

Getting Started with Generative AI:

Building a Practical, Responsible Foundation



- Welcome and session objectives: what you'll be able to do after today



- Why this matters now: AI spending to hit \$2.59 trillion in 2026 (Gartner)



- Speed of change is real, but core skills are learnable—this is your scaffold



- We cover a practical, hands-on foundation, not deep technical theory



- Session flow: from understanding the tech to your first 30-day action plan



What Generative AI Actually Is (and What It Isn't)



- AI that generates new content by learning patterns from vast data



- Differs from predictive AI (classifies/forecasts) and rule-based systems



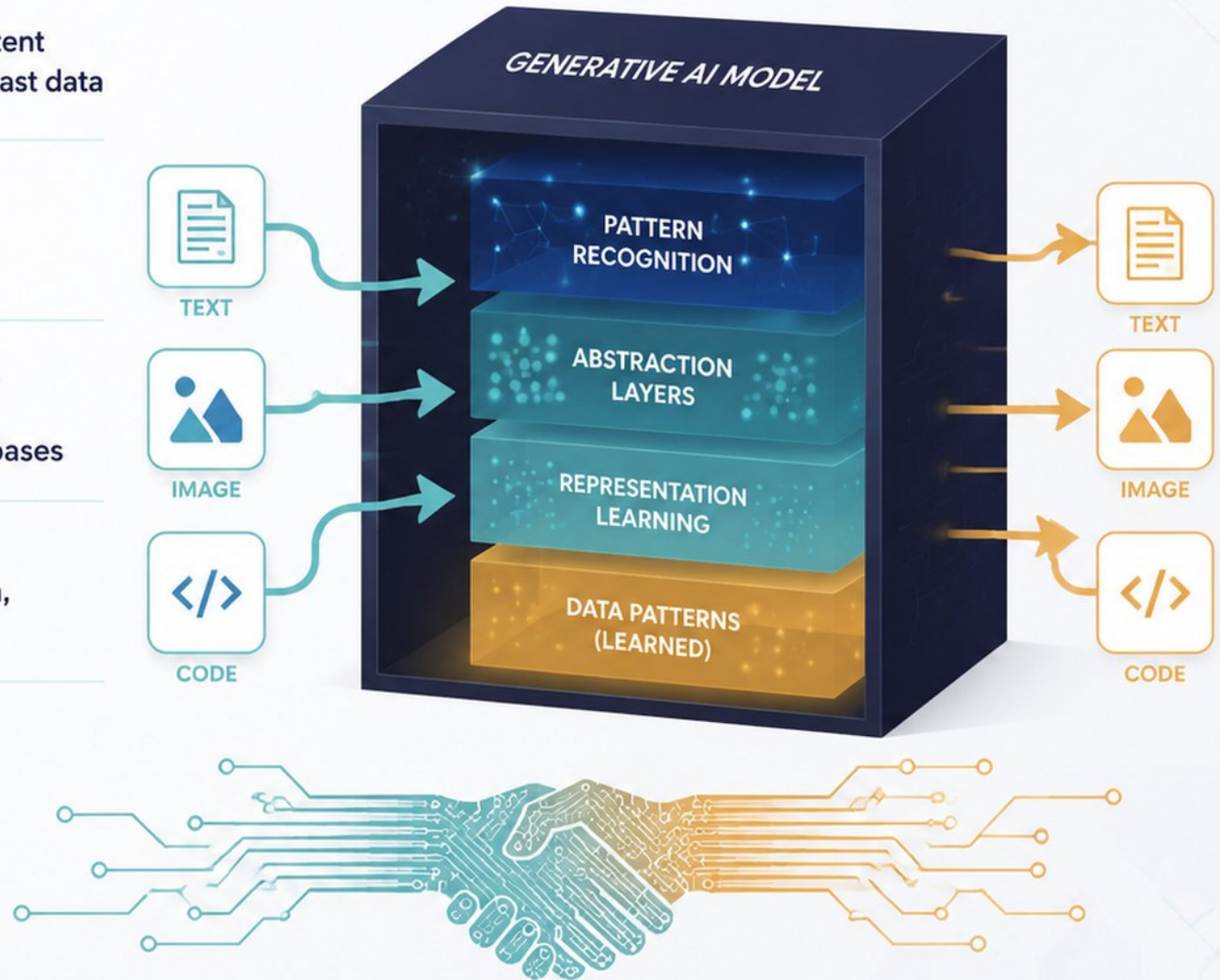
- Foundation Models, LLMs, and Diffusion Models: pattern learners, not databases



- A prompt is your primary interface—communication, not coding



- AI is not a search engine, doesn't understand, and isn't infallible



The Core Loop: Prompt, Evaluate, Iterate

- Prompt → Response → Evaluate → Refine is the universal workflow to master
- Prompting is communication, not coding: clarity drives quality
- CRAFT framework: Context, Role, Action, Format, Tone
- First response is a draft; targeted feedback gets polished results
- Advanced: Chain-of-Thought for reasoning, Few-Shot for style matching



The Hallucination Reality: Why You Must Verify Everything



- Confident, fluent, and completely fabricated output—not a bug, but how LLMs work



- Generates the most plausible word, not the truth; has no fact database



- Fake citations, stats, and quotes look exactly like real ones



- Hallucination rates climb in law, medicine, and long multi-step tasks



- Match verification rigor to risk: low for brainstorming, high for factual claims



Everyday Use Cases: AI for Real Work



- Draft, summarize, and rewrite: emails, reports, proposals, and meeting notes



- Brainstorm ideas and overcome 'blank page syndrome' for projects and creative work



- Generate custom marketing visuals without design expertise



- Manipulate data and write basic scripts—explain formulas, clean data, automate tasks

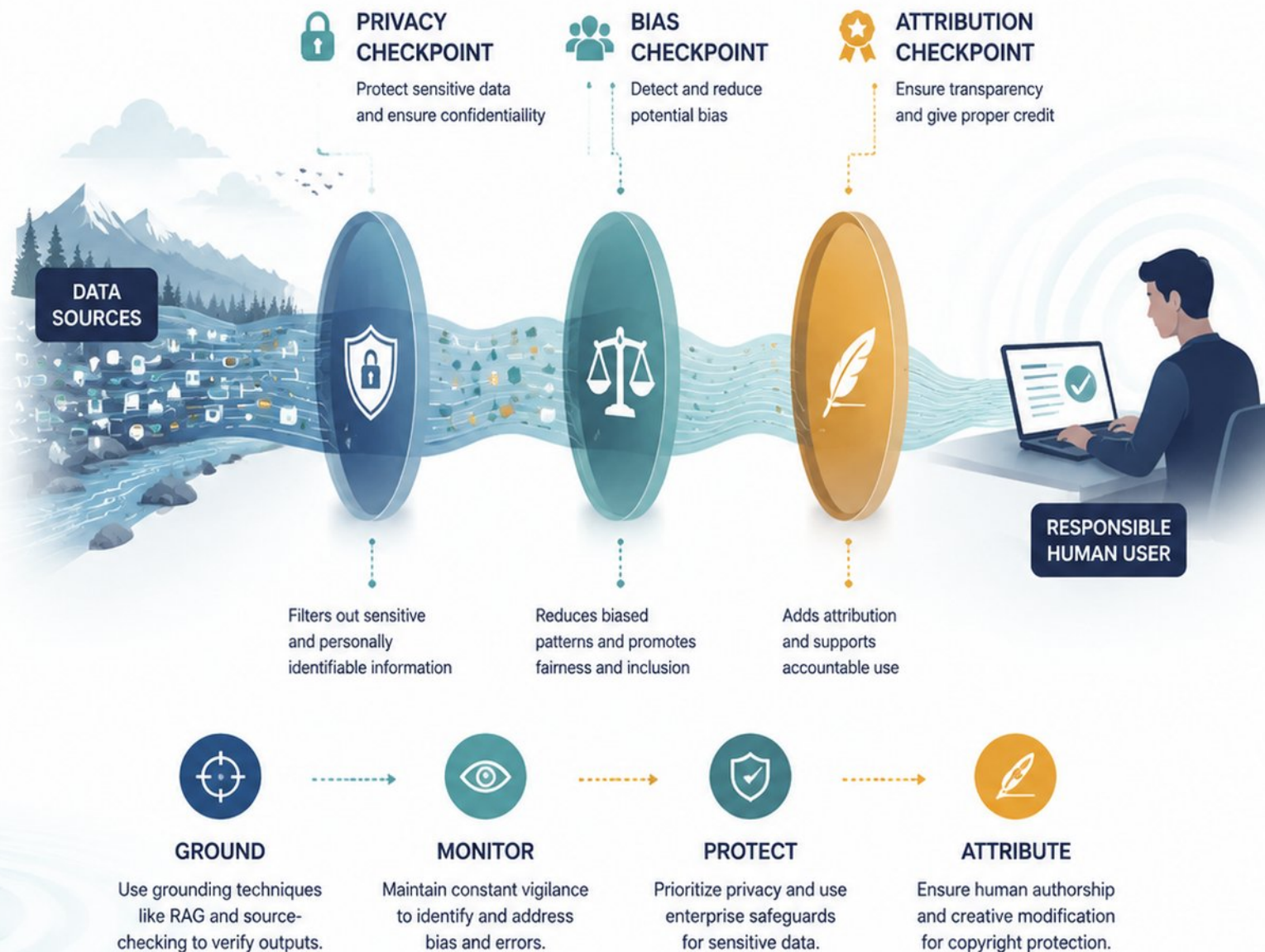


- Tool-map: ChatGPT (versatility), Claude (analysis), Gemini (Workspace), Copilot (M365), Perplexity (research), Midjourney/Canva (visuals)



Responsible Use: Accuracy, Bias, Privacy, and Attribution

- Verify outputs with grounding techniques like RAG and source-checking.
- AI can amplify societal bias—constant vigilance is required.
- Never paste sensitive data into public AI tools.
- Enterprise tiers offer contractual guarantees data won't be used for training.
- Human authorship and creative modification are key to copyright protection.



Organizational Policies and the Deepfake Frontier

- ✓ Deepfake harassment creates new employer liability—your handbook needs an explicit AI ban
- ✓ Implement a standalone AI Acceptable Use Policy and address off-duty conduct
- ✓ Scrutinize vendor agreements for strong defense and indemnity clauses against IP claims
- ✓ Train managers to recognize, report, and escalate AI-generated misconduct immediately
- ✓ A static policy is a liability; the EU AI Act and state laws are evolving rapidly



Your First 30-Day Plan:

From Learning to Practice



- **Week 4:** Explore a specialist tool for your specific work (e.g., Perplexity, Canva, Copilot).

- **Week 3:** Develop an evaluation habit—check for hallucinations, bias, and relevance.

- **Week 2:** Build a prompt library using CRAFT; save reusable templates.

- **Week 1:** Experiment with 2-3 free tools (ChatGPT, Claude, Gemini) on low-risk daily tasks.

- **Final step:** Automate one recurring task with AI and share the result with a colleague.

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