Additional Resources for Module 1:

My belief is that learning Gen AI for use in your role or business is not an event, but rather a process. Best results in compressing your learning curve will come from immersion in the topic.

Below you will find some additional resources that I recommend you include as part of your AI-literacy journey.

1. [Here's the research report](#) I referenced in this module - **Navigating the Jagged Technological Frontier:** Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality.

The results they got are very telling, and I regularly reference them when explaining the value of implementing Gen AI. If you need to convince the higher ups or your clients to start getting serious about AI, bringing data like this to the conversation makes a strong point in favor.

It's a little meaty and full of research related jargon, so if you want a summary, I would take [this doc](#) and upload it to ChatGPT and use the following prompt … get some practice right now!

Begin Prompt ->

You are an expert at providing research summaries for non-technical Growth Hackers and marketing professionals.

I need you to summarize the attached article, including its core themes, significant data points, and broader message or lessons.

Provide a concise overview focusing on the most critical points. Analyze the article's reception by both critics and the general public, highlighting any notable mentions it has received.

Additionally, suggest similar articles or research that share themes or styles for further reading within the genre or topic

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area, and provide links to the further

reading resources you recommend.
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<- End Prompt

2. Ethan Mollick (Wharton MBA Professor) was part of the study, and has one of the most approachable ways of viewing the use of Gen AI in business. Here he shares his analysis of the BCG experiment I referenced in the above:

https://www.oneusefulthing.org/p/centaurs-and-cyborgs-on-the-jagged

His book, Co-Intelligence: Living and Working with AI, was released in April 2024 and is a great primer for a broader understanding of Gen AI and the impact it is having on businesses. This book is intended for non-technical business professionals, so it is super easy to digest and there is no need for an understanding of Data Science or Machine Learning to get tons of value from it.

In his book he outlines four essential rules for integrating AI into work and life, and I think they are a great baseline for anyone new to using the tools:

- **Always Invite AI to the Table**
  Regularly incorporate AI into your decision-making processes (aka start "thinking in AI").

- **Be the Human in the Loop**
  Use AI to handle tasks it excels at while you focus on human-centric activities like strategic thinking and creativity. You'll do way less fire fighting in your day to day.

- **Treat AI Like a Person, But Define Its Role**
  Communicate with AI as you would with a human colleague, clearly defining its role to optimize its performance. The persona method prompting pattern in the video is a perfect solution.

- **Assume This is the Worst AI You'll Ever Use**
  By the time you finish reading this sentence, "AI" is better than when I started writing this sentence. It improves constantly and at high velocity. The tools you use will constantly be releasing new capabilities so it's important someone on your team is regularly

using the tools in your AI tool stack, and taking trainings like this to know what's happening. Being the person in the know on AI in your business will only bring good things and big opportunities.

Mollick regularly takes to Twitter and LinkedIn to share his latest research and insights … highly recommended you follow him:
https://x.com/emollick

https://www.linkedin.com/in/emollick/

EXERCISE: If you're not familiar with Perplexity.ai and regularly using that as your search engine replacement, you're not yet "thinking in AI". Check out these results from Perplexity and while you're there … try it out and do your own search.

3. Tool junkie? Here's where I'd go to start testing generative **AI tools** available in the marketplace:

Matt Wolfe, a friend of the ChiefAIOfficer.com community, was early into the Gen AI game, and has a fantastic

website directory of the most useful and current Gen AI tools for all categories: https://www.futuretools.io

His **YouTube channel** is frequently updated with the newest Gen AI news and tool releases/updates: https://www.youtube.com/@mreflow

4. My weekly podcast, **"Using AI at Work"** explores how everyday business leaders are using Gen AI tools in their roles and businesses, giving you some insight into how others are leveraging AI to power-up their internal processes and workflows: https://www.UsingAIatWork.com

Or find it at **Spotify** here: https://open.spotify.com/show/2mEvzP3vieXw1pytC7BEjx

5. To **access the free ChiefAIOfficer.com community** of others, like you, who are looking to upskill on using Generative AI in their role, team or business, go here to register for your free account.

6. To **follow me on LinkedIn** and get fresh AI content daily, [you can go here to follow or connect](.).