

URROZ

AI—Shaping the Future of Business Today

Presented by Cristian Urroz | Co-founder of Urroz

URROZ

Who am I?

- Co-founder of Urroz
- Helping clients with branding and using AI/automation to streamline processes

urroz.ca



Picture this

With the help of AI



Prompt: Person looking at a full email inbox



AI—Shaping the Future of Business Today

1. Summarized your emails
2. Ready to draft replies
3. Prioritized your tasks for the day
4. Planned today's meeting

*Prompt: Assistant
handing over organized
documents*

What is AI?

Why use it?

Tools

Trends & Evolution

Concerns

Where is it headed?

Q&A

How many of you are
already using AI?

So, what is AI?

When do you think the term
“Artificial Intelligence” was first used?

2000 –
2020

1980 –
1999

Pre
1979

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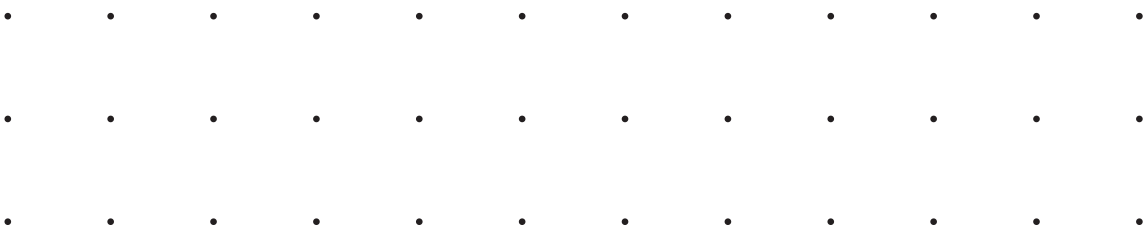
When do you think the term
“Artificial Intelligence” was first used?

2000 –
2020

1980 –
1999

Pre
1979

1956





1955

“AI” coined by John McCarthy at Dartmouth workshop



1997

IBM’s Deep Blue beats Garry Kasparov (world’s best chess player) in chess.



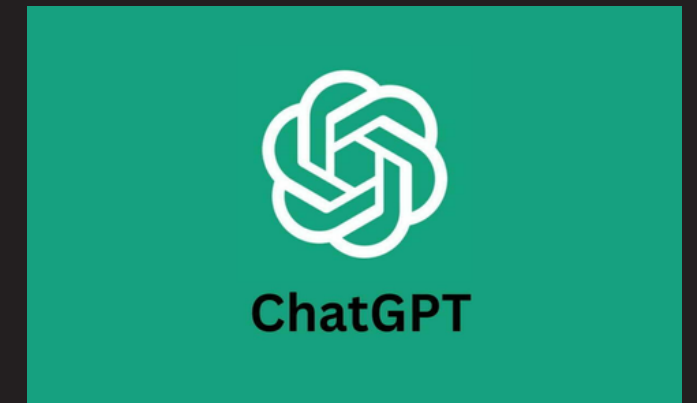
2011

Apple launches Siri



2020

OpenAI opens the Beta for ChatGPT—goes viral



● 2024

OpenAI unveils Sora

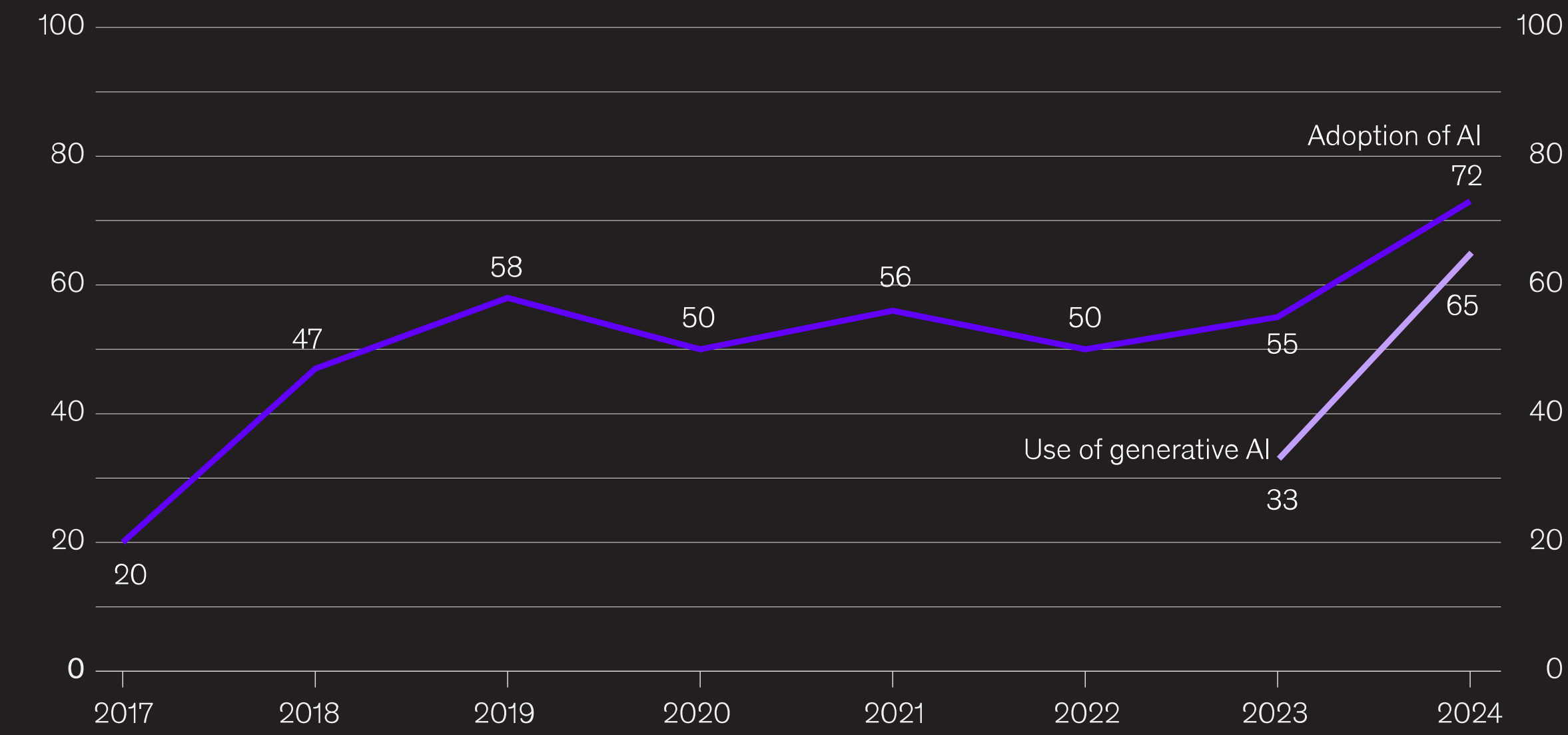


Platforms are integrating AI into their tools.



More companies are adopting AI into their workflows

Organizations that have adopted AI in at least 1 business function,¹ % of respondents



¹In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

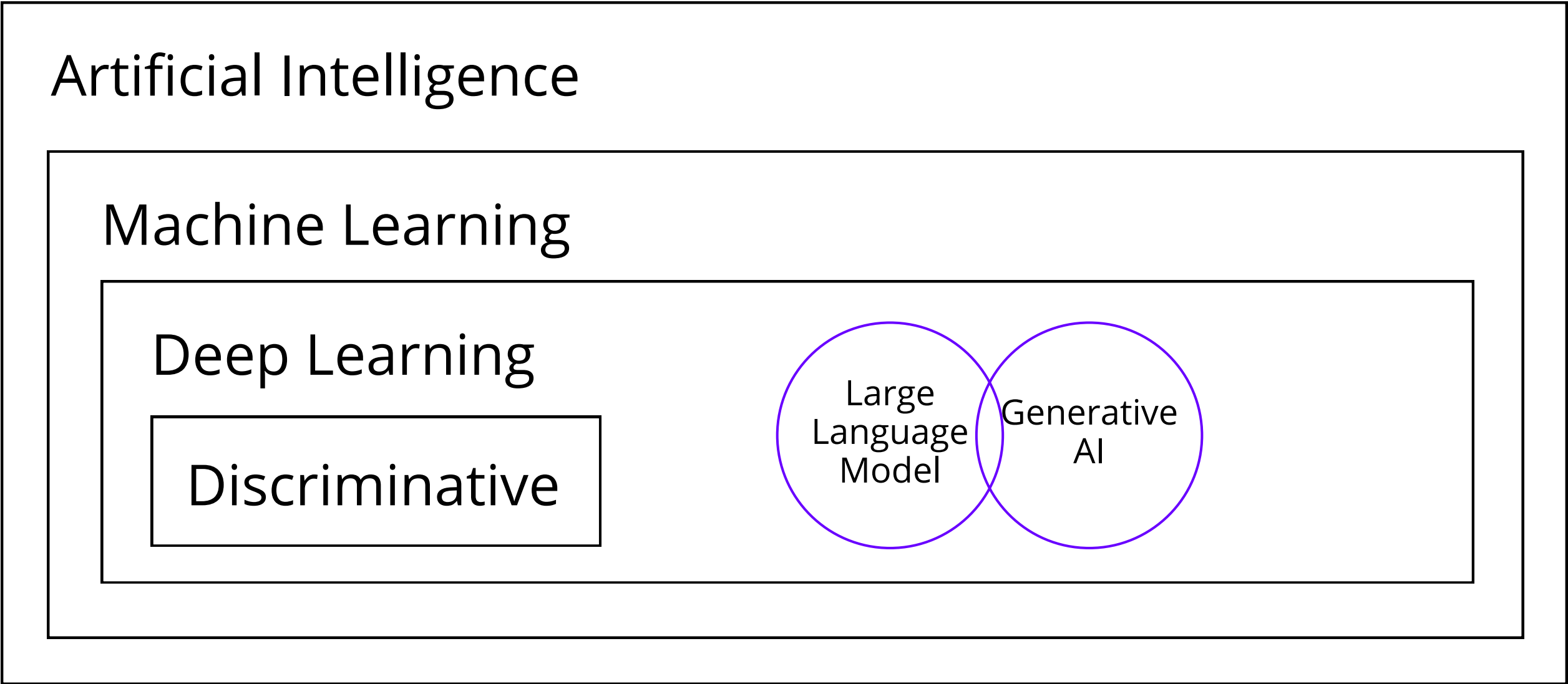


AI is a technology that mimics human intelligence. It can recognize patterns, make decisions, and learn over time.

Physics

Artificial Intelligence

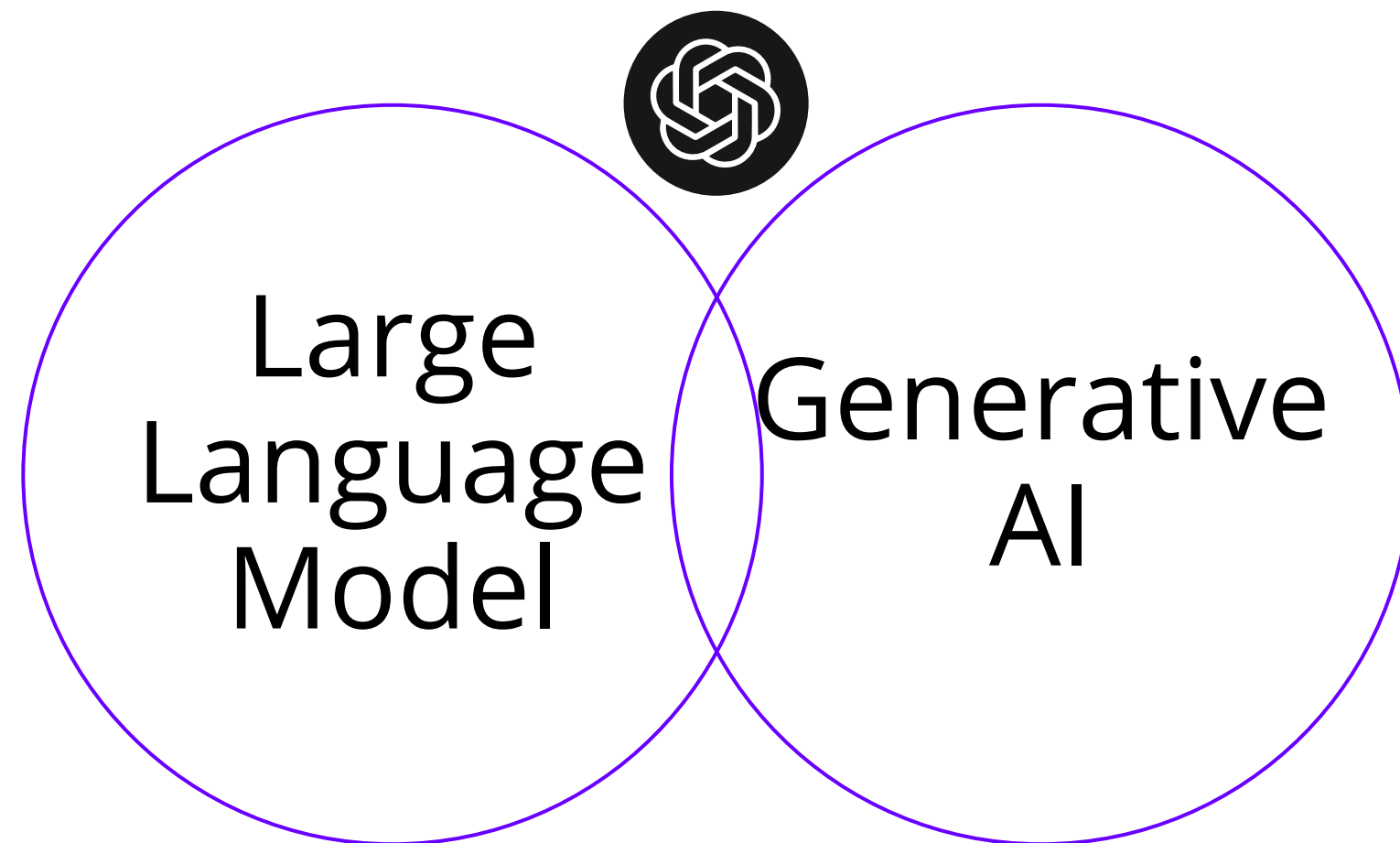




arning

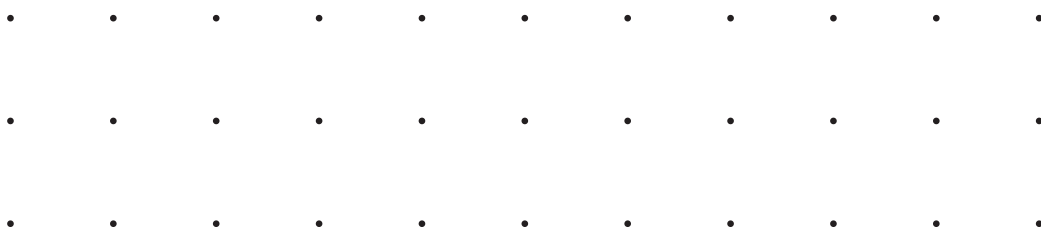
ning

ative





Pre-trained with a large set of data
+
Being able to generate something new
(but similar to the data it was trained on)

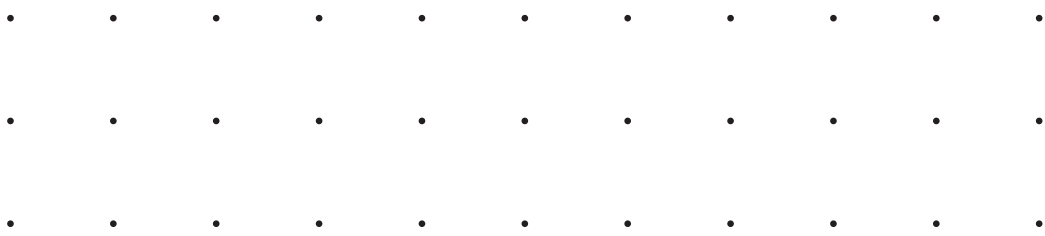


QuantumBlack
AI by McKinsey

Sign In | Subscribe

The state of AI in early 2024: Gen AI adoption spikes and starts to generate value

May 30, 2024 | Survey



Act as a senior marketing manager with over 20 years of experience and an expertise in AI.

McKinsey & Company has published an article about the State of AI in 2024 which includes surveys, insights, and ideas around AI. This article will be helpful for you to understand and be able to communicate to your community. You may also be able to use the insights for your own business.

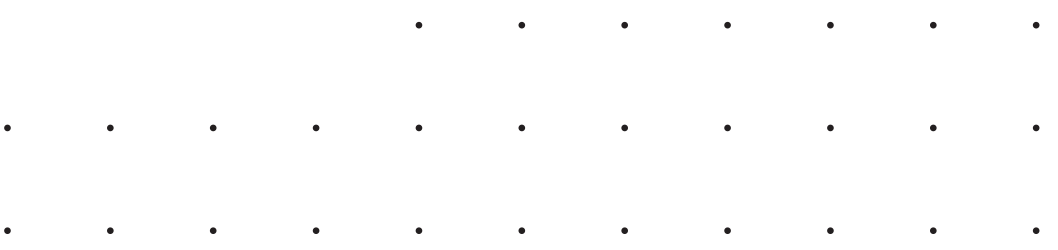
In a moment, I will provide this full article to you.

Write a short snippet summarizing this article and keep it under 200 words. Share 3 actionable takeaways that people can implement today or should be aware of. Write this in a confident but friendly tone. Avoid corporate jargon.

Please confirm that you understand and then I will provide the article.



I understand the task. Please go ahead and provide the article.



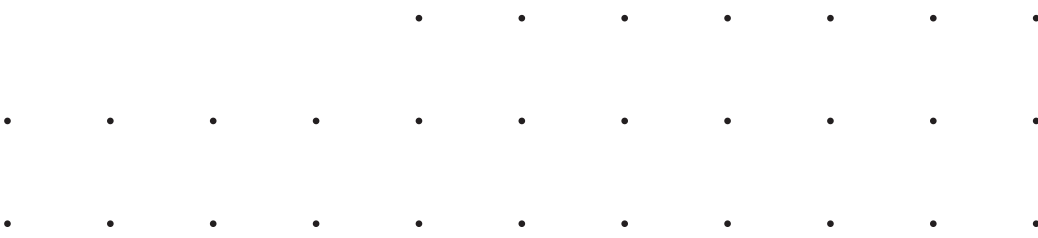


The McKinsey report on the State of AI in 2024 highlights a rapid increase in generative AI (gen AI) adoption, with 65% of organizations now regularly using the technology—nearly double the rate from last year. Businesses are experiencing tangible benefits, such as cost reductions and revenue growth, particularly in marketing, sales, and product development. However, the report also underscores the growing risks, especially regarding AI inaccuracy and intellectual property concerns.

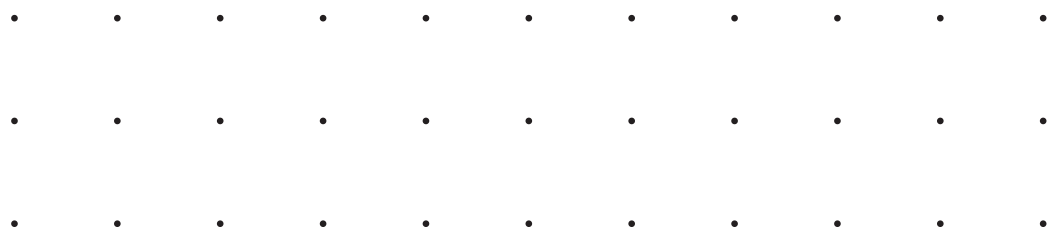
Three actionable takeaways:

- 1. **Expand AI Use Across Functions:** Consider integrating gen AI into more areas of your business, like marketing, sales, and product development, where it can deliver the most value.
- 2. **Mitigate AI Risks:** Prioritize addressing AI-related risks such as inaccuracy and data privacy by implementing robust risk management practices early in your AI projects.
- 3. **Customize AI Solutions:** Explore customizing AI tools to fit your specific business needs, rather than relying solely on off-the-shelf models. This approach can enhance your competitive edge.

Staying ahead in AI requires both innovation and vigilance. Start by assessing where AI can make the most impact in your business today.



This is perfect! Now create a LinkedIn post about this article using a very approachable tone that avoids jargon with a maximum of 300 characters. Use short sentences and emojis where you see fit. Provide a link to the full article:
<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>.

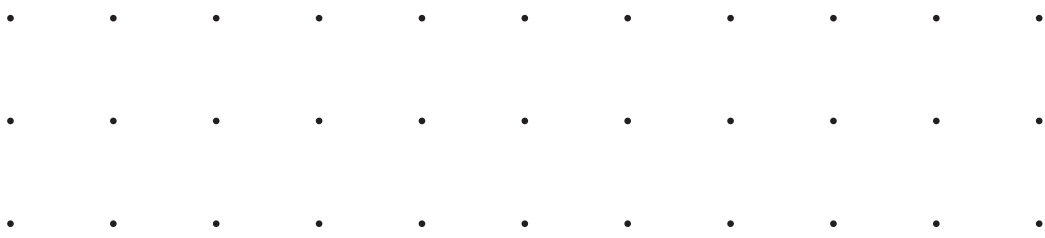




🚀 AI is changing the game in business, but where do we stand? 🤔

Check out McKinsey's latest insights on the state of AI. From breakthroughs to challenges, it's a must-read for anyone curious about the future of tech! 📊✨

Read more here: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>





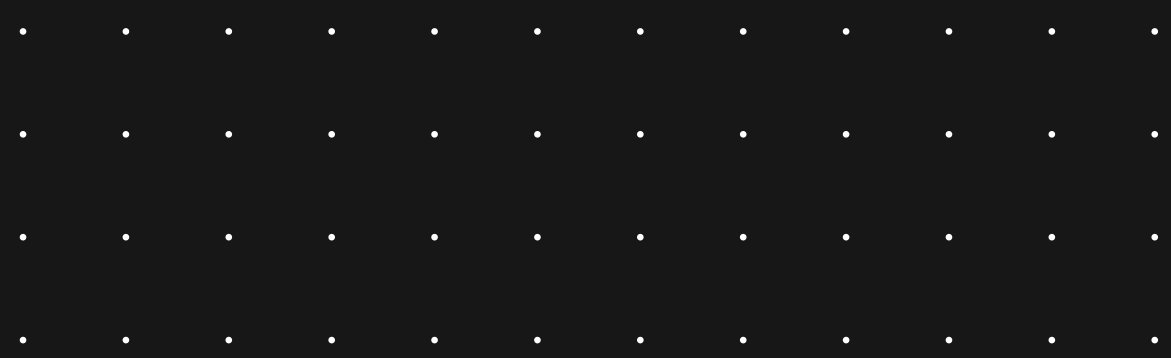
Why Use AI?





01—Efficiency





one prompt
≠
final answer





Voice

Personality

Expertise

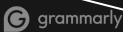




2024 State of Business Communication


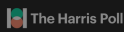
AI’s potential to turn
overload into impact





2024 State of Business Communication

AI's potential to turn overload into impact



46%

Reduced stress

44%

Increased productivity

44%

Reduced workload

43%

Enhanced work satisfaction

39%

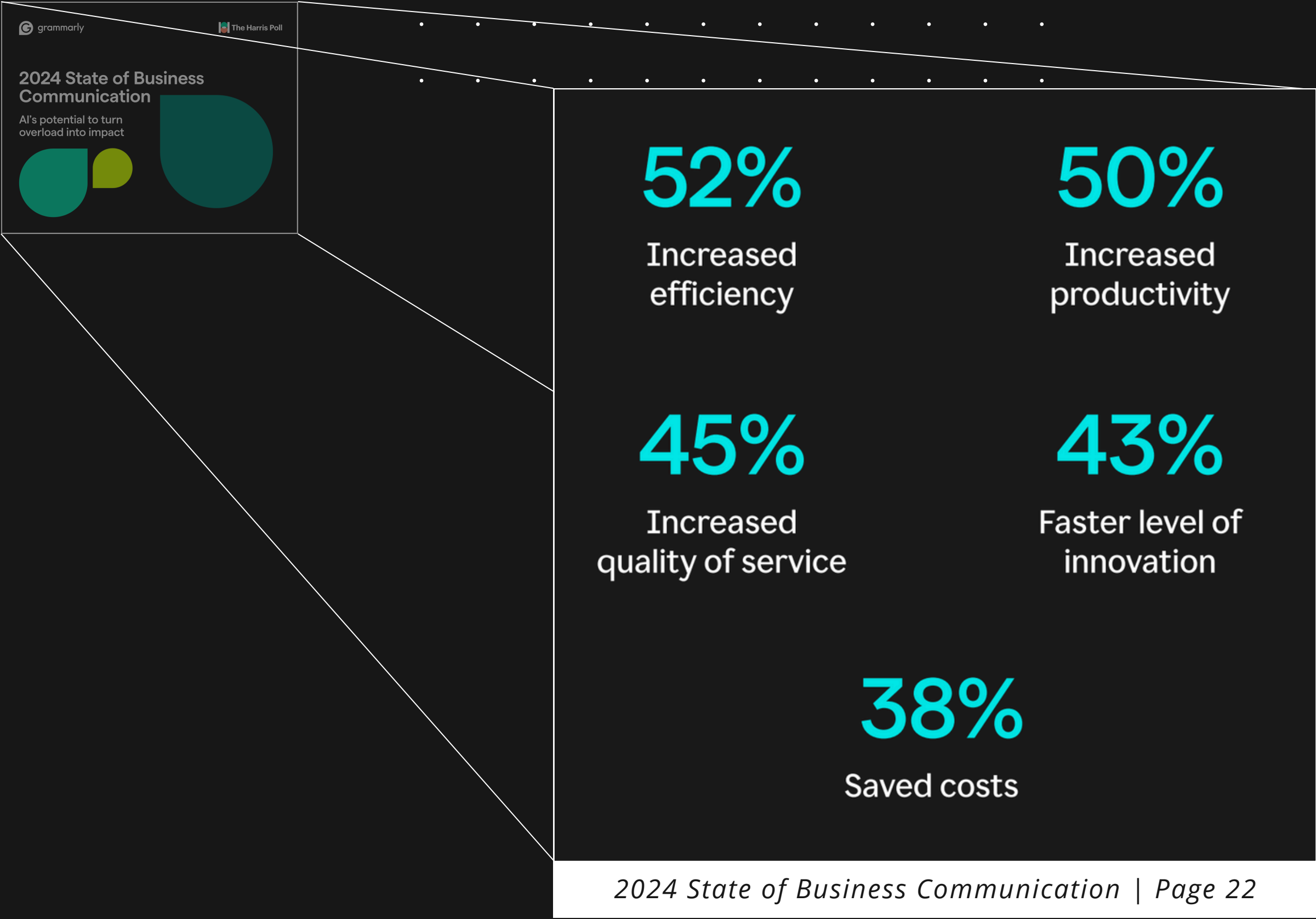
Enhanced creativity

44%

Increased
productivity

On average, workers saved
7.75 hours of work per
week using gen AI.

2024 State of Business Communication | Page 23





02—Scalability



0,19	0,13	3,68	3,65	76,22	3,08	3,55	0,86	5,96	0,14	859,46	0,95	268,84	2,87	0,71	0,12
1,38	0,52	6,49	12,63	136,16	2,97	0,43	0,35	5,62	0,11	1077,16	0,14	1439,34	3,78	0,81	9,20
3,72	0,33	5,47	8,11	2153,50	1,88	2,35	0,29	8,81	0,70	513,46	0,27	840,45	3,42	0,06	3,00
2,30	0,78	2,05	3,65	125,81	3,11	2,93	0,38	5,60	0,38	1471,07	0,09	709,03	3,00	0,59	3,31
2,38	0,37	1,91	4,40	2323,24	0,09	3,51	0,87	8,41	0,95	914,66	0,06	1327,74	3,30	0,48	7,67
3,55	0,21	8,71	6,55	1594,12	0,76	2,65	0,87	6,75	0,28	85,12	0,09	1411,79	0,62	0,51	1,72
1,56	1,00	9,94	5,76	469,27	2,00	3,33	0,29	3,27	0,12	465,72	0,10	876,32	1,59	0,40	6,52
3,22	0,23	8,67	9,37	2732,85	3,97	2,09	0,87	2,55	0,35	709,47	0,63	578,75	2,13	0,51	3,77
3,07	0,72	9,24	2,78	2651,43	3,39	2,58	0,80	6,03	0,51	760,97	0,69	861,46	2,96	0,20	8,66
3,87	0,34	6,79	12,34	2527,24	1,33	1,05	0,44	1,74	0,54	1356,87	0,34	32,70	3,04	0,17	4,76
2,11	0,95	5,56	7,40	2456,72	3,93	2,53	0,93	9,67	0,67	724,29	0,56	1289,59	0,26	0,08	8,29
0,08	0,48	1,15	5,87	725,54	3,46	0,54	0,52	9,93	0,61	761,89	0,12	1094,29	1,87	0,36	1,72
0,47	0,20	3,47	4,93	550,27	2,64	2,96	0,40	2,63	0,01	427,00	0,23	151,58	1,87	0,32	8,47
3,37	0,67	6,79	5,06	2381,59	3,91	3,50	0,46	1,51	0,66	1041,39	0,74	203,37	3,49	0,17	9,75
3,09	0,79	2,64	10,08	555,95	2,12	3,39	0,41	8,17	0,46	474,42	0,80	518,52	0,37	0,61	4,61
3,53	0,29	3,78	10,28	1703,54	2,62	1,48	0,73	5,03	0,72	1064,99	0,36	1235,64	2,10	0,58	5,72
2,90	0,24	8,41	7,97	2709,97	1,14	1,85	0,66	4,10	0,85	785,67	0,65	564,38	1,83	0,99	8,04
1,28	0,21	3,37	3,65	583,04	2,60	3,35	0,99	9,35	0,47	509,87	0,58	1017,06	1,16	0,24	7,85
1,15	0,42	1,04	6,95	1740,97	0,65	1,72	0,50	3,31	0,99	554,40	0,45	532,16	0,89	0,46	4,58
0,46	0,25	9,29	11,22	2517,79	0,65	3,42	0,89	1,87	0,20	591,13	0,95	291,18	0,08	0,06	8,58
3,02	0,49	5,72	3,82	2678,46	1,04	0,16	0,30	1,35	0,64	484,95	0,89	947,69	0,77	0,76	5,37
3,36	0,19	1,31	2,07	1347,92	1,36	2,39	0,78	5,09	0,47	489,27	0,16	879,93	2,99	0,39	0,87
2,05	0,58	3,64	8,96	1846,06	0,91	0,31	0,09	0,51	0,48	63,67	0,55	470,34	2,89	0,89	7,79
2,03	0,16	7,66	4,91	891,12	0,03	3,57	0,16	4,95	0,76	921,14	0,59	1037,76	0,58	0,03	3,92
0,13	0,41	7,12	6,92	40,49	2,74	0,09	0,46	6,93	0,31	133,44	0,14	1193,00	0,57	0,90	6,11
0,44	0,34	9,34	6,81	1630,48	0,88	2,22	0,90	9,30	0,08	50,27	0,10	5,57	0,91	0,08	8,28
0,05	0,00	6,95	10,84	207,69	1,38	2,92	0,19	1,40	0,93	1135,34	0,20	53,15	2,16	0,22	8,95
0,10	0,03	8,89	3,68	717,38	0,66	2,29	0,86	2,57	0,39	835,94	0,18	962,82	1,51	0,13	6,97
0,12	0,75	6,44	4,89	2043,60	3,84	0,61	0,68	1,40	0,29	727,27	0,74	1204,18	1,30	0,98	8,89
0,08	0,26	1,16	5,76	868,02	0,09	0,12	0,39	7,41	0,87	580,05	0,58	109,72	2,95	0,43	1,69
1,45	0,62	6,98	3,71	2405,14	0,97	3,24	0,80	1,08	0,88	748,43	0,14	542,76	0,12	0,03	4,10
1,87	0,11	8,38	12,54	1273,40	1,95	0,03	1,00	3,99	0,49	726,86	0,94	1162,10	1,34	0,10	0,88
2,56	0,45	2,59	3,24	257,61	0,03	3,84	0,60	2,64	0,46	82,33	0,72	284,76	0,01	0,56	3,99
0,87	0,84	7,59	7,83	2521,09	0,66	3,32	0,89	1,54	0,05	1308,94	0,29	1010,33	3,47	0,47	2,34
2,43	0,32	2,16	9,47	2675,60	0,55	1,12	0,82	1,82	0,69	1363,89	0,38	217,50	2,28	0,25	0,45
1,31	0,42	0,02	10,27	1230,40	1,02	0,80	0,03	3,77	0,65	637,31	0,87	950,68	3,58	0,34	0,53
2,84	0,40	2,13	10,00	2598,90	3,07	2,77	0,47	3,35	0,35	329,60	0,19	677,52	1,18	0,51	4,45
1,27	0,79	9,23	1,69	241,23	1,31	1,40	0,95	6,62	0,93	481,56	0,29	530,81	3,17	0,98	5,09
3,48	0,42	2,91	5,97	1944,43	2,56	2,69	0,49	0,09	0,26	640,67	0,82	266,52	3,17	0,28	4,62
2,04	0,73	0,98	6,34	1942,23	3,22	0,44	0,15	3,33	0,38	1014,61	0,30	1369,92	0,42	0,18	2,39
2,10	0,23	2,64	1,10	401,34	1,71	4,00	0,01	6,93	0,96	972,43	0,58	374,00	3,91	0,16	2,39
2,45	0,17	9,59	12,72	1741,92	1,61	2,01	0,85	5,28	0,31	1301,69	0,92	296,95	3,18	0,01	4,60
0,36	0,58	3,94	4,44	1293,62	0,71	0,47	0,07	2,17	0,88	1206,34	0,90	1425,36	0,36	0,93	6,40
2,67	0,79	9,95	10,49	2160,09	1,72	1,27	0,42	7,41	0,53	214,82	0,14	342,30	1,50	0,34	2,27
0,87	0,10	5,13	0,63	2077,29	1,51	2,88	0,40	8,80	0,41	89,12	0,07	1118,13	2,17	0,47	3,96
1,02	0,78	9,94	8,97	27,48	1,02	1,01	0,59	8,47	0,16	602,72	0,81	285,34	0,07	0,81	0,17
3,76	0,81	4,42	6,78	2758,51	0,42	2,29	0,04	0,78	0,85	657,52	0,74	245,67	3,75	0,19	9,80







03—Automation





AI Tools— Standalone vs. Integrated

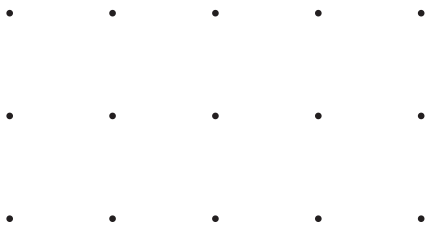
AI Tools—
Standalone vs. Integrated

		
Overview	Can assist with a variety of tasks, including writing, brainstorming, and coding. It's flexible and user-friendly, making it a great general-purpose tool, especially with their GPT 4 model.	Developed with Google's extensive data capabilities. It is integrated with Google's vast knowledge base, giving it access to more real-time information than some of its counterparts.
Pros	<ul style="list-style-type: none">• User-friendly• Wide versatility• Frequent updates	<ul style="list-style-type: none">• Real-time knowledge• Integrated into Google Workspace• Efficient search and summarization
Cons	<ul style="list-style-type: none">• Not Specialized Expertise• Limited real-time knowledge• Context limitations	<ul style="list-style-type: none">• More complex setup if not using Google Workspace already• Not always as polished in natural conversation

		
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Beware of
“hallucinations”




Prompt: AI Hallucination

Specialized AI Tools

 motion

PURPOSE

AI Scheduler

 Midjourney

PURPOSE

Image Generator

ElevenLabs

PURPOSE

Text-to-Speech

AI Tools—
Standalone vs. Integrated


URROZ

AI—Shaping the Future of Business Today

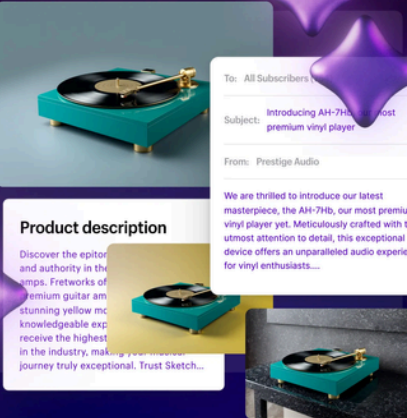
**PC Mealplanner**

👋 Hi! I'm the PC® Meal Planner, powered by AI. I can help you with meal ideas as you shop.

[Sign in](#) with your PC™ id to get started.

**shopify**

AI designed for commerce

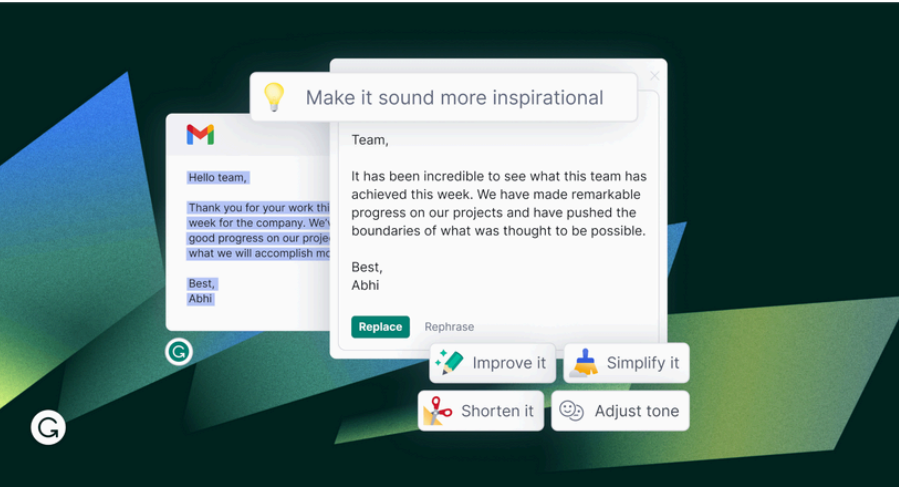


Product description

Discover the epitome of authority in the vinyl world. Prestige Audio's AH-7Hb, our most premium vinyl player yet, meticulously crafted with the utmost attention to detail, this exceptional device offers an unparalleled audio experience for vinyl enthusiasts...



Meta AI



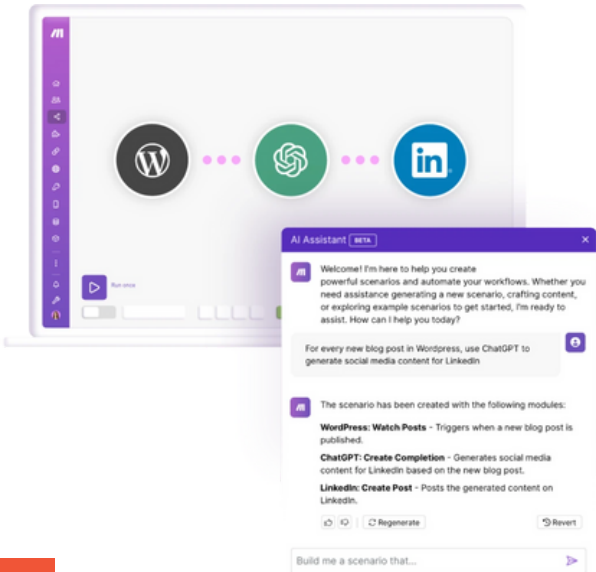
Make it sound more inspirational

Team,

It has been incredible to see what this team has achieved this week. We have made remarkable progress on our projects and have pushed the boundaries of what was thought to be possible.

Best,
Abhi

[Replace](#) [Rephrase](#) [Improve it](#) [Simplify it](#) [Shorten it](#) [Adjust tone](#)



AI Assistant

Welcome! I'm here to help you create powerful scenarios and automate your workflows. Whether you need assistance generating a new scenario, crafting content, or exploring example scenarios to get started, I'm ready to assist. How can I help you today?

For every new blog post in Wordpress, use ChatGPT to generate social media content for LinkedIn


The scenario has been created with the following modules:

- Wordpress: Watch Posts** - Triggers when a new blog post is published.
- ChatGPT: Create Completion** - Generates social media content for LinkedIn based on the new blog post.
- LinkedIn: Create Post** - Posts the generated content on LinkedIn.

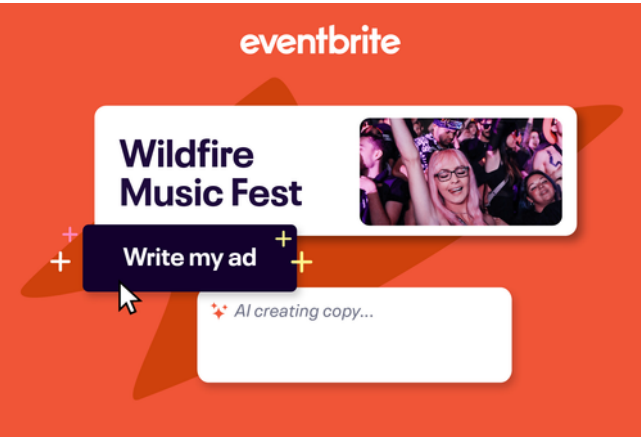
[Regenerate](#) [Revert](#)

Build me a scenario that...

HubSpot AI



Airtable AI



eventbrite

Wildfire Music Fest

Write my ad

AI creating copy...

Trends & The Evolution of AI



URROZ

TREND #1

AI in User Experience

urroz.ca



Prompt: Netflix

URROZ

TREND #2

Marketing Strategies & Inspiration

urroz.ca



Prompt: Using ai as a tool for marketing strategies

TREND #3

Ethics & Responsible Use of AI

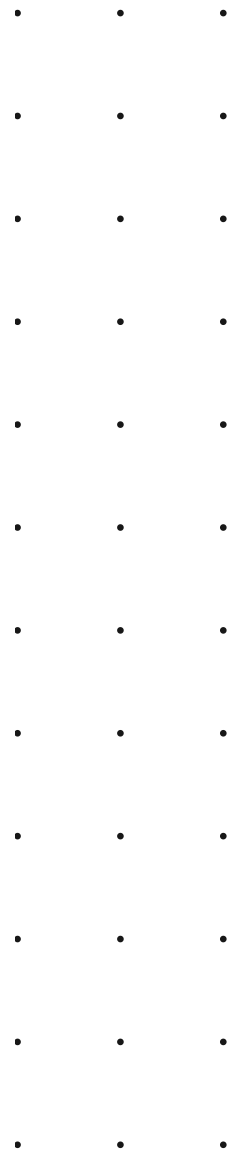


BY ANTHROPIC

AI has evolved from a closed technology into a global force driving change across industries.



Concerns Around AI



CONCERN #1

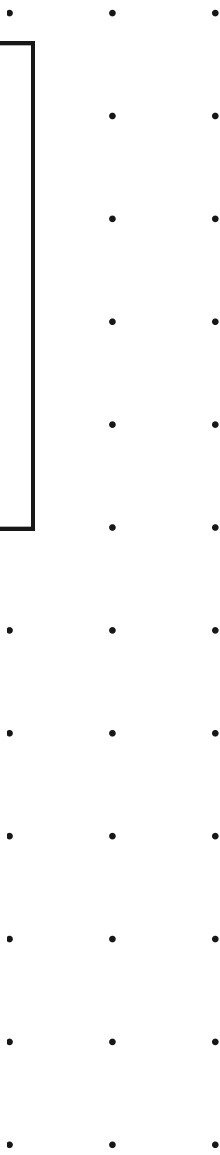
Inaccuracy

CONCERN #2

Plagiarism

CONCERN #3

Security



CONCERN #1

Inaccuracy

63%

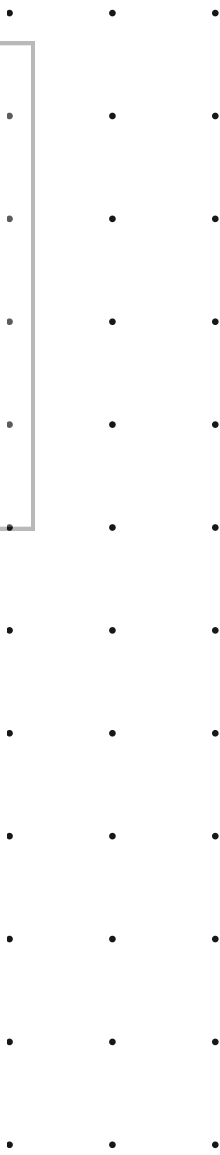
consider this a relevant risk when
using generative AI

CONCERN #2

Plagiarism

CONCERN #3

Security



CONCERN #1

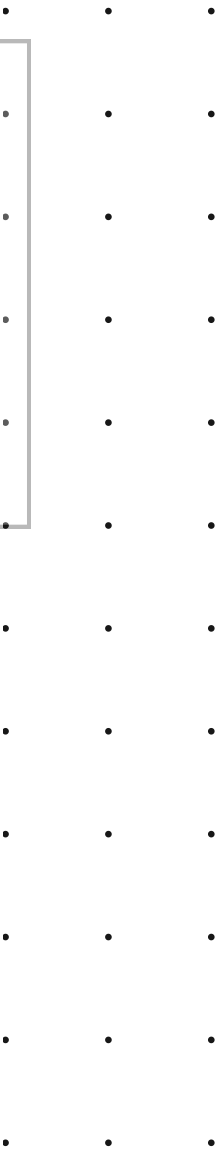
Inaccuracy

CONCERN #2

Plagiarism

CONCERN #3

Security



CONCERN #1

Inaccuracy

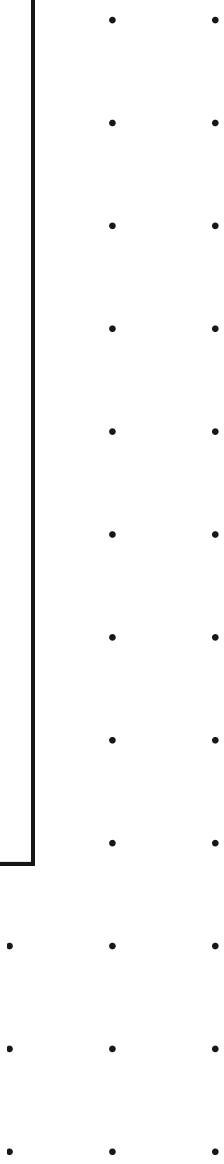
CONCERN #2

Plagiarism

CONCERN #3

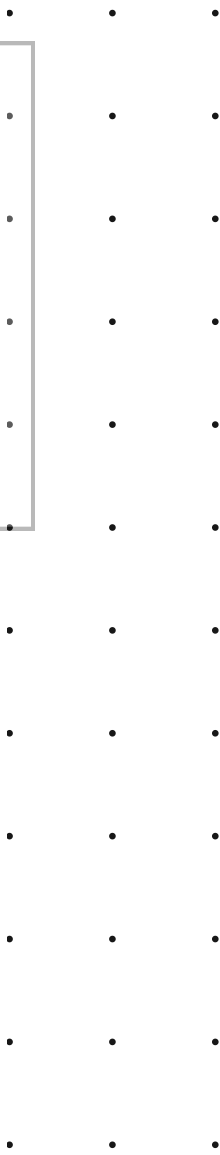
Security





TIP:

Avoid the AI tone of voice



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AI—Shaping the Future of Business Today

Where is AI headed?

urroz.ca

Hyper-
personalization

Where is AI
headed?

Hyper-
personalization

Healthcare
& Humanity

Where is AI
headed?

Hyper-
personalization

Emotional
Intelligence

Healthcare
& Humanity

Where is AI
headed?



Hyper-personalization

Healthcare & Humanity

Emotional Intelligence

Sustainability

Where will you take AI?

Start small

Be ambitious &
imaginative

Optimize

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UPCOMING WEBINAR

Working with AI — October 30th

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to optimize your business. minimalism.*

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Q&A

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Thank you

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