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# Artificial Intelligence for Business

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For Lifelong Learners



Cochise College  
Center for Lifelong Learning

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## Expectations

Welcome to the class! I'm thrilled to have you here as we explore how artificial intelligence (AI) can become a powerful tool for your business and daily life. AI isn't just about technology, it's about leadership and staying ahead in a changing world. Today, we'll break things down step by step, looking at practical tools like ChatGPT and other AI applications to tackle everyday challenges. Don't worry if you're new to AI, this is a safe space to ask questions, share ideas, and have fun while learning. Let's make the most of this time together!

*George R. Self*  
**George Self**

contact@georgeteaches.com  
<https://georgeteaches.com>

# Artificial Intelligence for Business

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## Introduction

Welcome to our class on artificial intelligence (AI)! We're here to explore how AI can help you tackle everyday tasks, from drafting emails to managing your schedule and even brainstorming new ideas. Don't worry if you're not a tech wizard, this class is all about learning practical skills that anyone can use, regardless of their computer experience. AI isn't just for programmers; it's a tool you can master with a little practice. So, relax, ask lots of questions, and have fun experimenting with what AI can do. You might be surprised at just how useful—and enjoyable—it can be!

## Understanding AI

Artificial intelligence, or AI, is a way for computers to act like they're thinking, learning, and making decisions, almost like people do. It's not as complicated as it might sound—it's about teaching machines to understand patterns and use them to solve problems or answer questions. For example, when you ask Alexa to play music or check the weather, it's using AI to figure out what you mean and respond correctly. AI has come a long way in just a few years, and what's exciting is that its growth isn't happening slowly. It's growing exponentially, which means it's improving faster and faster as time goes on. Imagine a snowball rolling down a hill—starting small but getting bigger and faster with every turn. That's how AI works, and it's opening all kinds of possibilities that weren't even imaginable a few years ago.

AI is already all around us, and it's making a big impact on a lot of industries. In healthcare, for instance, AI helps doctors detect diseases earlier than ever before by analyzing medical scans. It can even suggest the best treatments for patients. In retail, AI helps identify products you might like based on what you've bought or browsed before. It's even in agriculture where farmers use AI to check the health of their crops, predict the weather, and decide the best times to plant and harvest. And let's not forget about entertainment—Netflix and Spotify use AI to recommend movies, shows, or songs you'll enjoy, and those recommendations get better the more you use them. AI is touching every part of our lives, often in ways we don't even notice.

But here's the thing: technology like this hasn't always been welcomed with open arms. People were nervous about cars when they first appeared on the scene. Some worried that they'd scare horses, create too much noise, or be dangerous. When telephones were invented, others feared they'd ruin the way people communicate. Now, we can't imagine life without these things! AI is a bit like those early inventions—it's new, it's powerful, and it takes some time to get used to. Just like with cars and phones, AI is here to make our lives better, not harder.

Let's talk about some examples of how AI is already part of your daily life, even if you don't realize it. Voice assistants like Alexa or Siri use AI to understand your voice and give you the answers or actions you need. Streaming services like Netflix or YouTube suggest what you might want to watch next based on your previous choices, and they even change the cover images of shows and movies to appeal to your preferences. When you shop on Amazon, the site suggests items based on what you've looked at or purchased before. Your smartphone uses AI too—when you take a picture, it helps focus on the image and makes sure it looks its best. If you've used a map app to find the

fastest route somewhere, AI was behind the scenes figuring out traffic patterns and how long it would take you. AI is even used in devices like fall detectors, which can sense if someone has fallen and automatically call for help. These are just a few examples of how AI is quietly making things easier and safer for us.

Of course, there are still plenty of misunderstandings about AI. Some people worry that AI might replace all human jobs, or even take over the world like in science fiction movies. Others think that AI can “think” like a person or has feelings, which just isn’t true. These myths can make AI seem scarier than it really is. AI is a tool—one that we control and use for specific tasks. It doesn’t have the ability to make its own decisions or goals.

The most important thing to remember about AI is that it’s designed to help us, not replace us. It can take over repetitive or time-consuming tasks, freeing up time for people to focus on more creative or meaningful work. Think of AI as a teammate—one that’s always learning and improving to make your life easier. And just like any new tool, the more we understand it and use it, the more comfortable we’ll become. So, whether it is helping doctors save lives, making your shopping easier, or just giving you the perfect movie suggestion on a Friday night, AI is here to stay—and it’s only going to get better.

## AI Use Cases

1. **Customer Support:** AI tools can handle routine customer inquiries like answering FAQs or tracking order statuses. Chatbots or automated email systems save time by providing quick, consistent responses, freeing up staff to focus on more complex customer issues.
2. **Marketing Content:** AI can help generate creative ideas for social media posts, blogs, or email newsletters. It can even suggest headlines, hashtags, or ways to tailor content for specific audiences, making marketing campaigns more effective.
3. **Email Drafting:** Draft professional emails quickly with AI. Whether it's responding to clients, pitching a product, or addressing concerns, AI can save you time by providing polished templates or drafts that you can tweak.
4. **Brainstorming:** Use AI as a sounding-board for new business ideas. It can suggest product improvements, marketing strategies, or ways to optimize your operations, giving you fresh perspectives and sparking creativity.
5. **Research:** AI can summarize industry trends, competitor strategies, or customer insights. It helps you stay informed without spending hours digging through articles, reports, or online forums.
6. **Training Material:** AI can create employee training scripts, guides, or presentations tailored to your business needs. It’s a great way to standardize onboarding processes or update staff skills.
7. **Meeting Agendas:** AI tools can help organize meeting agendas, listing discussion points, action items, and follow-ups. Structured agendas keep meetings focused and productive, saving everyone time.
8. **Proofreading:** AI can check for grammar, spelling, and clarity in your documents. Whether it’s a business proposal, blog post, or internal memo, AI ensures your content looks professional.

9. **Personal Assistant:** AI can set reminders, manage schedules, and even create to-do lists. It's like having a digital assistant to help you stay organized and on top of your tasks.
10. **Translation:** AI translation tools make it easy to communicate with clients or partners in other languages. Whether you're translating emails, marketing content, or documents, it can bridge language gaps quickly.
11. **Inventory Management:** AI can analyze sales data to predict inventory needs, helping you avoid overstocking or running out of products. It's especially useful for retail or e-commerce businesses.
12. **Customer Feedback Analysis:** AI can analyze customer reviews, surveys, or social media comments to identify trends, common complaints, or areas for improvement, allowing you to respond proactively.
13. **Social Media Analytics:** Use AI to track how your social media content is performing. It can analyze likes, shares, and comments to show what's working and suggest strategies for better engagement.
14. **Financial Forecasting:** AI tools can predict cash flow, track expenses, and even provide insights into potential cost-saving opportunities, helping you make smarter financial decisions.
15. **Hiring Assistance:** AI can help screen resumes, schedule interviews, or even generate job descriptions. This speeds up the hiring process and ensures you find the best candidates.
16. **Competitive Analysis:** AI tools can monitor your competitors' online presence, pricing, and marketing strategies, giving you insights to stay ahead in your industry.
17. **Event Planning:** AI can assist in planning business events by organizing schedules, sending invitations, and even suggesting venues or vendors based on your preferences and budget.
18. **Document Summarization:** If you have lengthy reports or articles to review, AI can provide concise summaries, saving you time and helping you focus on the most important points.
19. **Lead Generation:** AI tools can identify and qualify potential leads by analyzing customer data or online behavior, making it easier to focus on high-value prospects.
20. **Data Visualization:** AI can turn raw data into easy-to-read charts and graphs, helping you make data-driven decisions briefly.

## Top AI Tools for Business

There are endless AI tools launching every week. This list helps you find the tools you should be using for work and business. This list was created by [The Neuron](https://www.theneuron.ai/) (<https://www.theneuron.ai/>), a daily AI newsletter.

### Audio

1. **Adobe Podcast**—A very good audio cleanup tool. Free! (<https://www.theneuron.ai/tools/adobe-podcast>)
2. **Descript**—The video/audio editing tool for the rest of us. (<https://www.theneuron.ai/tools/descript>)
3. **Eleven Labs**—"Scary good" AI voices. (<https://www.theneuron.ai/tools/elevenlabs>)
4. **Play.ht**—Off-the-shelf voice options in many languages. (<https://www.theneuron.ai/tools/play-ht>)

## Chat with PDF

5. **ChatPDF**—It's a useful workaround for the time being. (<https://www.theneuron.ai/tools/chatpdf>)
6. **ChatwithPDF**—The best way to “talk” with your PDFs. (<https://www.theneuron.ai/tools/chatwithpdf>)

## Content Generators

7. **Byword**—Purpose-built for SEO at scale. (<https://www.theneuron.ai/tools/byword>)
8. **Jasper**—The best content tool for most businesses. (<https://www.theneuron.ai/tools/jasper>)
9. **Writer.com**—content writer built for enterprises. (<https://www.theneuron.ai/tools/writer-com>)

## Content Repurposing

10. **Vidyo**—Long-form video to short-form video in one go. (<https://www.theneuron.ai/tools/vidyo>)
11. **Wondercraft**—Turn good writing into a good podcast. (<https://www.theneuron.ai/tools/wondercraft>)

## Customer Support

12. **Bland AI**—The most conversational AI we've ever seen. (<https://www.theneuron.ai/tools/bland-ai>)
13. **Chatbase**—Accessible chatbot to answer customer questions. (<https://www.theneuron.ai/tools/chatbase>)

## Developer Tools

14. **Amazon Bedrock**—If you're an enterprise deploying AI models. (<https://www.theneuron.ai/tools/amazon-bedrock>)
15. **Hugging Face**—All-in-on platform to explore/use the latest models. (<https://www.theneuron.ai/tools/hugging-face>)
16. **OpenAI**—The one you know and (mostly) love. (<https://www.theneuron.ai/tools/openai>)

## Image Generators

17. **Adobe Firefly**—AI images for creatives, no copyright headache. (<https://www.theneuron.ai/tools/adobe-firefly>)
18. **DALLE 3**—When you want to generate images inside of ChatGPT. (<https://www.theneuron.ai/tools/dalle-3>)
19. **Midjourney**—Our go-to AI image generator. (<https://www.theneuron.ai/tools/midjourney>)
20. **Stable Diffusion**—The top and cheapest AI image generator. (<https://www.theneuron.ai/tools/stable-diffusion>)

## Interface Design

21. **Figma**—If you use Figma, use their new AI features. (<https://www.theneuron.ai/tools/figma>)

## Legal

22. **Harvey AI**—The best option for lawyers. (<https://www.theneuron.ai/tools/harvey-ai>)

## Meetings

23. **Attention**—An AI-powered sales team on steroids. (<https://www.theneuron.ai/tools/attention>)
24. **Fireflies**—For teams who must stick with Meet/Zoom. (<https://www.theneuron.ai/tools/fireflies-ai>)
25. **Metaview**—Purpose-built for recruiting interviews. (<https://www.theneuron.ai/tools/metaview>)
26. **Otter AI**—Best meeting notetaker for Zoom/GMeet/Teams. (<https://www.theneuron.ai/tools/otter-ai>)
27. **Vowel**—Delightful, better than Google Meet/Zoom. (<https://www.theneuron.ai/tools/vowel>)

## Music

28. **Suno**—Become a musician with this tool. (<https://www.theneuron.ai/tools/suno>)
29. **Udio**—For customized music. (<https://www.theneuron.ai/tools/udio>)

## Productivity

30. **Eightfold**—The most complete AI tool for HR. (<https://www.theneuron.ai/tools/eightfold>)
31. **Mem.ai**—Your "second brain" app. But you need to commit. (<https://www.theneuron.ai/tools/mem-ai>)
32. **Notion AI**—The power of ChatGPT without leaving Notion. (<https://www.theneuron.ai/tools/notion-ai>)
33. **Poised**—Your personal communications coach. (<https://www.theneuron.ai/tools/poised>)
34. **Rewind AI**—An AI that remembers everything for you. (<https://www.theneuron.ai/tools/rewind-ai>)

## Search Engines/Research

35. **Consensus AI**—Find research-backed answer to your questions. (<https://www.theneuron.ai/tools/consensus-ai>)
36. **Perplexity**—Best search alternative to Google Search. (<https://www.theneuron.ai/tools/perplexity>)

## Slide Decks

37. **Canva AI**—When you need to use AI in your design suite. (<https://www.theneuron.ai/tools/canva-ai>)
38. **Gamma**—The AI slides product for anyone who hates PowerPoint. (<https://www.theneuron.ai/tools/gamma>)
39. **Tome**—The AI slides product for founders, creatives. (<https://www.theneuron.ai/tools/tome>)

## Software Engineering

40. **ChatGPT**—Use specific GPTs in ChatGPT when coding.  
(<https://www.theneuron.ai/tools/chatgpt-coding>)
41. **Claude**—The best chatbot that also knows how to code.  
(<https://www.theneuron.ai/tools/claude-code>)
42. **Cursor.so**—The tool our developer friends can't shut up about.  
(<https://www.theneuron.ai/tools/cursor-so>)
43. **GitHub Copilot**—Your best bet for writing code faster and better.  
(<https://www.theneuron.ai/tools/github-copilot>)
44. **Phind**—Our go-to search engine for anyone who writes code.  
(<https://www.theneuron.ai/tools/phind>)

## Spreadsheets

45. **Equals**—Cool AI features, built for startups. (<https://www.theneuron.ai/tools/equals>)
46. **Numerous AI**—The Excel/Sheets plug-in that's easiest to use.  
(<https://www.theneuron.ai/tools/numerous-ai>)

## The Chatbot-verse

47. **Claude (Anthropic)**—The best for writing and coding (for now...).  
(<https://www.theneuron.ai/tools/anthropic-claude>)
48. **ChatGPT**—Use specific GPTs in ChatGPT when coding.  
(<https://www.theneuron.ai/tools/chatgpt-coding>)
49. **Copilot**—ChatGPT built into Microsoft Windows and other apps.  
(<https://www.theneuron.ai/tools/copilot>)
50. **Gemini (Google)**—Google's rival (or attempt to rival) to ChatGPT.  
(<https://www.theneuron.ai/tools/gemini-google>)
51. **Grok**—Elon Musk's edgy chatbot that's on X. (<https://www.theneuron.ai/tools/grok>)

## Video Generators/Tools

52. **HeyGen**—Infinite marketing/sales videos for your business.  
(<https://www.theneuron.ai/tools/heygen>)
53. **Luma Dream Machine**—Generates videos that look real.  
(<https://www.theneuron.ai/tools/luma-dream-machine>)
54. **Runway Gen 3 Alpha**—Create AI videos in less than a minute.  
(<https://www.theneuron.ai/tools/runway-gen-3-alpha>)

## AI Ethics and Data Privacy

**Ethics Considerations:** When using AI in your small business, it's important to think about fairness, transparency, and inclusivity. Ensure your AI tools don't unintentionally discriminate against certain groups or create biased outcomes. For example, if you use AI for hiring or customer recommendations, double-check that the data feeding the system represents a diverse range of people. Ethical AI use also means being transparent with customers—let them know when they're

interacting with an AI system instead of a person. By focusing on ethical practices, you can build trust and ensure AI is used responsibly to benefit both your business and your customers.

**Data Privacy:** AI often relies on customer data to function effectively, so protecting that data is crucial. Always collect and store customer information securely, and only gather what's truly necessary for your business. Be clear with customers about how their data will be used and get their consent when required. Using AI tools from trusted providers with strong privacy policies can also minimize risks. Remember, data breaches or misuse can harm both your customers and your business reputation. Taking privacy seriously shows your customers that you value their trust and are committed to safeguarding their information.

## Summary

As we wrap up, remember that AI is here to make your life easier, not more complicated. From saving you time on repetitive tasks to offering fresh insights for your business or personal projects, these tools can be real game changers. Don't be afraid to experiment—try out what you've learned today and see how it fits into your daily routine. The more you use AI, the more comfortable you'll become with it. So go ahead, explore, and let these skills empower you to work smarter, not harder. You've got this!

