

A female scientist with dark hair tied back, wearing a white lab coat, blue gloves, and glasses, is focused on her work in a laboratory. She is using a pipette to transfer liquid into a test tube. The background is a blurred laboratory with other scientists and equipment, all under a blue light. The text "Getting Out of the Experimental Phase" is overlaid in large white font.

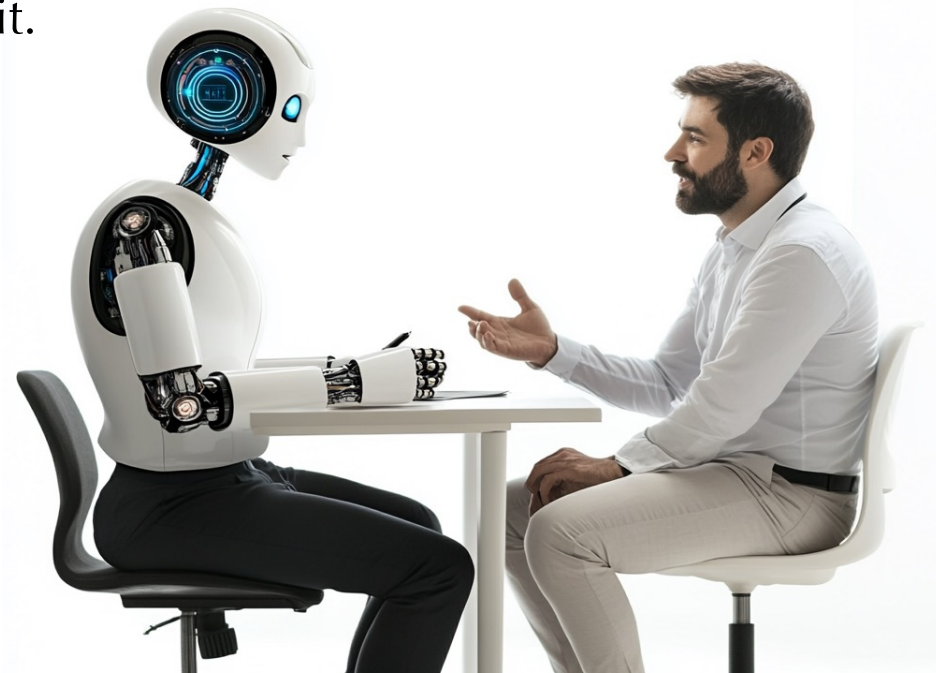
Getting Out of the Experimental Phase

with Artificial Intelligence

The Technology: What is AI?

Changes nature of human-computer relationship.

- Humans used to have to solve a problem first, so we could tell the computer how to do it.
- With AI, you can simply give a problem to a computer and ask it to see what solutions it can come up with.



The Technology: What is AI?

- General AI
- Narrow AI
 - Generative AI
 - Involves training a model usually on a HUGE dataset.
 - Can generate images, text, music, videos, code, etc.
 - Can generate its own solutions to problems it's never seen.



The Technology: What AI is NOT

- ✗ A simple *rule-based tool* that follows “if/then” instructions.
 - ✗ A *scripted bot* that only does what it’s explicitly told.
 - ✗ A *replacement* for human judgment, empathy, or decision-making.
-
- **AI Learns from data:** It identifies patterns and adapts without needing step-by-step programming.
 - **AI Understands context:** It can interpret language, intent, and nuance.
 - **AI Generates insights:** Instead of just executing tasks, it creates new content, solutions, or recommendations.



Automation follows orders.

AI thinks with you.



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What is Possible with AI

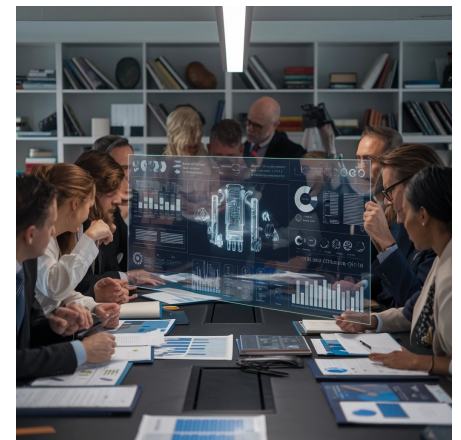
1. Individual Professional Use

- Use of AI that you can wholly control for your own use to improve quality, reduce task time, enhance productivity.



2. Organizational Use

- Implementing AI tools across an organization to improve organizational productivity, outcome quality, caller experience, agency interface, etc.



How to Leverage AI For yourself

- Writing & Communication
- Meeting Management
- Data Analysis
- Content Creation



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Writing and Communication

Writing for you

ChatGPT, Claude, Gemini, Perplexity, Copilot



Temporary Chat

This chat won't appear in history, use or create memories, or be used to train our models. For safety purposes, we may keep a copy of this chat for up to 30 days.



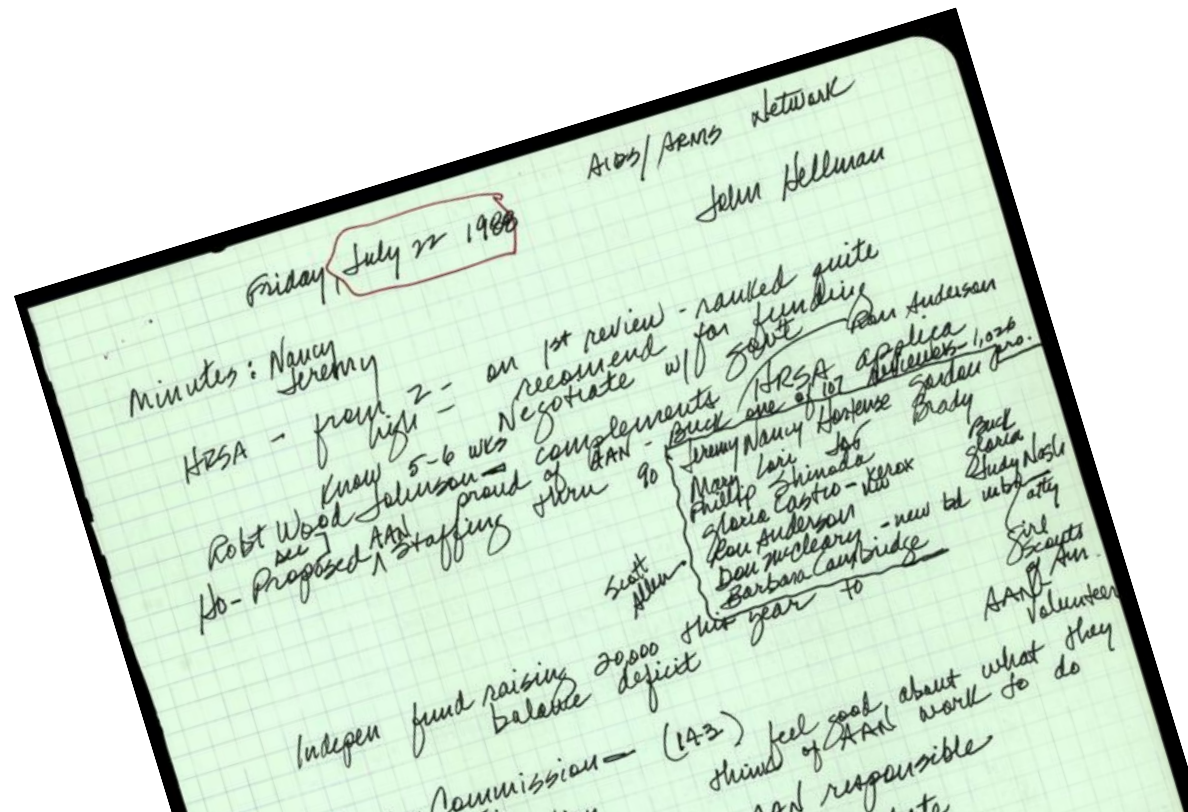
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Meeting Management

Read Your Notes

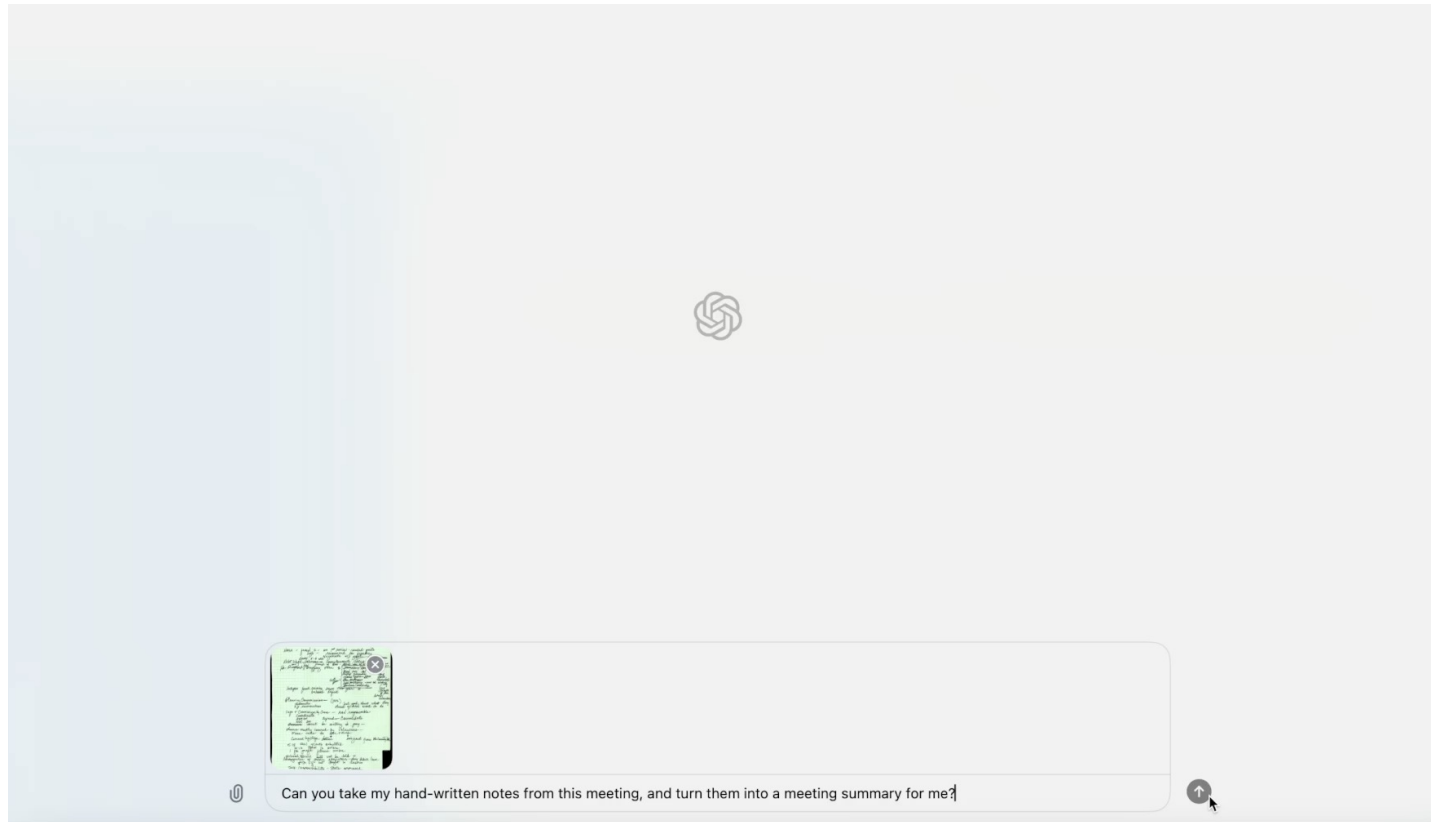
ChatGPT, Claude, Gemini, Perplexity, Copilot



Meeting Management

Read Your Notes

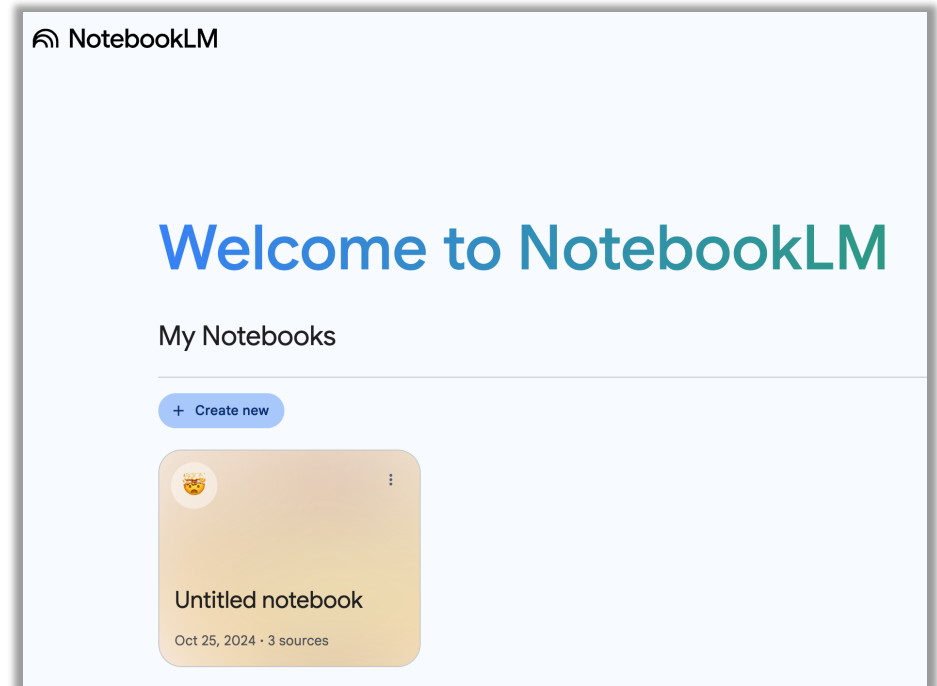
ChatGPT, Claude, Gemini, Perplexity, Copilot



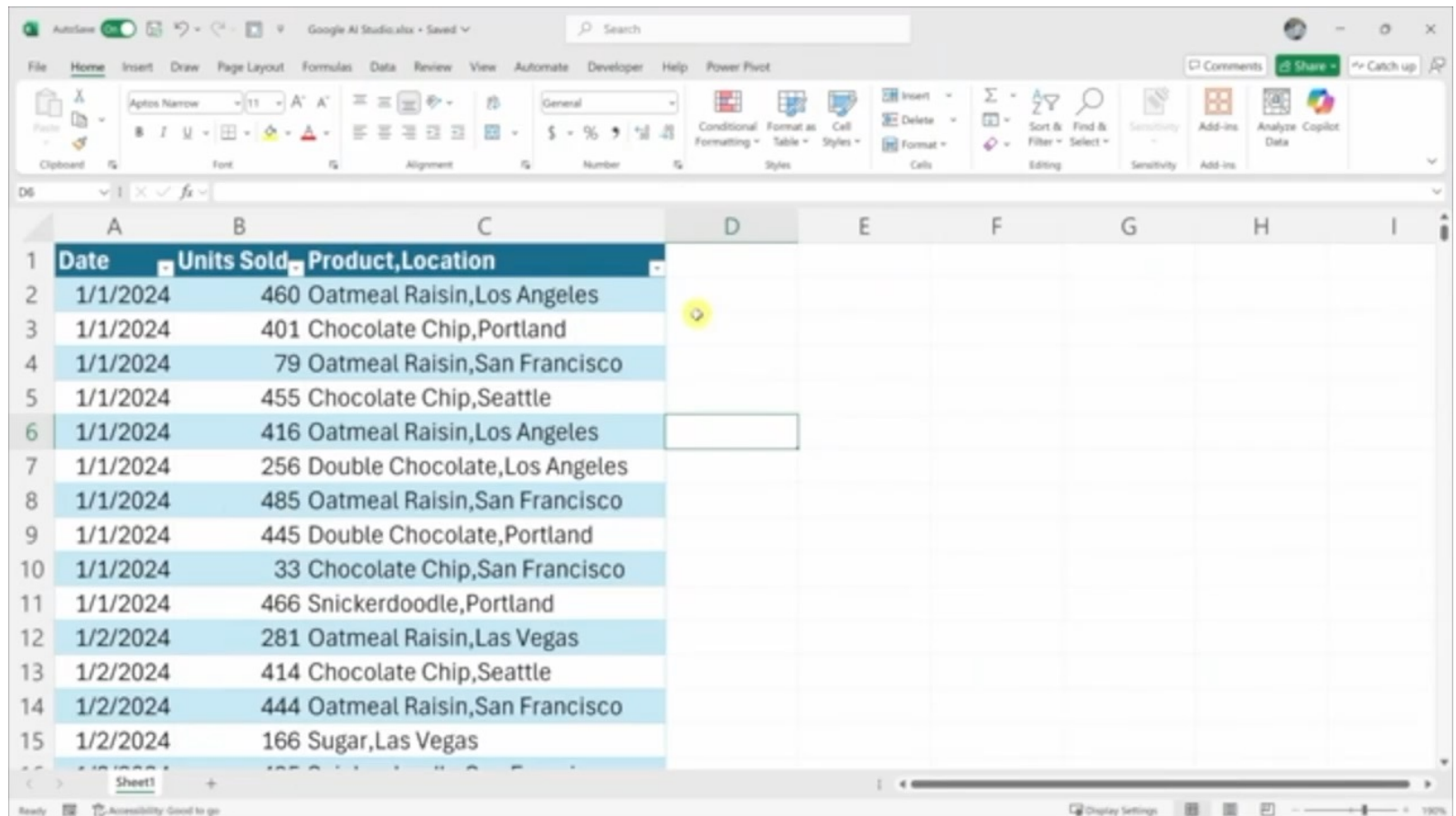
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Learning & Digesting Info – Notebook LM

- Load videos, documents, notes into a “Notebook” and then query the AI.
- AI can develop podcast you can listen to that explains it all as you drive/run/etc.



Learning & Digesting Info – StreamLive



The screenshot displays a Google Sheets spreadsheet with the following data:

Date	Units Sold	Product, Location
1/1/2024	460	Oatmeal Raisin, Los Angeles
1/1/2024	401	Chocolate Chip, Portland
1/1/2024	79	Oatmeal Raisin, San Francisco
1/1/2024	455	Chocolate Chip, Seattle
1/1/2024	416	Oatmeal Raisin, Los Angeles
1/1/2024	256	Double Chocolate, Los Angeles
1/1/2024	485	Oatmeal Raisin, San Francisco
1/1/2024	445	Double Chocolate, Portland
1/1/2024	33	Chocolate Chip, San Francisco
1/1/2024	466	Snickerdoodle, Portland
1/2/2024	281	Oatmeal Raisin, Las Vegas
1/2/2024	414	Chocolate Chip, Seattle
1/2/2024	444	Oatmeal Raisin, San Francisco
1/2/2024	166	Sugar, Las Vegas


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Content Creation – Royalty Free Images

Image Generators: **Midjourney**, DALL-E, Leonardo, Ideogram, G.Flash.



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Image Generators – Royalty Free Images

Image Generators: Midjourney, DALL-E, Leonardo, **Ideogram**, G.Flash.



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Image Editors – Inpainting

Image Generators: Midjourney, DALL-E, **Leonardo**, Ideogram, G.Flash.



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Image Generators– Outpainting

Examples: *Midjourney*, DALL-E, Leonardo, Ideogram, G. Flash.



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Audio Generators – Video Voiceovers

Voice Generators: [ElevenLabs](#), PlayHT, Revoicer.



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Audio Generators – Music

An up-tempo cheerful pop country song about going to the Clay County Fair to see the goats.



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Video Generators - Translation

Video Generators: Sora, **HeyGen**, Opus Clip, Runway ML, Pika Labs.



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Generative AI Examples

Image Generators: [Midjourney](#), DALL-E, Leonardo, [Ideogram](#), G.Flash.

Text generators: [ChatGPT](#), Gemini, Claude, Perplexity.

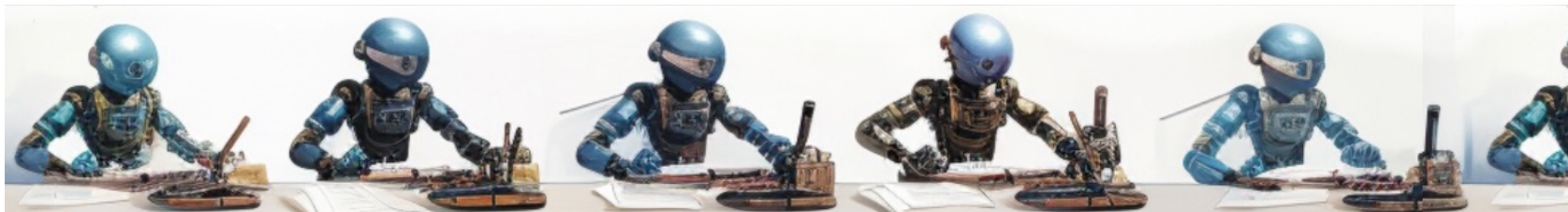
Audio Generators: [Eleven Labs](#), Plat HT, Revoicer, Mubert, Avia, [Suno](#).

Video Generators: [Sora](#), [HeyGen](#), Veo, [Runway ML](#), Pika Labs.

Video Editors: Opus Clip, Munch, InVideo, Pictory.

Code Generators: GitHub Copilot, Alphacode, AutoGen.

Keep up with futuretools.io!



How to Leverage AI For Your Organization

- The real challenge?
CULTURE



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Preparing Your Organization

- Foster a culture of learning and adaptation.
- Implement strong governance, ethical guidelines.
- Define clear objectives, use cases, KPIs.
- Start small and scale gradually.



Preparing Your People

- **Training:** Develop programs according to levels of tech proficiency. Conduct practical workshops where employees can interact with AI.
- **Transparent Communication:** Clearly explain the purpose, benefits, and limitations; address common misconceptions and fears.
- **Employee Involvement:** Solicit feedback, include in decision-making.
- **Dedicated Support Teams/Mentors:** Establish AI champions who can assist employees with AI tools and applications.
- **Emphasize Augmentation:** Reiterate that AI is meant to assist and enhance human capabilities, not replace jobs.



Challenges & Limitations

- Hallucinations: ALWAYS fact check output.
- Despite guardrails, inappropriate content is possible.
- Lack of common-sense understanding & reasoning.
- Sensitivity to input data, leading to biases.
- We don't fully understand machine learning.
- Data privacy and security must be safeguarded.

BEWARE DEEPSEEK



Questions?

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