



The Age of Generative AI

How AI Will Transform the Workforce, Education and Society

Paul Roetzer

Founder & CEO

Marketing AI Institute



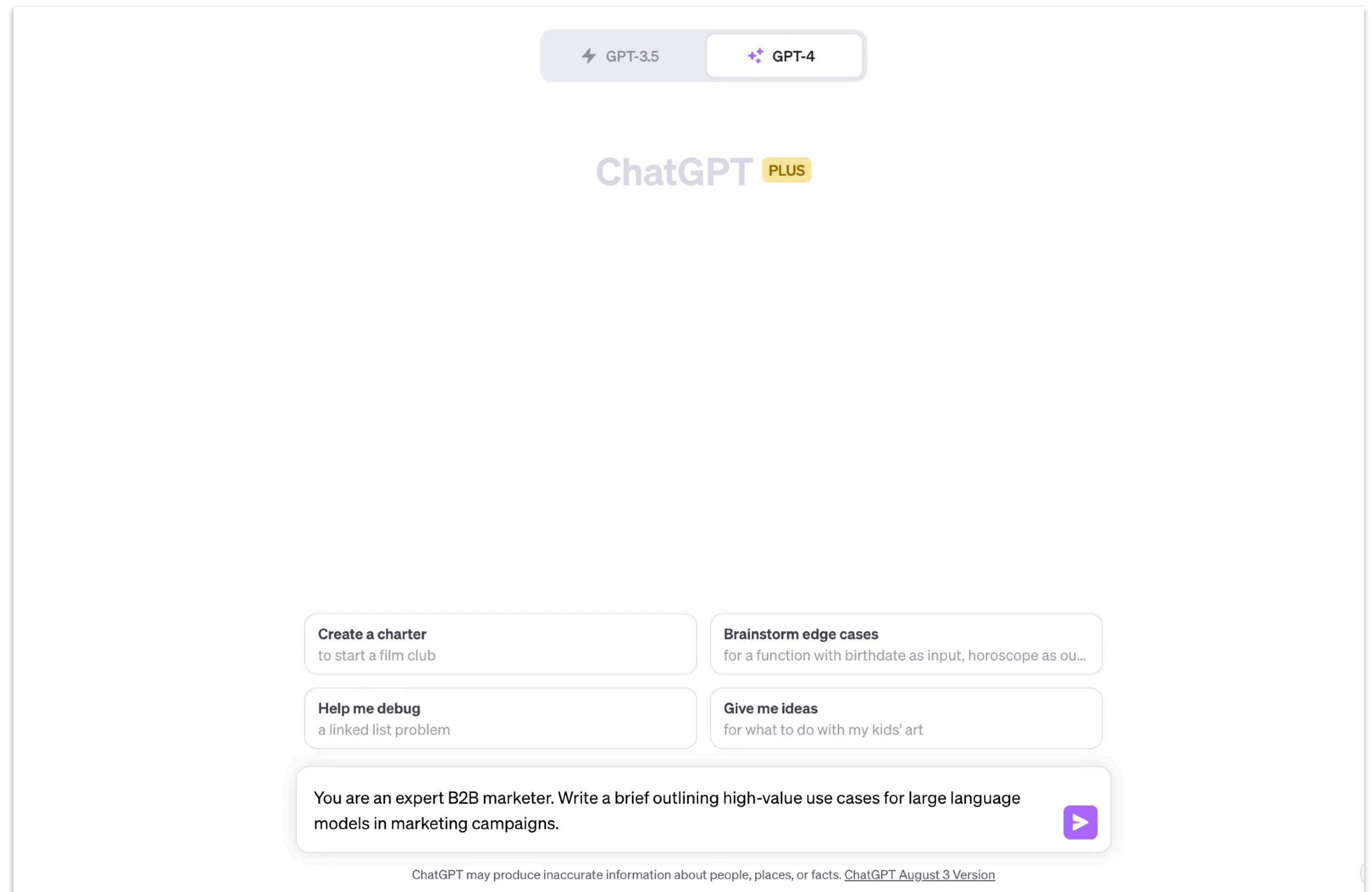
Oct. 12, 2023

Copyright 2023 Marketing AI Institute. All rights reserved.



AI is changing **businesses, industries, the economy, the workforce, education, and society**, and not nearly enough leaders have even a baseline understanding of the technology.

ChatGPT is just the tip of the AI iceberg. It's the shiny object that's captured everyone's attention, and rightly so.



“Software that can think and learn will do more and more of the work that people now do. . . . **This technological revolution is unstoppable.** And a recursive loop of innovation, as these smart machines themselves help us make smarter machines, will accelerate the revolution’s pace.

“The coming change will center around the most impressive of our capabilities: the phenomenal ability to **think, create, understand, and reason.** To the three great technological revolutions—the agricultural, the industrial, and the computational—we will add a fourth: **the AI revolution.**”

— Sam Altman, CEO, OpenAI



Source: "[Moore's Law for Everything,](#)" Sam Altman Blog

Photo by Steve Jennings/Getty Images for TechCrunch



5 Things to Know

1

Big tech is betting the future on AI.



The next
revolution in
computing



Participants can now ask questions to AI Companion

You 10:07 AM

Catch me up

AI Companion 10:07 AM



The meeting discussed the use of AI technology to generate a summary of the meeting, including key points and action items. Participants were unsure if they could see the summary in real-time, but it was confirmed that the summary would be sent to the host via email at the end of the meeting. Some participants mentioned seeing a pop-up indicating that the AI companion was turned on.



You 10:47 AM

Catch me up

AI Companion 10:47 AM



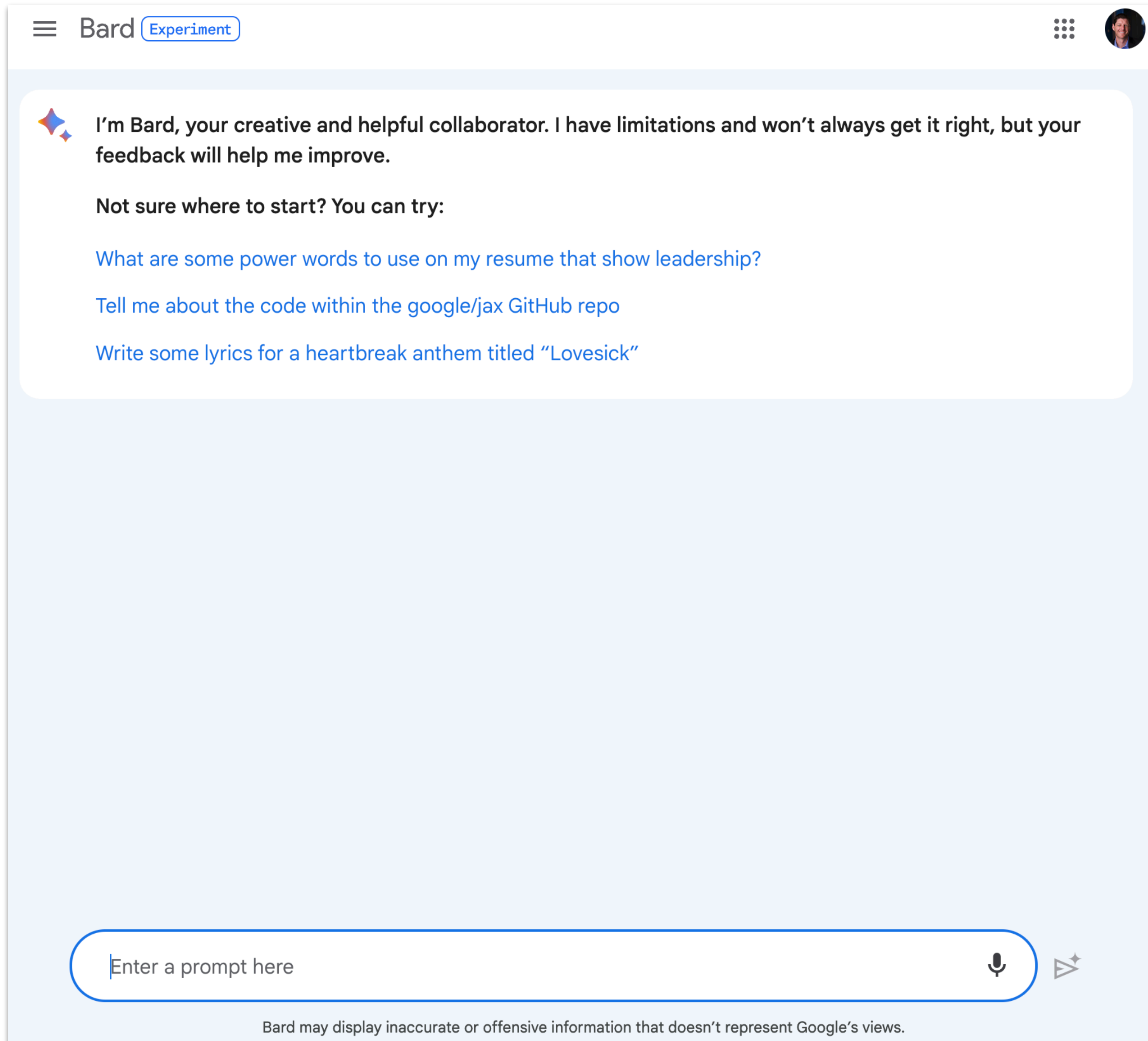
The meeting involved Paul Roetzer, Cathy McPhillips, and Noah Sharp discussing the planning and organization of an event. They discussed the target audience segmentation into intent, loyalty, and engagement and the use of personalized communication. There was a focus on the need to identify and reach out to key individuals who could potentially influence the success of the event. There was also a discussion about the need to create a lead score for intent purposes and to use a model similar to that used in 2022. The meeting ended with Paul suggesting that Tracy should create a brief for this model, and Noah suggesting that Hubspot...

Catch me up

No other participants can see this conversation

2

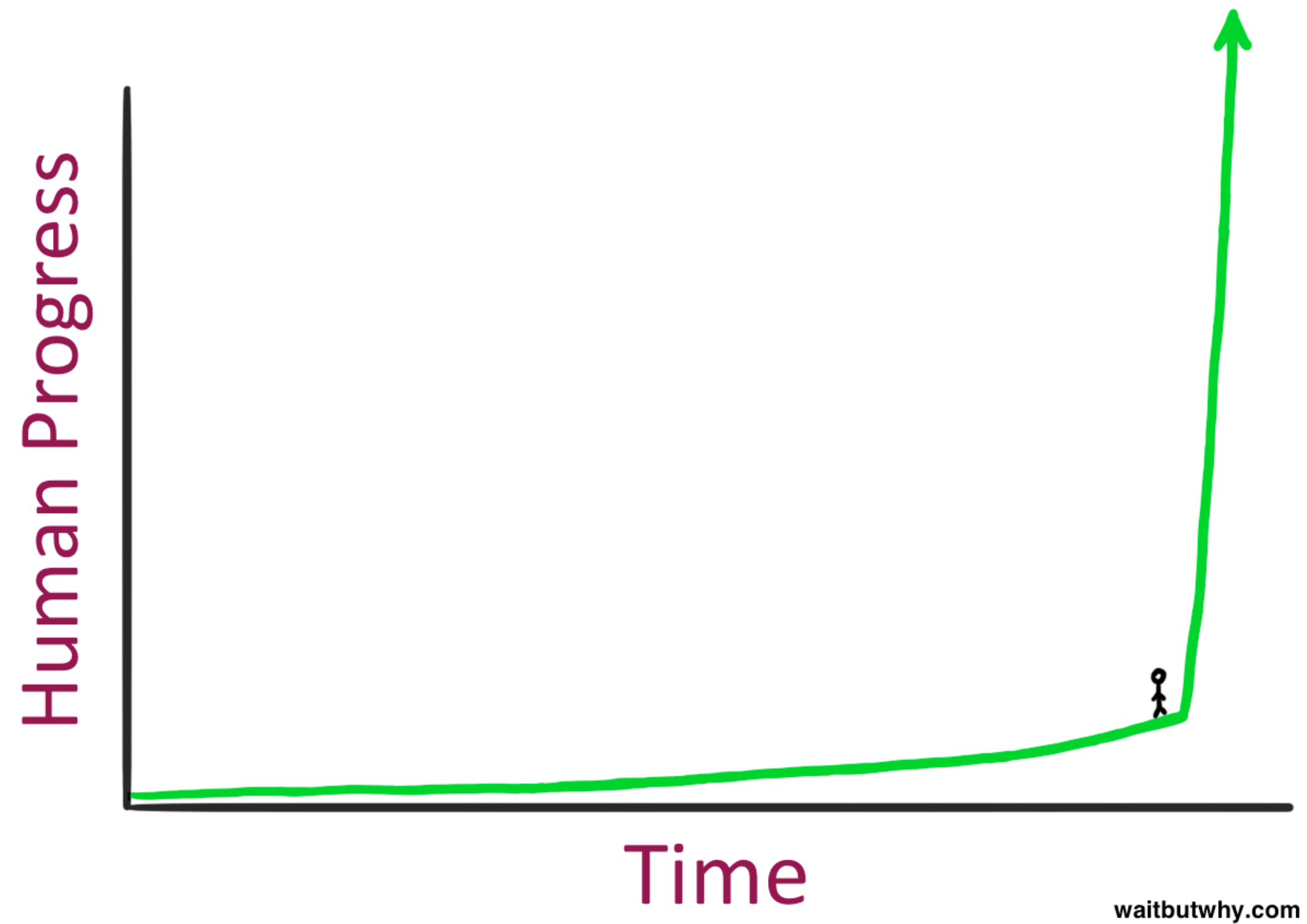
Large Language Models (LLMs) are just
the foundation for what comes next.



LLMs can deliver value through a collection of use cases:

- Analyzing
- Conversing
- Classifying
- Drafting
- Editing
- Ideating
- Optimizing
- Outlining
- Personalizing
- Planning
- Simplifying
- Summarizing
- Transcribing
- Translating

This is the **least capable AI** you will ever use.



Think about **how rapidly technology has evolved** over the last two decades. Now imagine that it is multiplied by a factor of 10, 20, or even 100x.

Source: [The AI Revolution \(Tim Urban\)](#)

Multi-modal LLMs that can see, hear and speak.

PA PAUL



How many people are in the stands

CHATGPT

It's difficult to provide an exact number just by looking at the image, but the stadium appears to be partially filled. You'd need an exact count or a more detailed method to get a precise number of attendees.

PA PAUL

Best guess? Try counting by section



CHATGPT

Alright, I'll give it a go. Based on the image:

1. I'll start by estimating the number of people in a small section.
2. Then, I'll try to extrapolate for the visible sections of the stadium.

From the image, a smaller, clearer section might have around 50-70 people. Given the number of sections visible and the varying density of attendees in each, we might be seeing about 30-40 sections in this image.

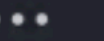
So, if we average the people per section to about 60 and multiply by the number of sections:
 $60 \text{ people/section} \times 40 \text{ sections} = 2,400 \text{ people (approximately)}$.



Remember, this is a very rough estimate for only the visible sections in the image. The actual number could be higher or lower, and the entire stadium would obviously hold many more people.



The screenshot shows the Google Flights search interface. At the top, there are navigation tabs for Travel, Explore, Things to do, Flights, Hotels, and Vacation rentals. The main heading is "Flights". Below this, there's a search bar with "New York" as the origin and "Washington" as the destination. A dropdown menu is open, showing suggestions for "Washington" (Capital of the United States of America) and several airports: Ronald Reagan Washington National Ai... (DCA, 4 mi to destination), Dulles International Airport (IAD, 22 mi to destination), and Baltimore/Washington International Th... (BWI, 27 mi to destination). Below the search bar, there are "Trips from New York" suggestions for Miami, Orlando, and Los Angeles. A map on the right shows the flight path from New York to Washington D.C.

Personal Assistant



- What can I help you with today?
-  Book me a trip from New York to Washington D.C.
- Please provide your preferred arrival and departure dates.
-  July 1st to July 6th.
- Great! I'll get started!

Booking a trip to Washington D.C.

- I've navigated to Google.com
- Now I'm headed to Google Flights.
- I'm looking for the best option considering your information and preferences.

Pause workflow

01:23

Type a message





Optimus is now capable of self-calibrating its arms and legs

3

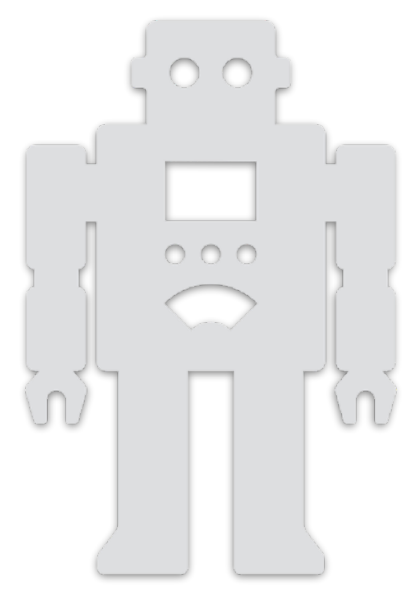
AI will impact every **knowledge worker** in the next 1 - 2 years.



80% of what knowledge workers do every day will be **intelligently automated** to some degree in the next 1 - 2 years.

What will the **human** do? What will the **machine** do?

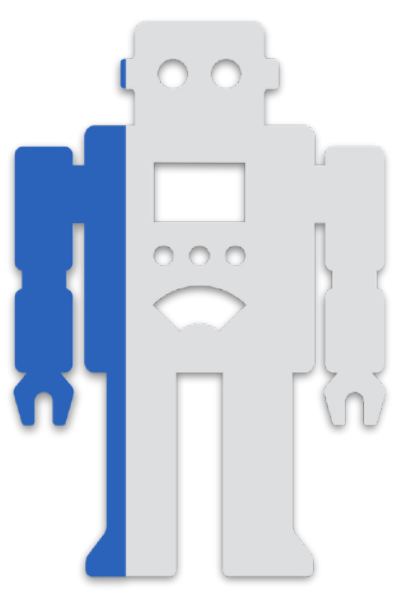
Human-to-Machine (H2M) Scale™



Level 0

All Human

All human, all the time.
The system does not use any AI and is only capable of doing what it has been instructed to do. All automation is manual.



Level 1

Mostly Human

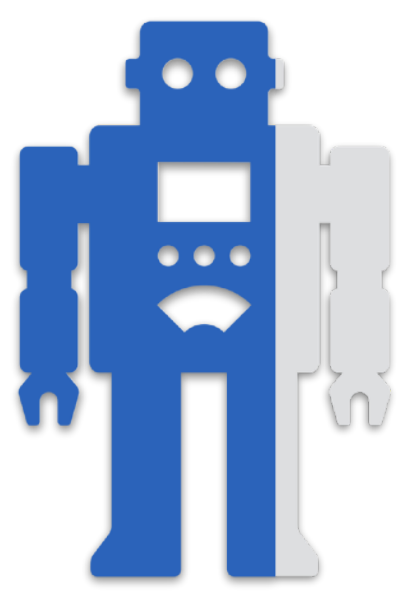
Limited intelligent automation.
The system uses AI in certain aspects, but it is largely reliant on human inputs and oversight.



Level 2

Half & Half

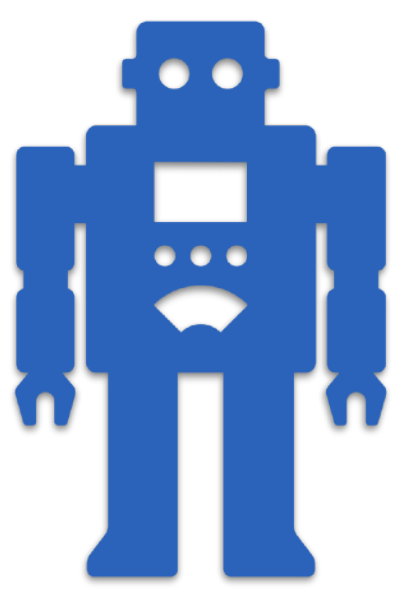
Half human, half machine.
The system can manage most aspects of the use case, but still requires human inputs and oversight.



Level 3

Mostly Machine

Predominantly AI powered.
The system can operate without human inputs or oversight in select conditions.



Level 4

All Machine

Full autonomy.
The system can perform at or above human level without inputs or oversight. The human simply defines the desired outcome, and the machine does all the work.



The Law of Uneven AI Distribution

“The value you gain from AI, and how quickly and consistently that value is realized, is directly proportional to your **understanding** of, **access** to and **acceptance** of the technology.”



4

Laws and regulations won't keep up with AI innovation.

The Evolution of Midjourney



V1

Released
Feb 2022



V2

Released
April 12, 2022



V3

Released
July 25, 2022



V4

Released
Nov 5, 2022



V5

Released
March 15, 2023



V5.1

Released
May 3, 2023

What is real? Text. Images.
Videos. Audio.



Source: [Buzzfeed](#)
Original Image: [Eliot Higgins](#)

5

Leaders must act now to build **AI Native and AI Emergent** organizations.

You can build a **smarter version** of every organization with AI.

(AI for Marketing + Sales + Service + Product + Ops + IT + HR + Finance + Legal)



We have the opportunity to reimagine **business models**, reinvent **career paths**, and redefine what's **possible**.



⚡ GPT-3.5

⚡ GPT-4

ChatGPT **PLUS**

GPT-4 currently has a cap of 25 messages every 3 hours.

You are a strategist charged with driving workforce and economic development in the state of **ohio** through innovative applications of artificial intelligence. Create a 10-step plan.



The future is human + machine. And the future is now.



Ohio can be a leader in AI. And it starts today.

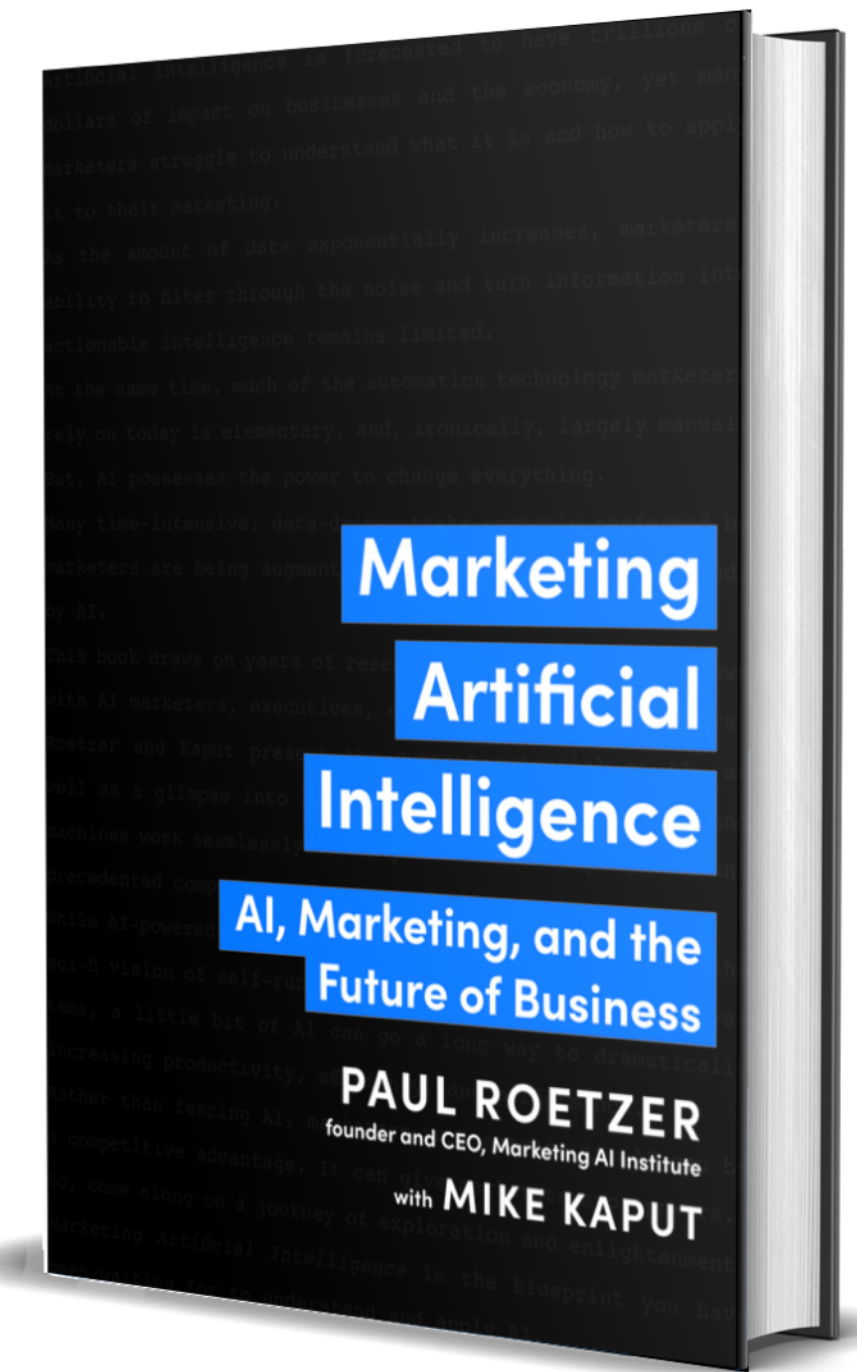




Paul Roetzer

@paulroetzer

- Founder & CEO, Marketing AI Institute
- Creator of the Marketing AI Conference (MAICON)
- International AI keynote speaker
- Co-Author of *Marketing Artificial Intelligence: AI, Marketing and the Future of Business*
- Co-Host of *The Marketing AI Show Podcast*



www.MarketingAIInstitute.com

