring any idea to life visually with ease.



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NotebookLM for Lots of Info



Summarize: Upload manuals or notes and get instant key takeaways and action steps.

Transform: Turn long documents into clear training material, FAQs, and process improvements.

Unlock: Make business knowledge searchable and useful with AI-powered insights.



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Hey Gen for AI Avatars



Produce: Create pro-quality videos in multiple languages without hiring a crew.

Showcase: Build demos, testimonials, and marketing videos quickly and affordably.

Engage: Reach your audience with AI-generated video content tailored to your brand.



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Agentiiv for Supreme Expertise



Access: Tap into 100+ expert AI agents covering sales, marketing, legal, and more.

Scale: Get specialized expertise at your fingertips, grow smarter, not harder.

Support: Your on-demand AI team for coaching, content creation, and business help.



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Let's Recap!

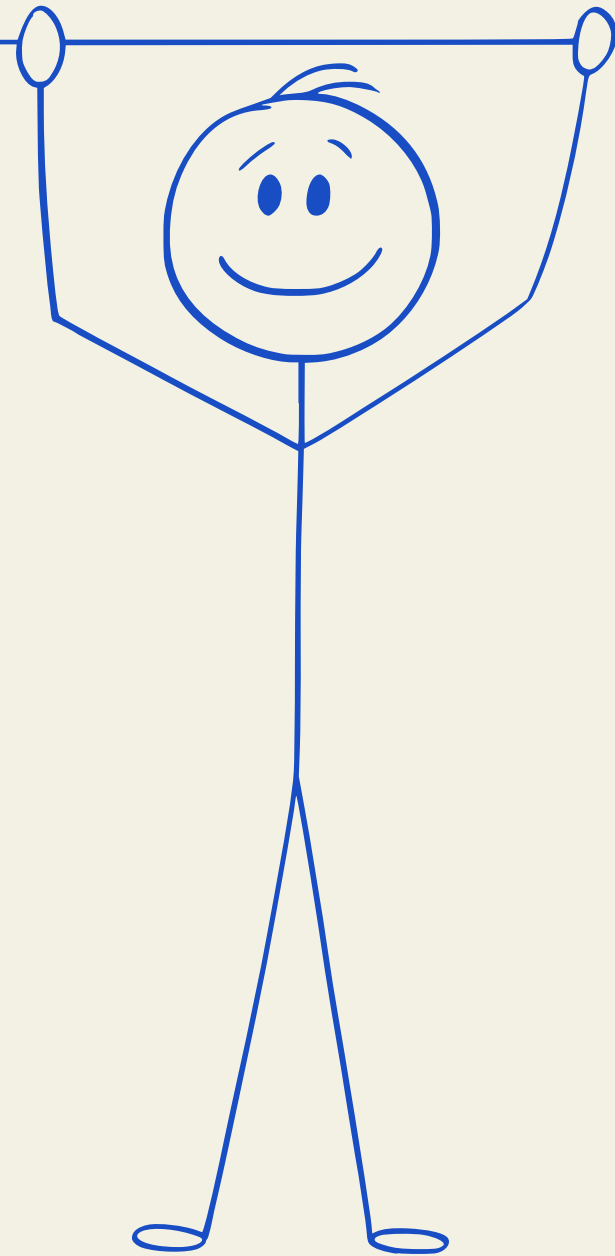
- | | |
|----|------------------------------------|
| 01 | Embrace AI safely |
| 02 | Treat AI as your co-pilot |
| 03 | Use frameworks (like C.R.E.A.T.E.) |
| 04 | Use AI to drive real impact |

Move from
random AI use
to **systematic
adoption**



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YOU CAN DO IT



PROGRESS

- NOT -

Perfection



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1:1 Instruction

AI. Actionable. Tailored.

Custom Team Workshops

Train. Apply. Excel.

Speeches & Keynotes

Demystify. Engage. Empower.



SCAN ME

Connect on
LinkedIn



All Shapes, All Sizes, All Successful



AI Future Leaders



United Way
Brant



Chamber of Commerce
BRANTFORD • BRANT
Linking Economic Prosperity with Quality of Life



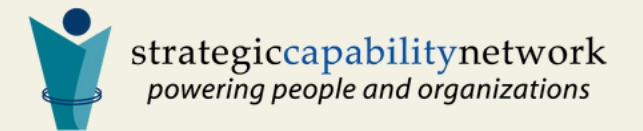
GrandBridge
ENERGY



Ladies WHO LEAD.



CHURCH
+ STATE



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