



What will we cover?

- 01 Why AI
- 02 When To Use AI
- 03 Tools
- 04 Prompting Methods
- 05 In Action
- 06 Q & A



Why AI?



25%
Faster

BCG

40%
Better



Steam power saw an 18-22% increase.

And it fueled the industrial revolution.





Companies do massive software installations,

To get 3-4% improvements.





We don't need more capability

We need more utility.





Will AI take my job?





No.





No.

But someone who knows how to use AI will.





The I-Shaped Employee: Pre-Internet Era

- Deep vertical expertise in one skill
- Long-term career in a single domain
- Rewarded for specialization and stability
- Eventually given a Rolex and a timeshare





The T-Shaped Employee: Internet Era

- Maintained vertical expertise
- Expanded horizontally into adjacent skills
- Leveraged the internet for broad knowledge
- Rewarded for versatility within boundaries





The Rise of Rapidskilling

Skills Now Depreciate Faster Than a Crypto Meme:

- Claude writes
- MidJourney designs
- Cursor codes





The O-Shaped Employee: AI Era

- A ring of constant curiosity
- Dangerous in 360 degrees
- Ricochets from skill to skill
- No anchoring to a single expertise






The Tools
We Use:



LLM

 Claude

 Gemini

 ChatGPT



Audio


 ElevenLabs

 udio

 Suno



Video

 ChatGPT
SORA

 Gemini
VEO-2

 runway



Images

 Midjourney

 ChatGPT
4o



Research

 ChatGPT
DEEP
RESEARCH

 Gemini
DEEP
RESEARCH



When do I
use AI?



The Variable

AN ACCELERATOR

Finish tomorrow's work before lunch.

Automate summaries, data prep and first drafts—hours shrink to minutes.

Leveraging AI in Your Business





AN ENHANCER

Good → Great.

Tweak headlines, tune pricing, personalize at scale.
Micro-wins compound into big lifts.





AN EXPLORER

Ask “What if...?”

Rapid-fire prototypes, scenario modeling and wild idea generation reveal hidden revenue paths.





How do I
use AI?



**Start with the assumption that AI
can solve your problem, and let
it prove you wrong.**



**YOU NEED 10
HOURS WITH
ANY AI TOOL
BEFORE YOU
ARE GOOD.**





The Variable

YOU NEED 3 SLEEPLESS NIGHTS

Leveraging AI in Your Business





AN INTERN

Delegate the busywork.

Research, transcribe, crunch numbers, format slides—your tireless rookie loves the grind.





A MENTOR

Request brutal honesty.

“Punch holes in this plan.” “Rewrite for clarity.”
Ego-free senior feedback on demand.





A RESEARCH LAB

Beyond efficiency to invention.

New business models. New ways of thinking.
Create a proof of concept.

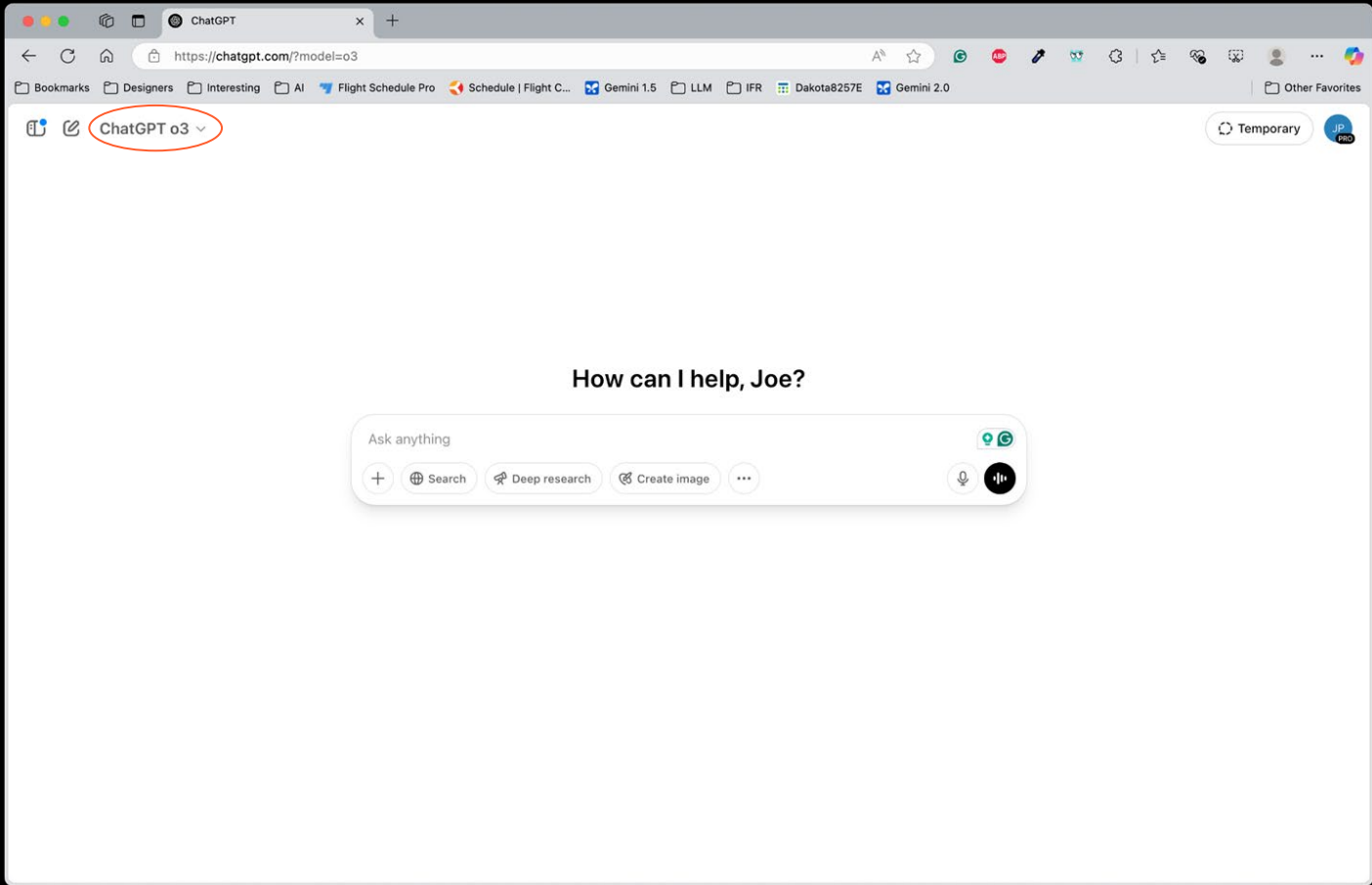




Which

AI tools

should you use?



Tools

ChatGPT o3



The Variable

Leveraging AI in Your Business



Understanding prompting.



Break Down any Job

Into a series of smaller tasks.

Don't

ask AI to write the **entire**
plot of Star Wars.





do this
instead



Ask it for 10 ways that it could

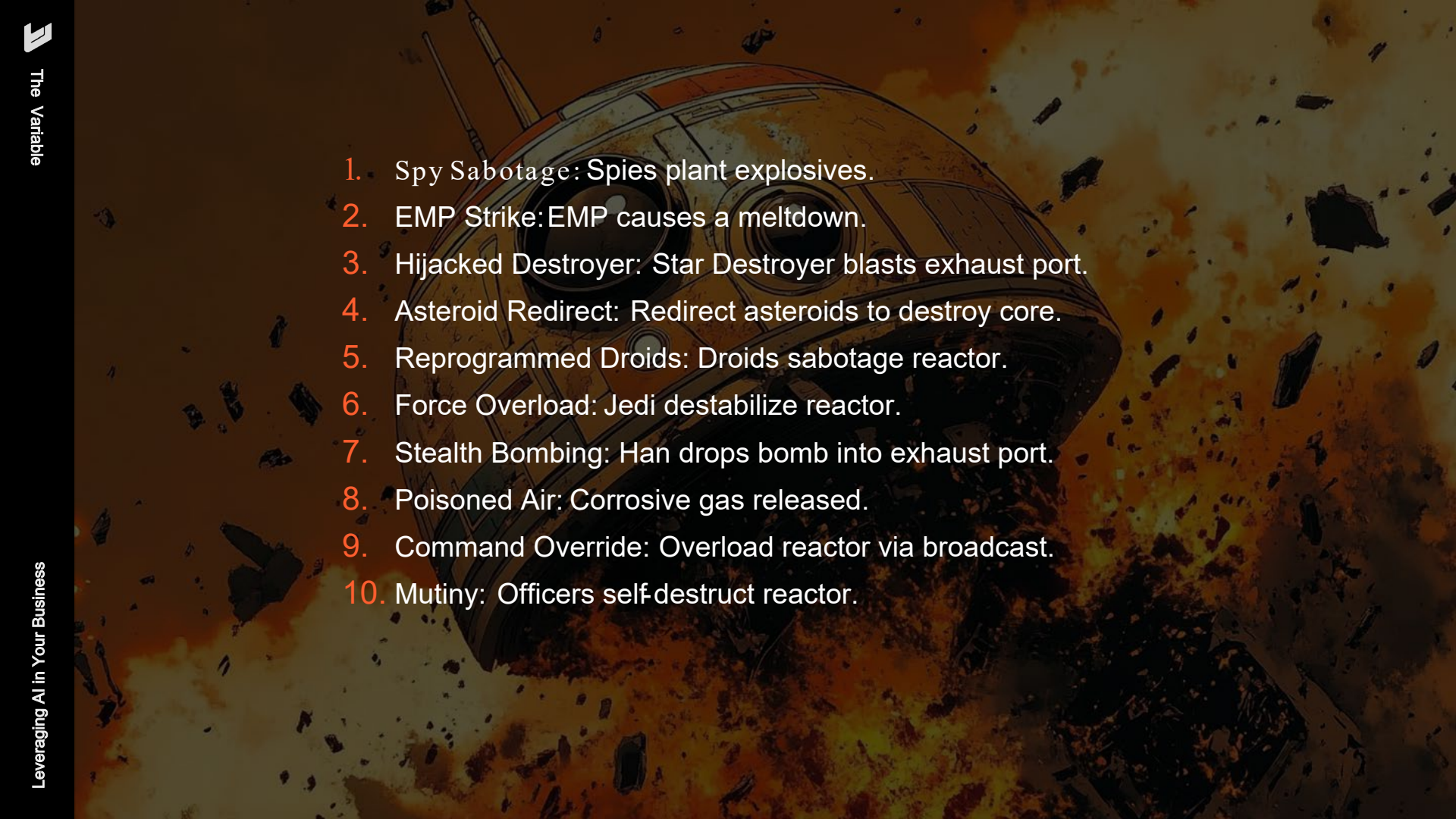
imagine a movie scene

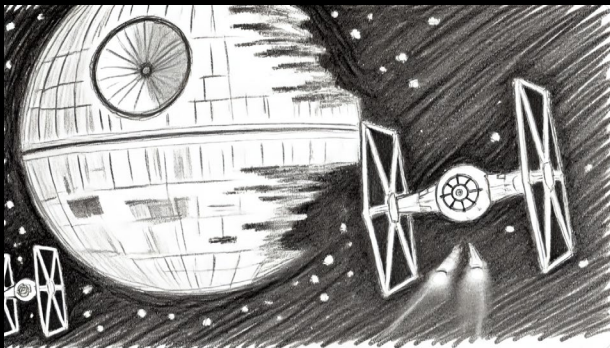
where The Death Star is blown up
by rebel forces.



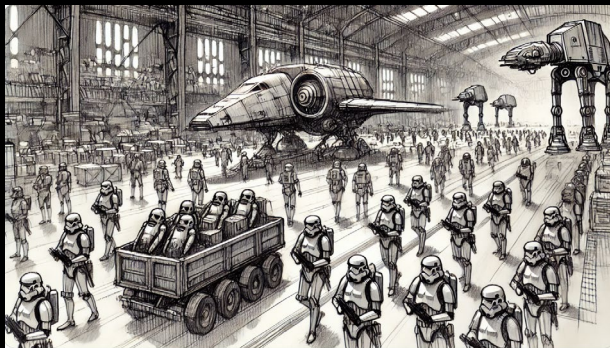
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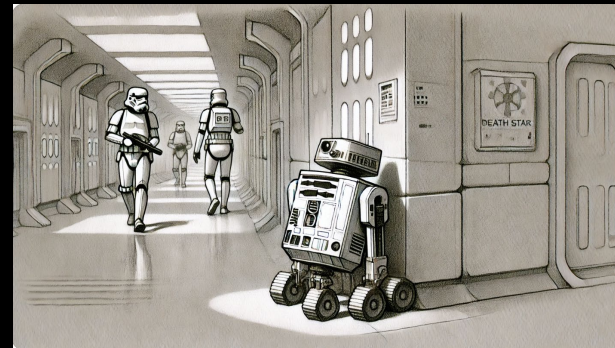
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1. Spy Sabotage: Spies plant explosives.
 2. EMP Strike: EMP causes a meltdown.
 3. Hijacked Destroyer: Star Destroyer blasts exhaust port.
 4. Asteroid Redirect: Redirect asteroids to destroy core.
 5. Reprogrammed Droids: Droids sabotage reactor.
 6. Force Overload: Jedi destabilize reactor.
 7. Stealth Bombing: Han drops bomb into exhaust port.
 8. Poisoned Air: Corrosive gas released.
 9. Command Override: Overload reactor via broadcast.
 10. Mutiny: Officers self-destruct reactor.



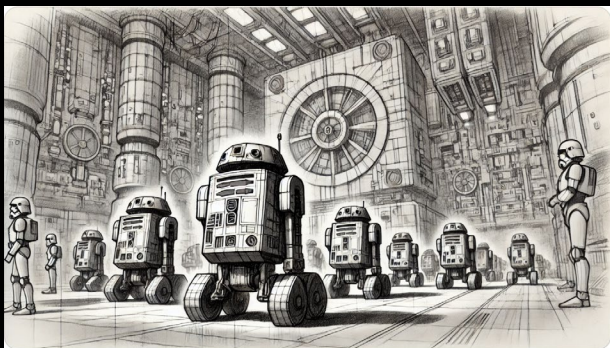
VIS: Show the imposing silhouette of the Death Star in space, with a small shuttle being given clearance to dock.



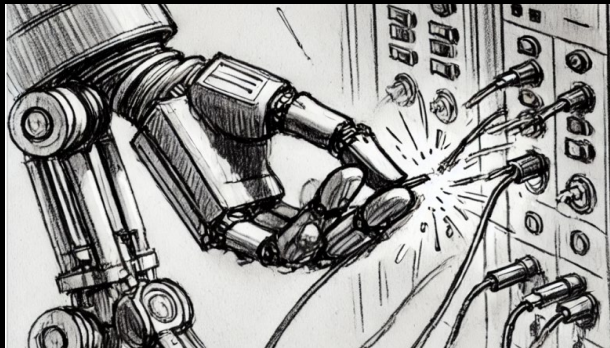
VIS: The droids blend in with other standard Imperial equipment, moving purposefully down a busy hangar hallway.



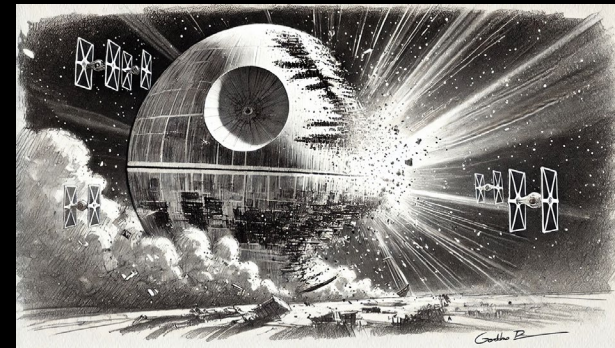
VIS: Show the droids hiding behind walls or rolling past unaware guards, adding some tension as they move towards their target.



VIS: One of the droids plugs into a terminal while others position themselves near critical parts of the reactor.



VIS: Close-up of mechanical arms twisting off vital components, followed by flashing red warning lights and a rising sense of danger.



VIS: The droids making their way towards the shuttle bay as chaos ensues, ending with a wide shot of the Death Star erupting in a fiery explosion.



How to Engineer a Prompt.

RTEF



ROLE

TASK

EXAMPLE

FORMAT



ROLE // TASK // EXAMPLE // FORMAT

JP

You are a global-trade ninja specialised in apparel HS codes. A 10 % punitive tariff on synthetic knit tops from China starts next month. Outline three detailed tactics—such as re-routing through a USMCA partner, re-classifying under a blended-fibre sub-heading, or renegotiating FOB terms—to neutralise the impact. Rank them by ease of execution and flag any compliance pitfalls.

Rank	Tactic	Core Idea	Key Steps	Compliance Land-Mines
1 (easiest)	FOB Re-engineering / Cost-Share	Push the 10 % hit back to the Chinese vendor by switching from CIF/DDP to FOB (or even EXW) and renegotiating the FOB unit price.	<ul style="list-style-type: none"> • Amend sales contract citing Incoterms® 2020. • Demand a detailed cost sheet and build the duty into the supplier's margin. • Keep the commercial invoice value realistic so CBP accepts the declared transaction value. 	<ul style="list-style-type: none"> • CBP still values the goods on the declared invoice; an unrealistically low FOB price can be re-appraised under 19 CFR §152.103. • Importer of record is <i>always</i> liable even if the seller "pays" the duty. (Freightos, ICC - International Chamber of Commerce)
2	Fibre-Blend Re-classification	Redesign fabric so man-made fibre content falls below 50 %; the garment then classifies under cotton-dominant sub-heading (e.g., 6109.10) and escapes the new "synthetic knit-top" surcharge.	<ul style="list-style-type: none"> • Ask the mill for a 60 % cotton / 40 % poly jersey. • Update tech packs, care labels, and CPSC flammability tests. • Obtain third-party fibre-content lab report to back the HTS declaration. 	<ul style="list-style-type: none"> • Fibre percentages must be lab-verifiable (AATCC 20/20A). • Wrong HS code = § 1592 penalties; wrong FTC label = seizure under 15 U.S.C. 68. • Watch for any AD/CVD cases covering poly-cotton blends. (Harmonized Tariff Schedule)
3 (hardest)	USMCA "Near-shoring" via TPL	Ship Chinese fabric to Mexico, do full cut-and-sew so the tops become <i>Mexican</i> origin; claim duty-free entry under Mexico's apparel Tariff Preference Level (TPL) quota (HTS 9823.53.01).	<ul style="list-style-type: none"> • Contract a maquiladora with open TPL capacity. • Move patterns & trims; perform genuine cut-and-sew (not token finishing). • Secure a Certificate of Eligibility and file USMCA claim at the border. 	<ul style="list-style-type: none"> • Minimal operations ≠ "substantial transformation" (CBP rulings). • Over-quota or fake certificates lose preference and trigger 10 % + MFN duty <i>plus</i> § 1592 penalties. • Textile verifications run 5-year audit trails. (U.S. Customs and Border Protection, U.S. Customs and Border Protection, U.S. Customs and Border Protection)

Ninja Playbook Instant relief:

Flip upcoming POs to FOB and make the supplier eat (most of) the 10 %.

Mid-term hedge:

Pilot a cotton-rich capsule line to shift HS codes while keeping your existing factory footprint.

Strategic move:

Build a Mexico line under USMCA TPL for quota-managed duty-free access—but budget for audits and quota fees.



It's Not Very Creative

Is a common misconception.



The Alternative Uses Test





The Alternative Uses Test

Low end: 3-5 uses (mostly obvious ones like writing, drawing)

Average: 5-10 uses

High end: 10-15 uses (for very creative individuals or those practiced in this type of task)

Exceptional: 15+ uses (rare, but possible for highly creative people or those specifically trained in divergent thinking)

1. Bookmark
2. Hair stick
3. Plant stake
4. Stirring stick for paint
5. Impromptu drumstick
6. Keychain (drill a hole in it)
7. Ruler (if it has measurement markings)
8. Scratcher for lottery tickets
9. Toothpick (in a pinch)
10. Marshmallow roasting stick
11. Drain unclogger
12. Makeshift sundial gnomon
13. Pottery tool for etching designs
14. Knitting needle replacement
15. Bubble wand (dip eraser end in solution)
16. Pendulum for a homemade clock
17. Chopstick substitute
18. Screw tightener (use eraser end)
19. Votive candle holder (stick pencil in clay)
20. Finger splint
21. Woodwind instrument reed spacer
22. Dart for a blowgun
23. Conductor's baton
24. Shoe horn
25. Mixing stick for epoxy
26. Crochet hook (sharpen one end)
27. Plumb bob for construction
28. Back scratcher
29. Prop for stop-motion animation
30. Wind chime component
31. Juggling prop
32. Fishing bobber (with cork)
33. Clothespin substitute (wedge in crack)
34. Cat toy (tie string to it)
35. Flower press spacer
36. Wick for homemade candle
37. Dowel for small woodworking projects
38. Masking tool for painting
39. Pointer for presentations
40. Spool for thread or wire
41. Cigar holder
42. Nail polish bottle shaker
43. Mast for a toy boat
44. Dip pen (sharpen and dip in ink)
45. Chopstick for styling hair
46. Axle for a toy car
47. Cocktail muddler
48. Soil aeration tool for potted plants
49. Wand for a magician's trick
50. Miniature limbo pole for action figures
51. Temporary splint for broken model parts
52. Spirograph drawing tool
53. Spindle for paper spiral ornaments
54. Leg for a miniature table (use 4 pencils)
55. Stick for crushing herbs and spices
56. Guide for drawing straight lines
57. Spacer for hanging picture frames
- 58. Mock cigarette for theater props**
- 59. Bookmark that won't crease pages**
60. Hole punch (use sharpened tip)
61. Kindling for starting a fire
62. Tension rod for a rubber band guitar
63. Marker for measuring ingredients in a jar
64. Plumb line for wallpapering
65. Popsicle stick substitute
66. Pellet for a blow dart game
67. Depth gauge for planting seeds
68. Structural support in a house of cards
69. Stick for spinning a paper pinwheel
70. Prop for balancing tricks
71. Fulcrum for a miniature catapult
72. Spacer for book binding
- 73. Pusher for buttons on small electronics**
74. Applicator for face masks or creams
75. Pick for strumming a guitar
76. Stencil for curved lines (trace around it)
77. Skewer for checking cake doneness
78. Stake for marking hiking trails
79. Stick for crushing ice in drinks
80. Spindle for a homemade top
81. Support rod for growing vines
82. Prop for a shadow puppet show
83. Pointer for a homemade ouija board
84. Roller for rolling out small pieces of dough
85. Bat in a pencil and eraser baseball game
86. Arm for a scarecrow in a mini garden
87. Stick for testing the density of liquids
88. Axle for a pinewood derby car
89. Prop for practicing hand-eye coordination
90. Separator for eyelashes when applying mascara
91. Antenna for a toy spacecraft
92. Dibber for planting seeds
93. Stick for testing soil moisture
94. Spindle for winding embroidery floss
95. Pole for a mini flag
96. Spacer for drying painted items
97. Pointer for reading sheet music
98. Gear tooth in a homemade clock mechanism
99. Stake for marking archaeology grid
100. Strut in a balsa wood airplane model



Blank Sneakers

Consumer Trend: Customization and personalization in fashion, allowing consumers to express their unique style and creativity.

Innovation Idea: Introduce blank white basketball shoes sold with a set of specialized fabric markers for custom decoration.











This was prompted in May of 2024.



You

You are a futurist. You need to identify color trends that will be affecting colorways in Fall of 2025. Think of where the world is heading. Do research. Cite your sources. Think of interesting, unexpected combinations. Deliver the results in the form of images consisting of color palettes.



Key Color Trends for Fall 2025:

1. **Future Dusk:** A deep violet-blue that signifies a period of significant change, inspired by themes like space exploration and the digital expansion of the metaverse. This color suggests a blend of luxury and futurism, making it versatile for use in various fashion and design sectors.
2. **Transcendent Pink:** A subtle, almost neutral shade that mixes violet, beige, and pink. It reflects the growing influence of virtual and AI-driven environments, offering a soft, adaptable hue suitable for digital and physical applications.
3. **Aquatic Awe:** A vivid turquoise that straddles the line between natural and synthetic. This color draws from themes of bio-synthetic creations and the vastness of the ocean, ideal for bold statements in both fashion and tech accessories.
4. **Sunset Coral:** A highly saturated orange that contrasts well with cooler tones like aqua and pale pink. Its vibrant energy is derived from sustainable practices, such as the use of sunflowers for material production, making it a color that stands for both style and sustainability.
5. **Ray Flower:** A warm, radiant yellow that serves as a complement to Future Dusk, representing the sun in contrast to the moon-like essence of violet hues. It's perfect for creating eye-catching designs that exude optimism and warmth.





Color Trends for 2025

Future Dusk: Deep violet-blue (#5D4E8A)
Transcendent Pink: Subtle violet-beige-pink (#C8A2C8)
Aquatic Awe: Vivid turquoise (#33B5E5)
Sunset Coral: Highly saturated orange (#FF7043)
Ray Flower: Warm radiant yellow (#FFD54F)

This article appeared November 26 of 2024.

2025 is coming. It's cloaked in

https://www.yahoo.com/entertainment/2025-is-coming-its-cloaked-in-future-dusk-215008304.html

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2025 is coming. It's cloaked in 'future dusk.'

"Future dusk is a dark, moody and intriguing hue, sitting between blue and purple," WGSN's head of color told Yahoo Entertainment.

Neia Balao · Reporter
Updated Tue, November 26, 2024 at 4:50 PM EST · 5 min read



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https://www.yahoo.com/author/neia-balao/





Threads of Thunder



Threads of the Heart

by @optimisticone034



[Verse]

Threads of fabric stretched
so tight

Across the halls in the soft
light

MADE WITH **SUNO**



Let's go
live.

Data gathering and cleaning...single source of truth

- “Enhance data quality and streamline the ability to analyse”
- “Finding data or information”

Predictive forecasting and costing

- “Demand forecasting and inventory optimisation”

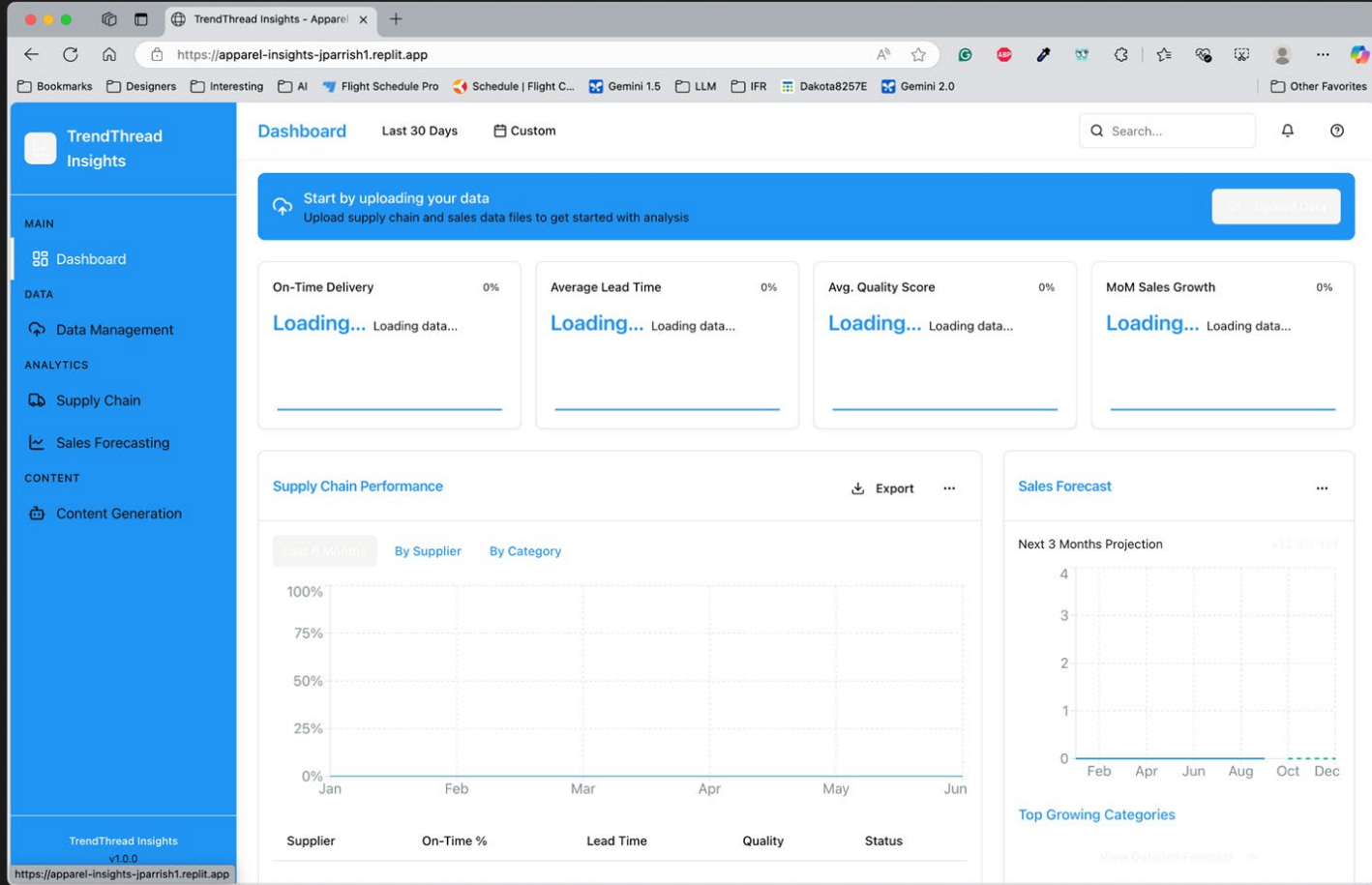
Content creation

- “Generating sales materials, proposals, or outreach content”
- “Automating creation of customer-ready slide decks”
- “Creating social-media snippets from long reports”



The Next Wave

What's the next big thing I should be paying attention to?



VIBE CODING