



Why learn Generative AI?

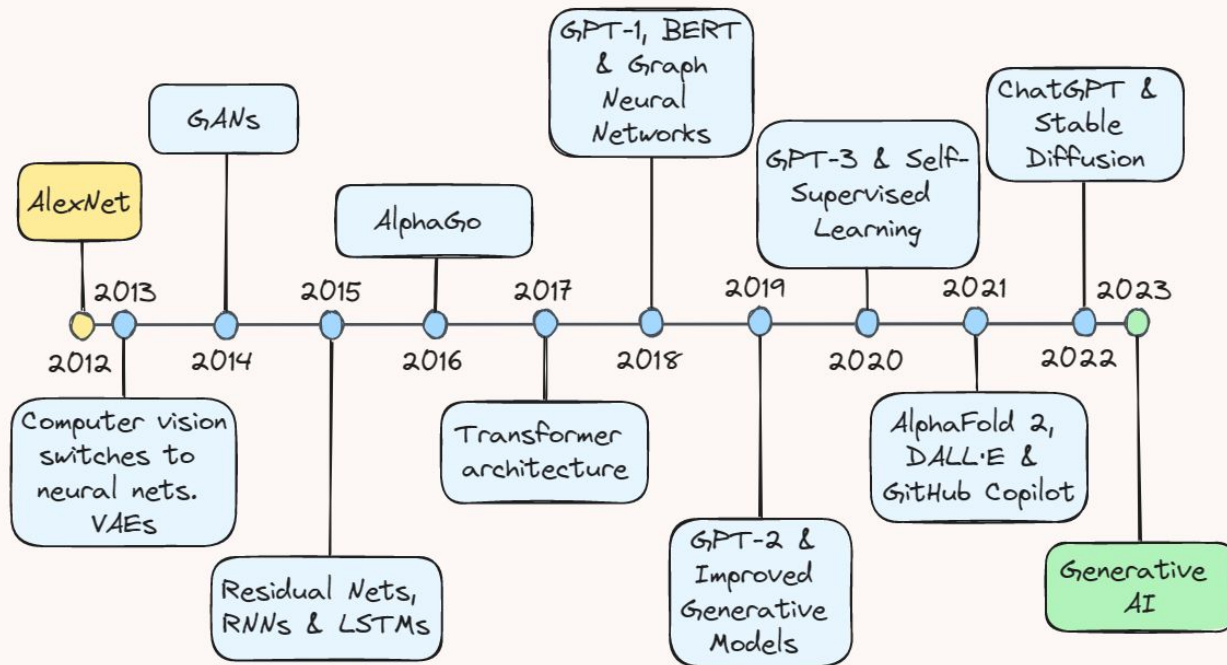
How to use Generative AI to create content



Generative AI automates routine tasks

- GenAI tools like ChatGPT, Stable Diffusion, Adobe Firefly, Github Copilot, Bard, etc allows us to interact with AI in a human way
- It helps us create content through natural conversation and automate routine tasks
- Compared with AI 20 years ago, the biggest breakthrough is the interface by which we can interact with it. Gone are the days of having to run programs on our computer, but we can interact with AI with our human language making it accessible for everyone

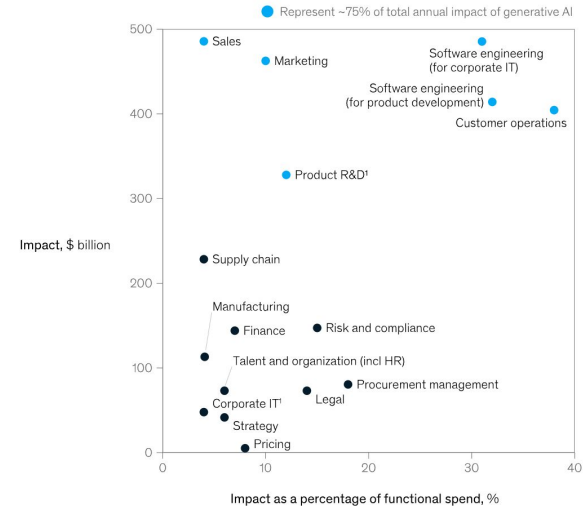
Brief History



There is a **global** impact

- In a McKinsey study, they believe that GenAI can add an equivalent of \$2.6 to \$4.4 trillion annually to the global economy. This is more than the entire GDP of the United Kingdom
- 75% of the use cases fall under the four areas of Marketing and sales, software engineering, R&D, and Customer Operations
- They identified 63 use cases total include retail and packaging, and banking

Using generative AI in just a few functions could drive most of the technology's impact across potential corporate use cases.



Note: Impact is averaged.

†Excluding software engineering.

Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis

McKinsey & Company

We can already see the positive effects for developers

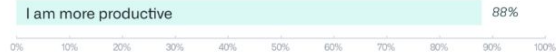
Github Copilot is a coding assistant that automates routine parts of code. As a result developers feel more satisfaction and greater efficiency

After adopting GitHub Copilot and the GitHub platform, Duolingo saw a:

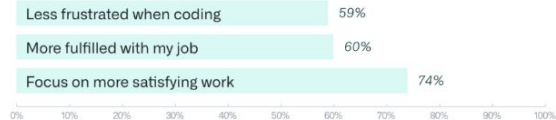
- 25% increase in developer speed for those who are new to working with a specific repository
- 10% increase in developer speed for those who are familiar with the respective codebase
- 67% decrease in median code review turnaround time

When using GitHub Copilot...

Perceived Productivity



Satisfaction and Well-being*

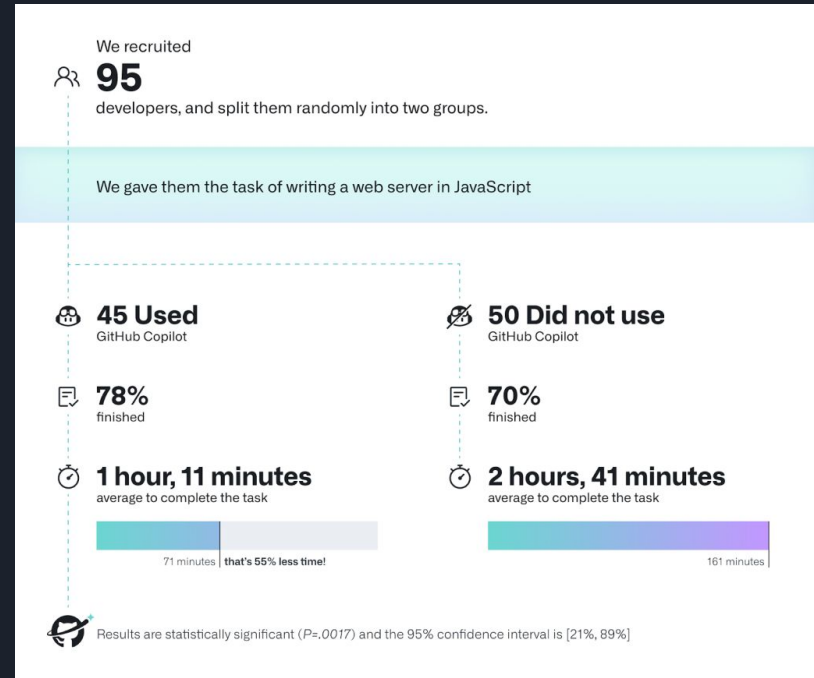


Efficiency and Flow*



Major use cases for Developers

- Write boilerplate code for various programming languages and frameworks.
- Find information in documentation to understand what the code does.
- Identify security vulnerabilities and implement fixes.
- Streamline code reviews before merging new or edited code.





Major use cases for Customer Operations

- GenAI can revolutionize customer operations through customer experience and agent productivity in digital self service. In addition it can enhance and augment agent skills
- With GenAI you can use it to respond to customers quickly as well as draft and send response messages to customer complaints faster and easier



Major use cases for Marketing

- Marketing is another major benefactor of generative AI and it can be used for things like fast and efficient content generation as well as digital creation
- It can help process and understand a large amount of data as well as things like SEO operation, and product discovered and search personalization



The impact has already being realized

- With the launch of new Generative AI tools, the early and late scenario for Generative AI impacting the economy has already been pushed up by 5 years
- User Adoption has already been pushed up by close to 15 years
- The largest impact that it will have are on people with high wage jobs. This is different than previous automation that was believed to have an impact on low wage jobs



How can you take advantage?

- There are handfults of tools and techniques for using those tools
- Learn how to augment them and experiment with them to developing your own workflow
- Realize things that the AI is capable of and which needs to be done by humans
- Learn the best way to use these tools to get the best result (prompt engineering)
- Keep up to date with new technologies that come out and ways that they can be used