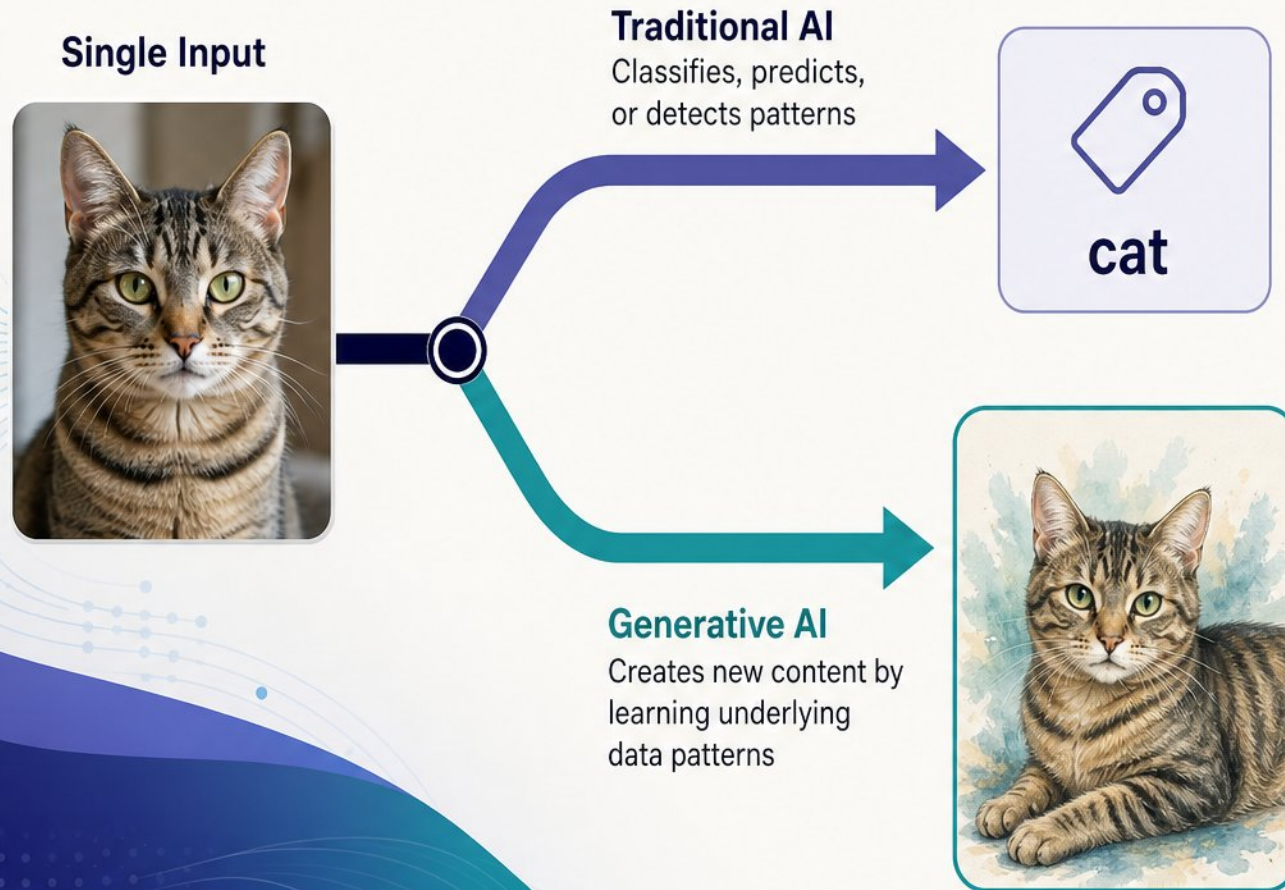


Generative AI: Concepts, Purpose, and Examples

- Systems that create new text, images, code, audio, and video by learning patterns from data
- Rapid enterprise adoption: 47% of U.S. employees say their organization uses AI tools
- From core concepts and leading models to practical applications across roles
- Designed for general professionals, team leads, creators, and learners starting out



How Generative AI Differs from Traditional AI



- **Traditional AI** classifies, predicts, or detects patterns (e.g., spam filters, fraud detection)
- **Generative AI** creates new content (text, images, code) by learning underlying data patterns
- **Discriminative models** learn boundaries between categories; generative models learn the full data distribution
- **Analogy:** discriminative tells a dog from a cat; generative learns what makes a dog a dog well enough to draw one
- **The distinction guides** tool selection: classification vs. content creation tasks

Core Building Blocks: Foundation Models, LLMs, and Prompting



- **Foundation models:** large, general-purpose AI trained on broad data, adaptable to many tasks



- **Leading 2026 families:** GPT-5.6, Claude, Gemini, Llama, DeepSeek



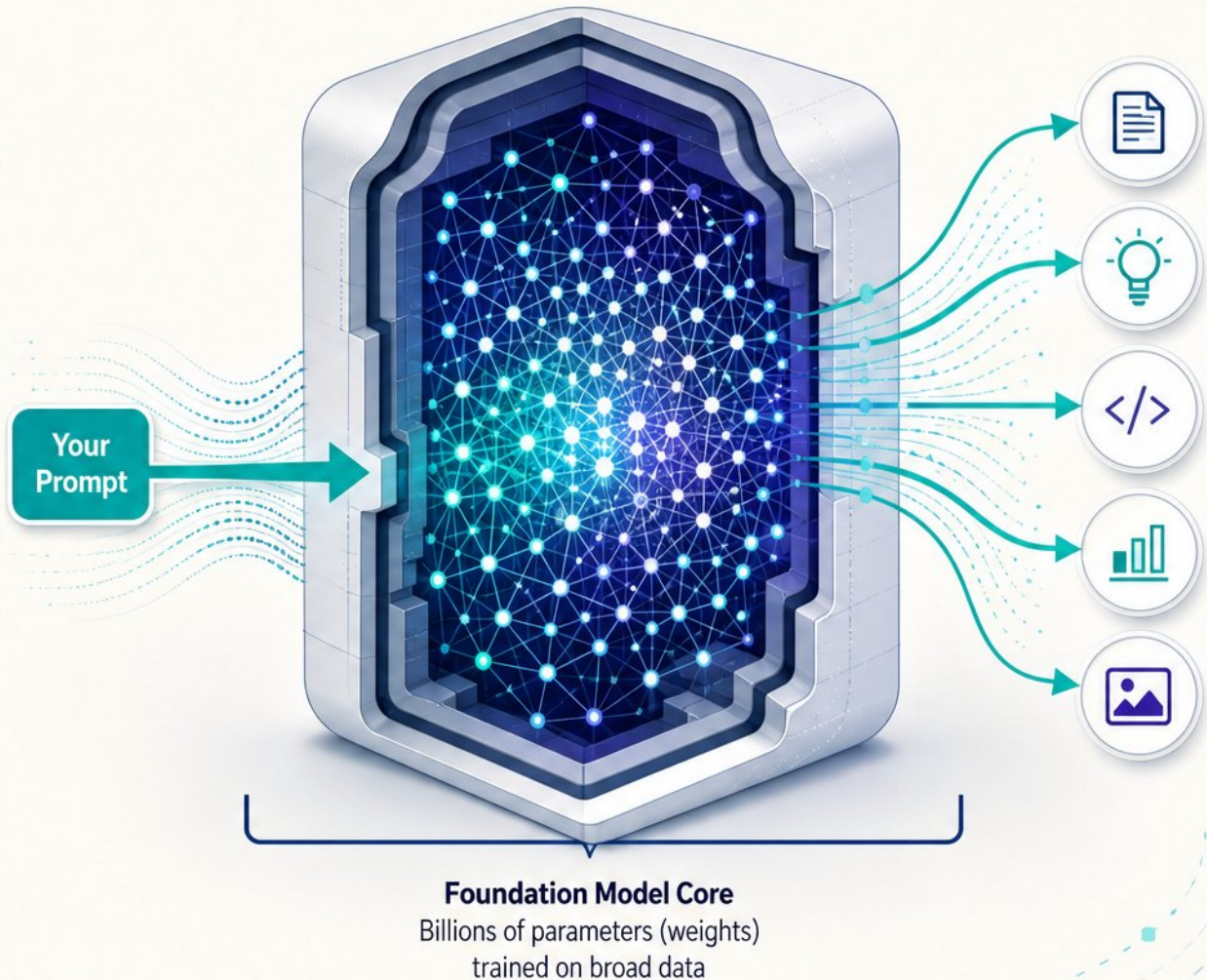
- **Key concepts:** training data, parameters (billions of weights), tokens (basic units)



- **Prompting is the new interface:** describe what you want in natural language



- **Iterate to refine:** improve outputs through conversation and follow-up instructions



Text Generation and Summarization

- 51% of U.S. AI users at work use AI for writing and editing
- Draft emails, reports, meeting summaries, and marketing copy
- Use role assignment, format specs, and tone guidance in prompts
- Refine outputs iteratively through conversation and follow-ups
- Expect strong drafts that need human review, not finished products



Beyond Text: Image, Code, Audio, and Video Generation



- **Image generation:** Midjourney, Firefly, DALL-E — create concepts, social graphics, ad variations



- **Code assist:** GitHub Copilot, Cursor, Claude Code report 10-20x productivity gains



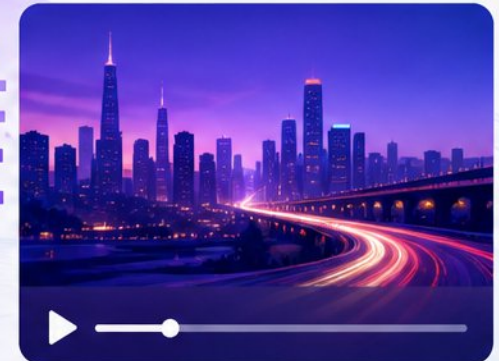
- **Audio & voice:** ElevenLabs for realistic voiceovers, text-to-speech in multiple languages



- **Video generation:** Runway, Veo enable social cuts, ads, and localization without a full shoot



- **Multimodal:** Models now handle text, images, audio, and video in a single interaction



Practical Applications Across Roles



- **Marketing:** 80% of marketers use AI for content creation, saving 10+ hours per week



- **Development:** Coding assistance and automation deliver the largest productivity gains



- **Support:** AI-powered search resolves routine tickets and manages knowledge at scale



- **Leadership:** AI drafts meeting summaries, project briefs, and data-backed presentations



- **Activation gap:** Role-specific, hands-on practice turns tool access into business value



Leading Tools and Platforms for Each Modality



All-purpose

- All-purpose: ChatGPT (versatile), Claude (writing/coding), Gemini (Workspace), Perplexity (cited research)



Image

- Image: Midjourney (artistic), Adobe Firefly (creative suites), Canva AI (fast business design)



Coding

- Coding: GitHub Copilot (inline), Cursor (AI-first IDE), Claude Code (terminal agent)



Video & audio

- Video & audio: Runway (creative video), ElevenLabs (voice), Filmora (polishing)

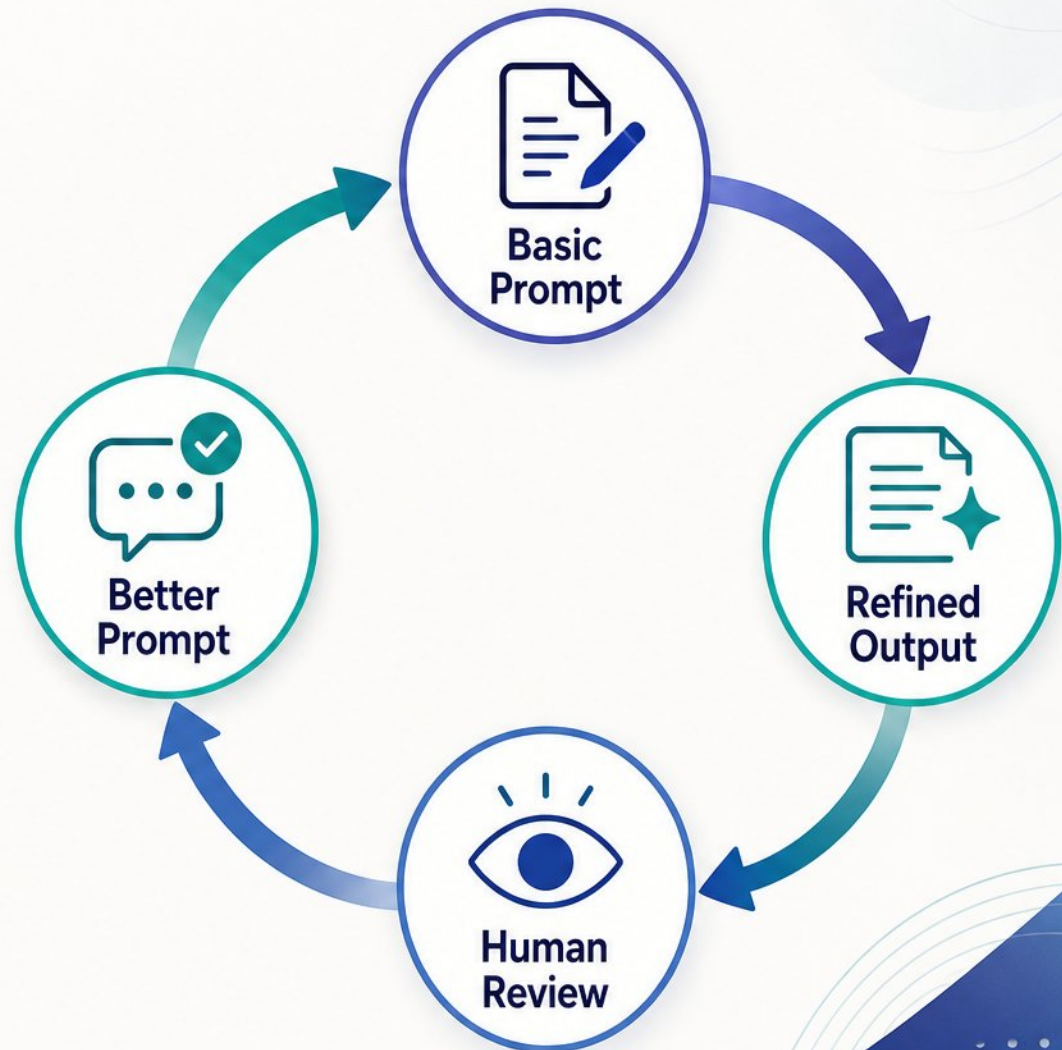


Pricing

- Pricing: strong free tiers; pro plans converge around \$20/month — start free, upgrade later

Prompting Basics and the Iteration Mindset

- Good prompts include clear context, specific task, desired format, and tone
- Use role-based prompting, few-shot examples, and step-by-step instructions
- Treat AI output as a first draft — refine through re-prompting and iteration
- Try summarizing a document, drafting an email, or brainstorming 10 ideas
- Avoid ambiguous requests, missing context, or unrealistic expectations



Risks Every Professional Should Know

-  AI can generate confident, plausible falsehoods — verify critical facts
-  Standard accuracy metrics reward guessing over admitting uncertainty
-  Models reflect and amplify biases in training data
-  Even frontier models struggle with one-off or unsupported facts
-  Finetuning can reactivate verbatim recall of copyrighted training data



Privacy, Security, and Intellectual Property

- Understand data handling: free tiers may train on your inputs
- AI tools can be vectors for data leaks; policies matter
- Global copyright litigation questions fair use of training data
- Outputs reproducing protected works create infringement risk
- Use tools with clear policies; never input confidential data



Responsible Use and Human-in-the-Loop



- Require transparency so employees know when content is AI-generated



- Keep humans in the loop; AI is a creative engine, not a replacement



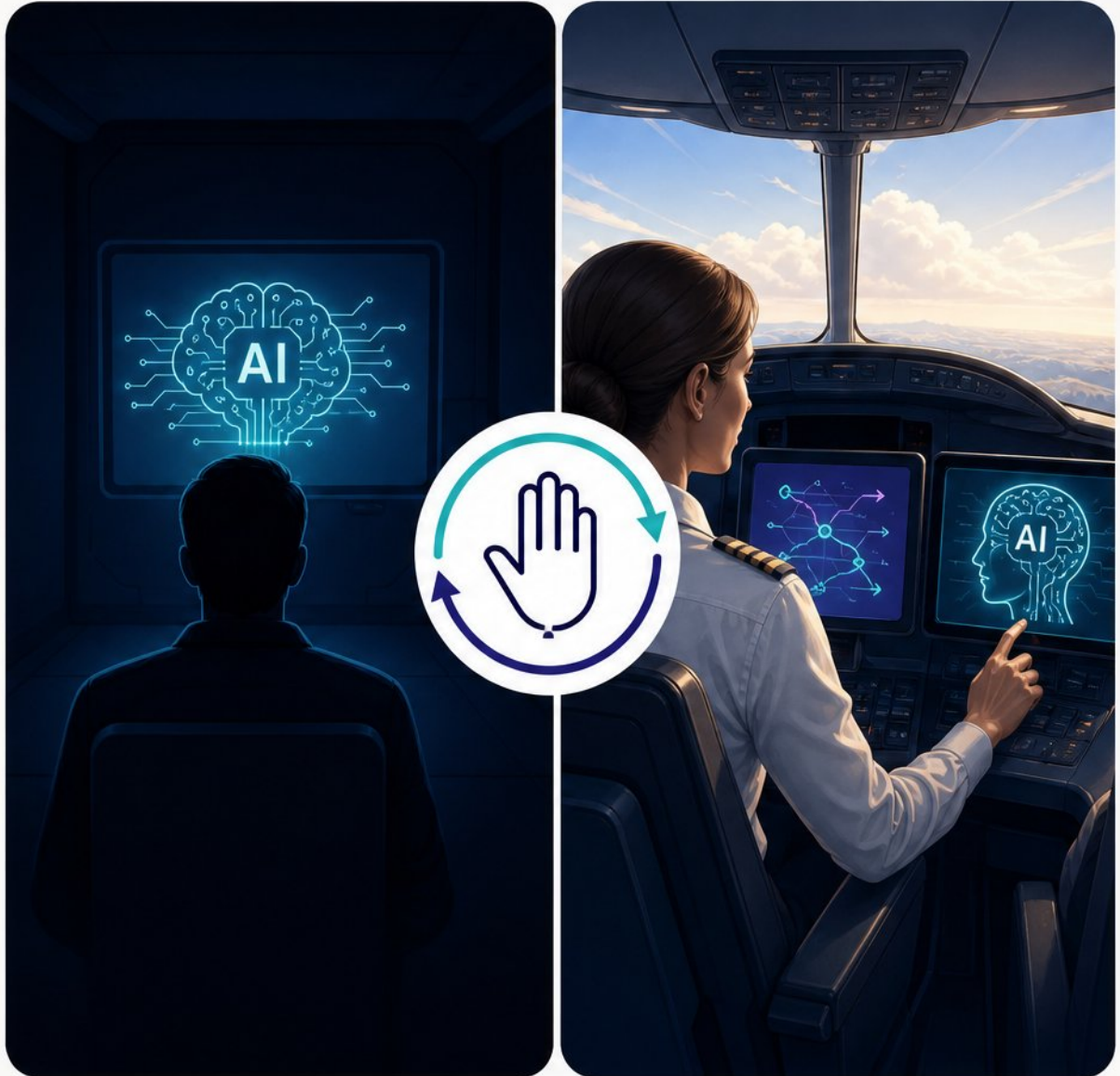
- Treat governance as an enabler of rapid, confident scaling, not a checkbox



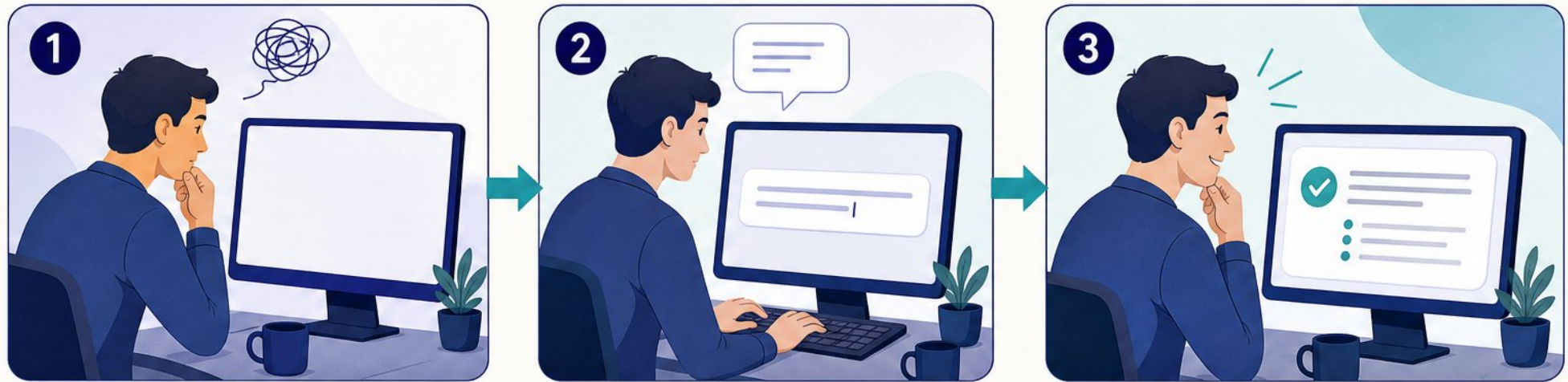
- Pair AI's routine execution with human judgment and strategic oversight



- Always review outputs, disclose AI use, and own final work products



Getting Started: Your First Steps This Week



- Start with one tool: ChatGPT (versatile), Claude (writing), or Gemini (Google Workspace)
- Try three safe experiments: summarize, draft, and brainstorm with AI
- Build a prompting habit: add context, specify format, then iterate
- Use free tiers and community tutorials to learn by doing
- Activation matters most: hands-on, role-specific practice turns access into value

Key Takeaways and Next Steps



- Try a generative AI tool today for a real work task



- Apply it to one task this week: summarize, draft, brainstorm



- Share a useful workflow with a colleague to spread adoption



- Explore deeper prompting and domain-specific AI tools next



- Register for enterprise AI governance and policy training



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