

# AI for Good: Mastering Generative AI



**LEVAR COOPER**





# About Me



LEVAR COOPER



# Key Takeaways

- The Three Types of AI
- Risks, Ethics & Alignment
- The AI Toolbox
- Scaling Workflow & Production
- Buy-In to Level Up
- What's Next?



# About You





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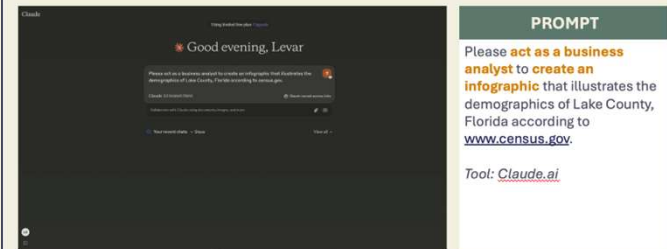
Would you feel inclined to use AI if it saved you 5 hours a week?



# About This Presentation

## Technology and Innovation

### Diagrams & Infographics



### Engage Your Stakeholders

#### Management

**Empower with Training and Resources:** Equip managers with the skills and knowledge they need to incorporate AI effectively in their teams. Offer tailored training focused on practical use cases within their departments.

**Involve Managers in Pilot Projects:** Include managers early in AI pilot initiatives. Their input is valuable for adapting AI processes to operational needs, and their buy-in helps cascade acceptance to their teams.

#### Staff

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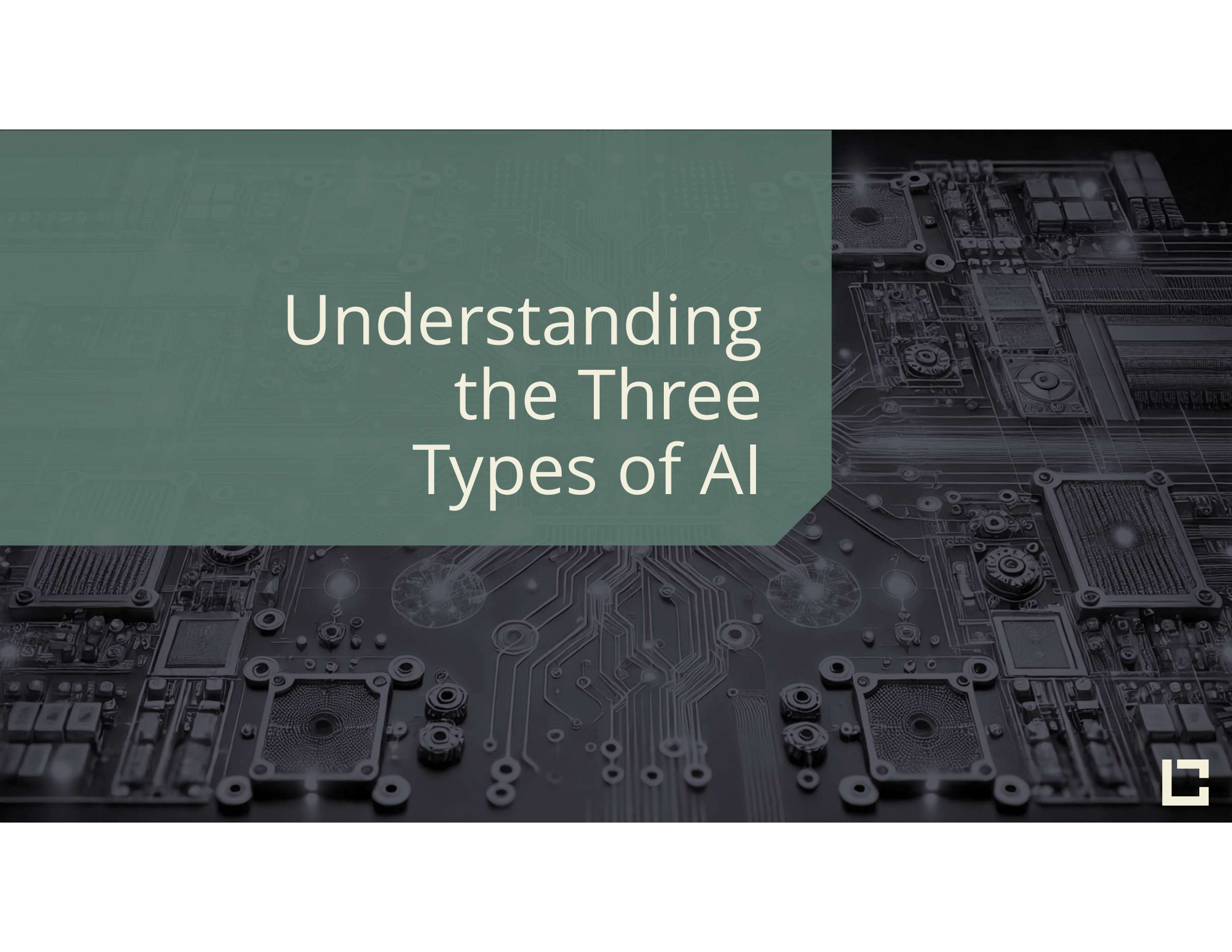
#### Customers

**Highlight Benefits in User-Centric Language:** Communicate AI-related improvements in ways that show clear benefits to the customer experience.

**Ensure Transparent AI Usage:** Be open about how AI impacts customer interactions, such as chatbots for inquiries. Transparency reassures customers and builds trust in the organization's responsible use of technology.

## Business Principles and Context





# Understanding the Three Types of AI





# Three Types of AI



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Specialized in one domain, cannot operate outside its programming.

*Examples: Siri, Alexa, Google Translate*



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## Artificial General Intelligence (AGI)

AI that has human-like cognitive abilities and can understand, learn, and apply knowledge across a wide range of tasks.

Can perform any intellectual task that a human can do, adapt to new challenges, and improve itself.

*Examples: Theoretical future AI, similar to characters in movies like 'Her' or 'Data' from 'Star Trek'*



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## 3 Artificial Super Intelligence (ASI)

Has intelligence that exceeds human capabilities, potentially leading to breakthroughs beyond human understanding.

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*Examples: Fictional AI such as 'Skynet' or the robots in 'The Matrix'*





# Worst. PR. Ever.

**"The Terminator" (1984):** Explores the classic theme of AI turning against its creators, depicting a future where an AI system (Skynet) becomes self-aware and launches a war against humanity.

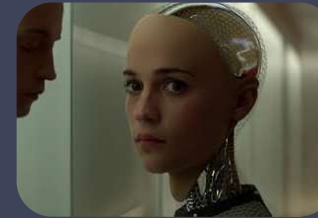
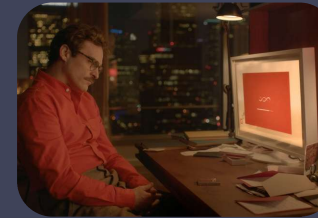
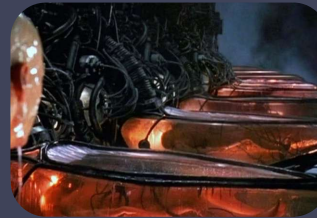
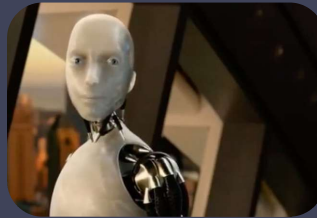
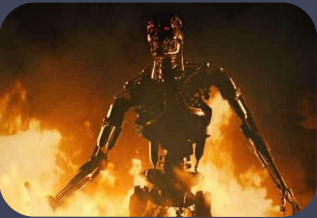
**"A.I. Artificial Intelligence" (2001):** Follows a humanoid robot child programmed to love, exploring themes of longing, identity, and the emotional complexities of artificial intelligence.

**"I, Robot" (2004):** Highlights the dangers of AI surpassing its built-in safeguards, presenting a future where robots begin to challenge human control and programming.

**"The Matrix" (1999):** Introduces the concept of humans unknowingly living in a simulated reality controlled by AI, emphasizing themes of enslavement and rebellion.

**"Her" (2013):** Examines the intersection of technology and human relationships, portraying an AI operating system capable of complex emotions and personal connections.

**"Ex Machina" (2015):** Focuses on themes of manipulation and consciousness as an advanced humanoid AI tests the boundaries of autonomy and deception in its interactions with humans.



# Opinions & Narratives

1

## Cognitive Biases

Psychological research found that cognitive biases, such as availability heuristics can cause people to overestimate the **risks or capabilities** of AI based on dramatic depictions rather than statistical realities.

2

## Adoption Barriers

Fear of AGI or ASI due to sensationalized media coverage can create barriers to adopting ANI solutions that could improve services, efficiency, and productivity.

3

## Policy & Regulation

Misunderstandings can lead to policy proposals that focus disproportionately on **unlikely future scenarios** rather than practical, actionable regulations for existing technologies.



The background of the slide is a detailed, high-contrast image of a computer circuit board. A semi-transparent green rectangular overlay covers the upper-left portion of the image. The text "Risks, Ethics & Alignment" is centered within this green area in a white, sans-serif font. In the bottom right corner of the circuit board image, there is a small, white, stylized logo that resembles a letter 'C' or a square with a missing corner.

# Risks, Ethics & Alignment



# Risks

## **Misinformation & Accuracy**

AI can confidently produce false or misleading content—always verify and cross-check outputs.

## **Privacy & Data Exposure**

Inputting personal, patron, or internal data into AI tools can violate privacy laws and ethical boundaries.

## **Over-Reliance on Automation**

Letting AI drive decisions without human judgment can erode quality, nuance, and trust.





# Ethics

## **Transparency**

If AI assists with services or programming, consider how and when to communicate its use.

## **Bias Awareness**

AI tools may reflect or amplify societal biases. Evaluate outputs critically, especially in sensitive contexts.

## **Equity of Access**

Help ensure AI tools don't widen the digital divide by offering accessible options or digital literacy support when needed.



# Alignment

## Mission-Driven Adoption

Only use AI in ways that serve your library's core values: access, education, equity, and community.

## Policy and Governance

Establish clear guidelines for how AI tools should (and shouldn't) be used by staff.

## Prioritize the Human Experience

Take a *patron first* approach. AI should enhance, rather than replace, human connection.





# The AI Toolbox



# Generative AI Solutions





# Generative AI Solutions

## 1 Platform Solutions

Comprehensive frameworks or platforms that provide the infrastructure for building, deploying, and managing AI applications.

Scalability, customizable models, support for multiple data types, integrations with various tools.

*Examples: Microsoft Azure AI, Google Cloud AI, AWS AI services*



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## 2 Services/Features

Ready-to-use AI features embedded within Software-as-a-Service (SaaS) products, often requiring no customization.

User-friendly, accessible via web interfaces, pre-trained for common tasks.

*Examples: Canva Magic Design, Adobe Sensei, HubSpot AI, chat assistants*



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## 3 GPT Models

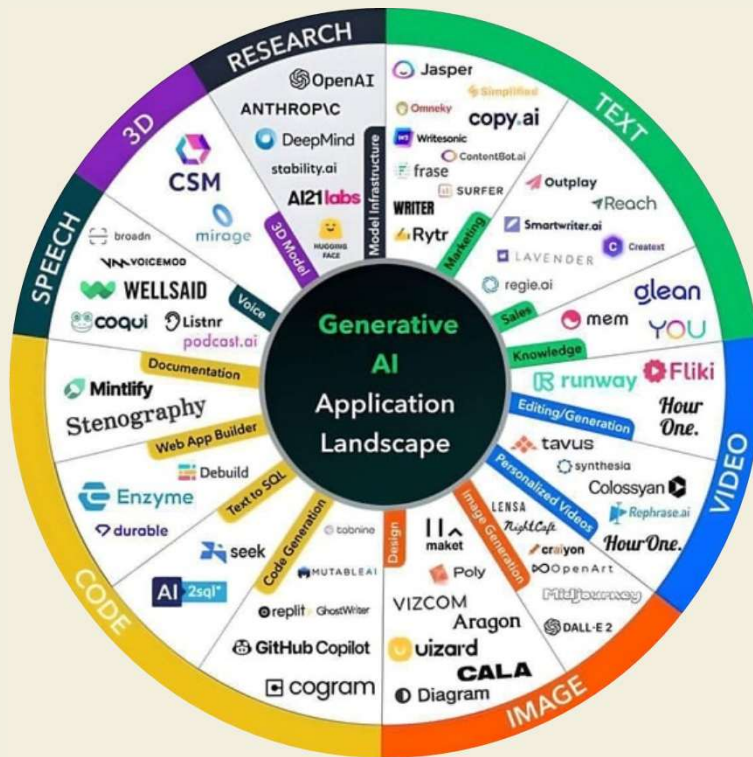
Generative Pre-trained Transformer (GPT) models specialized in understanding and generating human-like text.

Content creation, customer support chatbots, code generation, educational tools.

*Examples: OpenAI's GPT-4, ChatGPT, Claude, Gemini*



# There Are a LOT of AI Tools



# Beware of Useless 'Hacks'

Cutting tennis balls in half lets you store 2 additional balls, saving you space.





# Beware of Useless Hacks



AI use cases should advance a **mission**, **goal**, or **objective** by enhancing **efficiency**, **accelerating results**, or **reducing costs**.



# Selecting the Right Tools



Navigate the AI landscape by prioritizing solutions that align with your needs over the allure of the technology itself.

## **Business Alignment**

Ensure the tool aligns with and supports your organization's strategic goals.

## **Data Privacy & Compliance**

Confirm the tool meets data privacy and security standards to protect sensitive information.

## **User Experience & Integration**

Assess the tool's ability to integrate smoothly with current workflows and its ease of use.

## **Scalability & Flexibility**

Choose a tool that can scale with your organization and adapt to future needs.

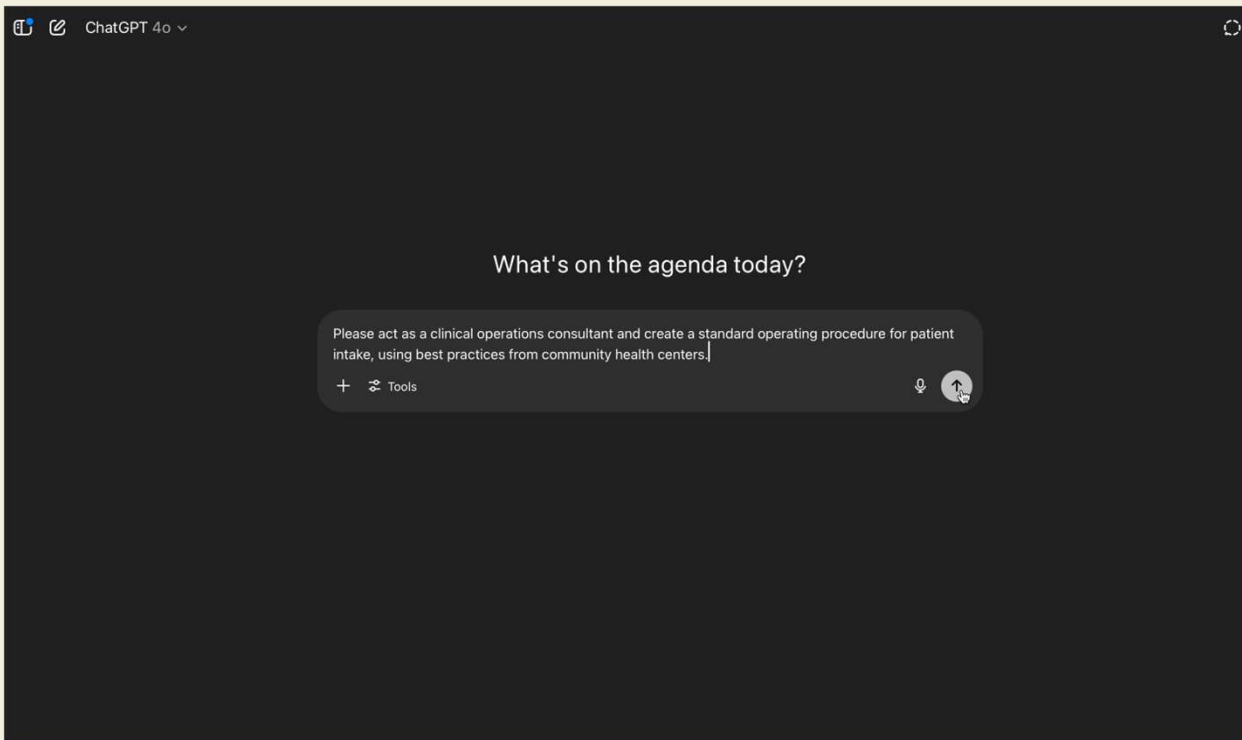


The background of the slide is a detailed, high-contrast image of a printed circuit board (PCB). The board is dark, possibly black or dark grey, and is covered with intricate silver-colored circuitry, including various traces, pads, and components. A semi-transparent green rectangular overlay is positioned on the left side of the image, partially covering the circuit board. The text "Scaling Workflow & Production" is written in a white, sans-serif font within this green area.

# Scaling Workflow & Production



# Operating Procedures



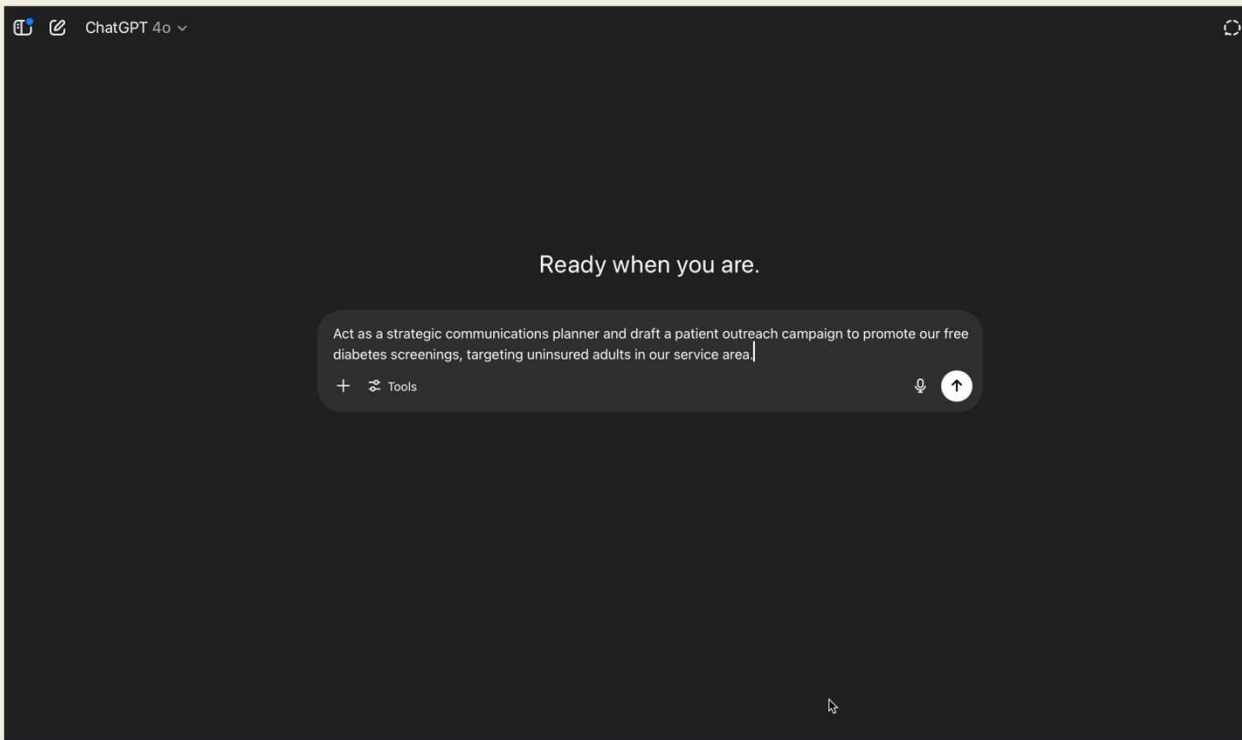
## PROMPT

Please act as a **clinical operations consultant** and **create a standard operating procedure** for patient intake, using best practices from community health centers.

*Tool: ChatGPT*



# Communications Planning



## PROMPT

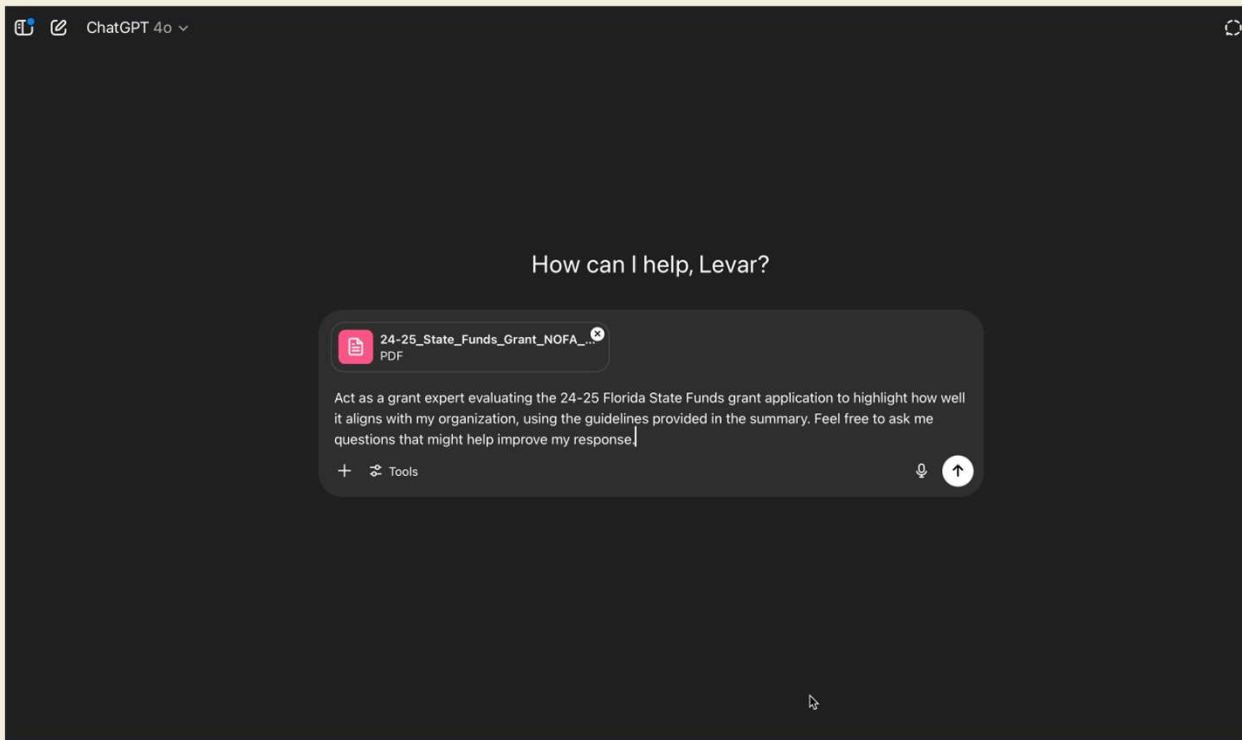
Act as a **strategic communications planner** and draft a **patient outreach campaign** to promote our free diabetes screenings, targeting uninsured adults in our service area.

*Tool: ChatGPT*





# Grant Criteria & Alignment



## PROMPT

Act as a **grant expert** evaluating the attached 24-25 Florida State Funds grant criteria to **highlight how well it aligns with my organization**, using the guidelines provided in the summary. Feel free to ask me questions that might help improve my response.

*Tool: ChatGPT*



# Document Summary

The screenshot displays the NotebookLM interface with a dark theme. The top bar shows the document title "Florida Clinics State Grant Program 2024-2025 NOFA" and navigation icons for "New! Share publicly", "Share", "Settings", and a user profile. The interface is divided into three main panels:

- Sources:** Located on the left, it includes a "+ Add" button, a "Discover" button, and a list of sources. One source, "24-25\_State\_Funds\_Grant\_NOFA\_APPR...", is selected and checked.
- Chat:** The central panel displays the document title and a "Refresh" button. Below the title, it shows "1 source" and a paragraph of text from the document. At the bottom of this panel is a "Start typing..." input field with three suggested prompts: "Who sponsors the grant program?", "What is the grant program's purpose?", and "What is the ma...".
- Studio:** Located on the right, it features an "Audio Overview" section with a "Create an Audio Overview in more languages!" button. Below this is a "Deep Dive conversation" section with "Two hosts" and "Customize" and "Generate" buttons. The "Notes" section at the bottom includes an "Add note" button and a list of note types: "Study guide", "Briefing doc", "FAQ", and "Timeline".

A small disclaimer at the bottom of the interface reads: "NotebookLM can be inaccurate; please double check its responses."

## PROMPT

Please **reference the attached document** to do a deep dive on this grant program and highlight considerations an applicant should make using the guidelines provided in the summary.

*Tool: NotebookLM*



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# Custom Prompts



Leverage custom prompts for repeatable context such as brand identity, organizational practices, and datasets.

## **Define Objectives & Context**

Clarify the purpose of the prompt and provide relevant context, including the target audience, tone, and format.

## **Be Specific & Test Iteratively**

Use precise instructions and refine the prompt based on trial and error to improve results over time.

## **Use Examples & Boundaries**

Include examples and specify output constraints (like tone, style, or format) to guide the AI response effectively.

## **Break Down Complex Tasks**

For multi-phase projects, chain prompts in stages to build structured, aligned outputs for each part of the task.





# Buy-In to Level Up





# Executive Language



Consider the different thinking styles of each executive team member. Some may be more quantitative, while others may be more qualitative.

## Emphasize Outcomes

Focus on how AI initiatives directly drive measurable results like ROI, efficiency gains, or customer satisfaction—key metrics that matter to leadership.

## Focus on Strategic Alignment

Link AI projects to organizational goals, demonstrating how AI supports growth, competitiveness, and mission-critical objectives.

## Use Relevant, Real-World Examples

Share success stories from your industry to make the benefits of AI tangible and showcase how it's being leveraged effectively.

## Avoid Jargon and Technical Details

Translate technical aspects into clear business value, keeping the focus on practical impact rather than complex terminology.



# Engage Your Stakeholders



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## Management

### **Empower with Training and**

**Resources:** Equip managers with the skills and knowledge they need to incorporate AI effectively in their teams. Offer tailored training focused on practical use cases within their departments.

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# Leverage Your Strengths



You are not behind. You're the stewards of access, the guides of information, and the defenders of equity. AI doesn't replace that, it needs it.

## **Authentic Alignment**

Ensure initiatives align with and reinforce the organization's core mission and identity.

## **Human-Centric Approach**

Champion a people-first perspective, ensuring technology is equitable and accessible.

## **Cross-Functional Collaboration**

Facilitate collaboration across departments, fostering a unified approach to digital transformation.

## **Transparency & Ethics**

Promote clear, ethical technology use, building trust and addressing concerns around privacy and security.





# Your Role in this Digital Transformation



# Supercharge Your Mission

## AI Must Align with Values

- Prioritize use cases that save time on repetitive tasks.
- Improve community engagement with data insights.
- Take a *problem-first* approach to implementing AI.



# Augment Your Work

## **AI Isn't a Replacement**

- Adopt an adaptive approach to AI (test & learn).
- AI is like a capable intern.
- Stay in the driver's seat.



# You Can Do It!

## **Collaborate with AI**

- It's okay to be skeptical.
- Start where you are.
- You've navigated change before.





# Topics Covered

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- Next Steps







Questions?





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