

A woman's profile is shown in a soft, natural light against a white background. Overlaid on her face and the background are various futuristic digital elements. A large, semi-transparent rectangular panel is positioned near her forehead, containing a circular interface with a human silhouette, a waveform, and the number '459.70'. To its right, another panel shows a jagged waveform and the number '73.79'. Below these, a smaller panel displays a brain diagram with the number '43.5'. Further down, a panel features a globe and a list of terms: 'REINFORCEMENT', 'NEURAL NETWORK', 'DEEP LEARNING', 'SUPervised Learning', 'UNSUPERVISED Learning', 'REINFORCEMENT Learning', and 'BOTH/COMBINED'. To the right of the woman's head, a stylized, low-poly robotic head is visible, rendered in shades of grey and blue. The overall aesthetic is clean, modern, and high-tech, with a color palette dominated by soft skin tones, white, and various shades of blue and orange from the digital overlays.

THE RISE OF AI

Embracing Change and
Thriving in the World of AI.

The Fine Line between Chat GPT and Information Warfare in Business

BY BEN ANGEL

Information to a business, or an employee is where they derive their financial gain from, but what happens when artificial intelligence shifts the balance of power in terms of who holds and controls that information, and puts it into the hands of, well, everyone.

It will have seismic shifts for the economy, and place greater strain on people, who in a fight to keep their jobs and clients will have to compete with AI that will evolve to be faster, smarter, and cheaper than them.

The problem is, new jobs may not surface quickly enough to make up for the technological earthquake that's started to rumble, which could lead to a rapid displacement in the workforce and economy in the coming years.

1 million people swarmed the artificial intelligence platform, Chat Gpt within 5 days. As of today, there are 10 million plus daily active users. While estimates put it at 20 million monthly active users.

And, while right now, many are giddy with excitement about how it can help them to do their jobs more efficiently, and companies salivate at the fact that this could cut employment costs by millions, many fail to realize that they are actively training AI to either partially, or fully replace themselves in the future.

So, what is Chat Gpt, why should you be paying attention & what is the coming information warfare we face.



Put simply, Chat Gpt is an endless library, with an AI acting like a librarian, but a million times faster flipping through knowledge online in seconds to answer any question you ask in a way that appears human.

It can formulate legal arguments, marketing plans, social media content, blog posts, books to movie scripts and codes. What takes an employee or a librarian weeks to months to research, takes Chat Gpt just seconds.

According to a Wharton School professor, Chat GPT successfully passed the final exam for their MBA program. What takes most a year, took Chat GPT minutes.

But with these economic shifts we enter a new era of information warfare and overload that our brains weren't designed to keep up with.

Consider this, NATO defines information warfare as;

“Controlling one's own information space, protecting access to one's own information, while acquiring and using the opponent's information, destroying their information systems and disrupting the information flow.”

While it describes the battlefield, it's not far from the workplace. Business, experts, & employees protect their information with copyright, & trademarks to protect profits. Artificial intelligence can circumnavigate plagiarism by simply changing a few words. While it may not destroy their information systems, it disrupts the flow of their information because it's not just isolated to them anymore, which means their value and how much they can charge as an employee, company, or expert goes down.

We must proactively reposition ourselves and prepare to compete in a way that right now, we are wildly unprepared for.



If you charge based on the value of the information & expertise you provide, how will you compete?

MasterCard is already experimenting with AI software that draws on the knowledge of experienced staff to help all workers become better sellers. But at what point will it replace their sales trainers? How can a sales trainer compete with AI that can more efficiently study millions of human interactions in minutes & formulate a strategy?

And, will any of that information be used in generic answers in Chat GPT in future upgrades?

Regardless, we will have a generation of workers & business owners who will have to fight to prove their worth against AI.

In fact, it's already happening.

In a Facebook group of 50,000 social media managers, a member reported, "I'm starting to have clients ask for reductions in price if I use Chat GPT."

On top of this, a site called, DO NOT PAY, has already been called the "Uber of Legal Services." In December DoNotPay used ChatGPT to negotiate down an internet service provider's bill successfully.

While this sounds exciting, consider this, if an AI like DO NOT PAY floods online chat support with tens of thousands of requests in a short period, which it has the capacity to do, companies will have to fight back by replacing humans with AI to keep up. Thereby speeding up displacement in the workforce.

Microsoft, an investor of Chat GPT, also sees a future in which it's integrated into all of their products. But will it be a closed system to keep your information safe? If not, how effective can it be?

The problem is, right now, like Tesla's autopilot, it needs oversight and safety measures put in place. From July 2021 to October 2022, the US Department of Transportation reported that Tesla's autopilot was involved in 474 crashes and were linked to multiple deaths.

Even though the information it produces sounds convincing, it's often riddled with mistakes. But, we must consider this, millions are correcting its mistakes, it will only continue to rapidly improve.

However, businesses need to be aware, the risk they face in not working alongside it, and working with it. Especially with AI negotiating discounts, it has the possibility of making legal, health, & financial decisions we may regret later. Not to mention, Google already considers AI created content Spam. Social media companies may opt to follow suit.

Whether we like it or not, Pandora's box has been opened. Without regulations, it's the wild west.

The question is, how do you compete when the balance of information shifts?

I believe there will be certain sectors that won't be able to. They will become either an AI operator, or get displaced. At the moment, Chat GPT can process & understand information faster than a human, but it doesn't have the same level of understanding & context as a human brain does, for now.

The bottomline is this, the greatest skill of the 21st century you need to succeed is focus.

The focus to stay up to date, and adapt.

Those who can't focus, will be the ones that drown, or get lumped with the task of just hitting the approval or rewrite button on the content that AI has produced.

The amount of information online has already surpassed our brain's ability to process it, this change will just add to it. For some, it will be incredible, for others, it will be rough.

Below, I've designed preliminary questions that you must ask yourself to start preparing for the rapid changes we will experience within the next 3 years.

First, you must assess AI that will become faster, smarter & more effective than you...

Artificial intelligence will likely automate certain jobs and tasks that are predictable, and repetitive, for example;

- Writing social media posts, blogs, articles
- Scheduling social media automatically
- Assessing legal documents
- Writing detailed proposals based on internal company data (already in the works)
- Analyzing statistics and trends in a business
- Customer service and support
- Invoicing and bookkeeping
- Training team members based on millions of human interactions
- Data entry and data analysis
- Copywriters and editors
- Virtual personal assistants
- Doctors, psychiatrists, nutritionists
- Graphic designers
- Telemarketers

Here are just some of the AI tools that are now available to us, and quickly gaining traction. Consider if or how you can deploy this technology in your own business or as an employee to streamline it and compete in a new playing field.



“AI will not replace you. A person using AI will.” Jacob Cass

Business Tools	Marketing Tools	Writing Tools
<ul style="list-style-type: none">• Validator - get feedback on your business idea• Fireflies - Personal assistant. Record, transcribe, search & analyze voice recordings	<ul style="list-style-type: none">• AI Stock Imagery - generate graphics & stock imagery• Kajabi - AI course & email creator• Ortto - Customer data, messaging, analytics• Genesys DX - Understands customer intent, responds conversationally.	<ul style="list-style-type: none">• Chat GPT - ask it a question, it will reply as if a human is responding• Moonbeam - Long-form AI writing assistant• Copy AI - Email, sales, & blog copy• Conto AI - Create engaging articles and marketing copy• Jasper AI - Intuitive AI copywriter
Website Builders <ul style="list-style-type: none">• Wix ADI - AI site builder• Durable - AI site builder		
AI Naming Tools <ul style="list-style-type: none">• Business Name Generator• Naming Magic		
Business Logos <ul style="list-style-type: none">• Looka Logo Maker• LogoAI• MakeLogo		
Detect AI <ul style="list-style-type: none">• Originality.ai - can scan entire websites to see if it's been generated by AI.	AI Video/Voice Tools <ul style="list-style-type: none">• Synthesia - AI video creation from plain text• Murf AI - AI text to speech• Replica Studios - AI to voice generator• Microsoft VALL-E - Mimic anyone's voice with 3-seconds of audio	Legal <ul style="list-style-type: none">• Do Not Pay - get refunds on parking tickets, reply to debt collectors.• Legal Robot - Deciphers legal contracts from a large database of legal scenarios.

Second, you must ask yourself the following questions...

While it's hard to predict the future, we do know that companies will speed up the integration of AI into the workplace to maximize profits by reducing staff costs. Albeit, they will struggle to find individuals with the right expertise to do it.

McKinsey & Company suggests that, automation will displace between 400 and 800 million jobs by 2030, requiring as many as 375 million people to switch job categories entirely.

New jobs are expected to flourish in IT. But, that leaves many wondering what their place will be in the world.

Start by asking yourself the following questions;



1. What will be your competitive advantage moving forward?
2. How could you use AI to become more efficient & valuable in your business or your role?
3. What skills do I possess that are in high demand or difficult to automate?
4. What steps can I take to future-proof my career? i.e. expertise, connection, efficiency etc.
5. How could I reposition myself or my services to my employer or clients to become more valuable?
6. What role can I play in shaping the future of AI in my industry? i.e. talk to industry experts
7. How will I look after my mental health to prepare for a flood of new information?
8. How can I prepare for job or business disruptions in the coming years?
9. What soft skills will become increasingly more important? i.e. problem solving, adaptability, focus etc.
10. How will I maintain my focus in a world that will change rapidly?

It's likely you won't have answers too many of these questions immediately as it unfolds at a pace the human brain finds hard to comprehend. However, they are critical to consider as we move towards a new future and economy quickly. This will be sped up by Google releasing their AI to compete with Chat Gpt, while China announced their plans to release their own version.

The greatest mistake any of us could make is to downplay the urgency in which we need to adapt and pivot.

ben angel