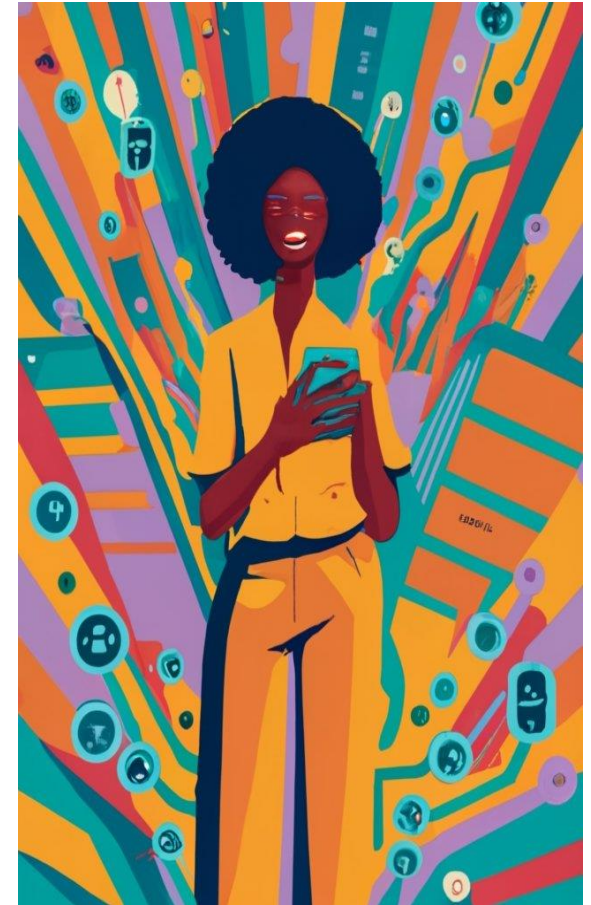


AI SKILLS DEVELOPMENT
ROADSHOW:
WRITING SKILLS WORKSHOP

Krish Chetty
5 October 2023
Writing Skills Workshop





TIME

SUBSCRIBE

IDEAS • TECHNOLOGY

How the AI Revolution Will Reshape the World



We are still underestimating how widespread and revolutionary the changes from AI will truly be [Getty Images/Yuichiro Chino](#)

BY **MUSTAFA SULEYMAN**

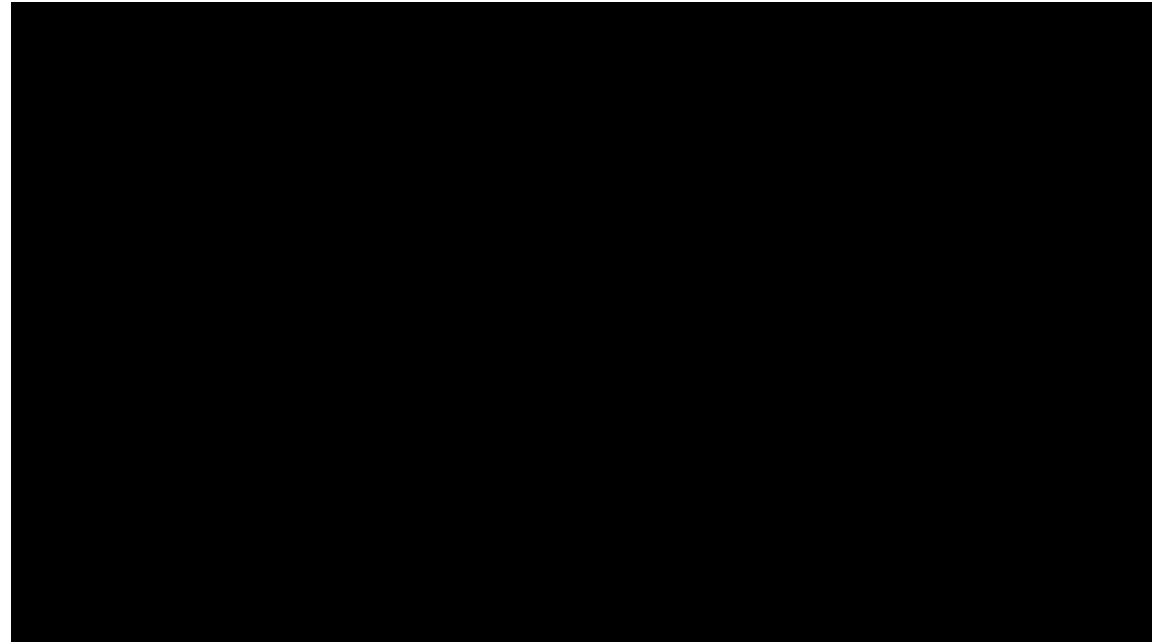
SEPTEMBER 1, 2023 7:05 AM EDT

IDEAS

Suleyman is the co-founder and CEO of Inflection AI, in 2010 he co-founded DeepMind, which was acquired by Google, and is the author of the upcoming book [The Coming Wave](#)

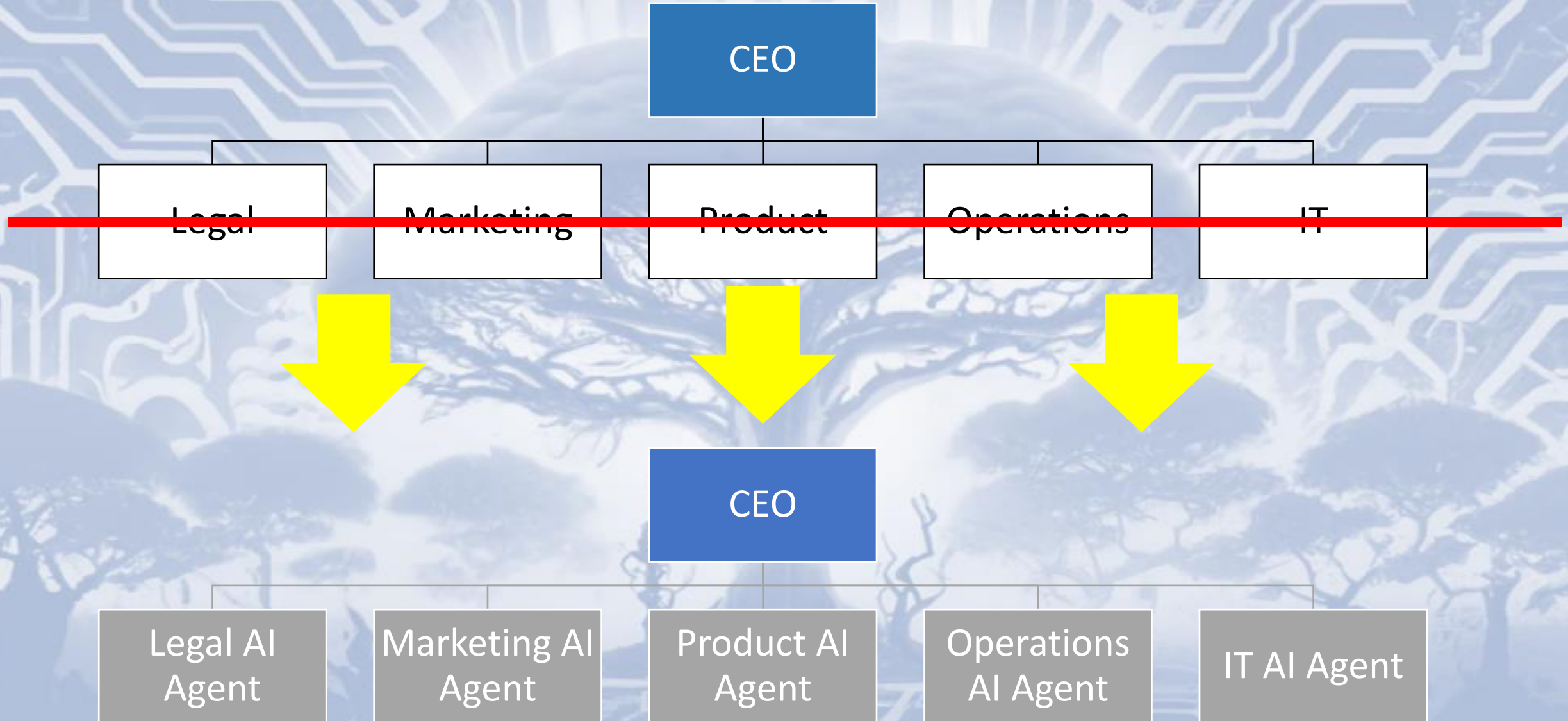


Mustafa Suleyman – CEO of Inflection AI and Co-founder of DeepMind (Later Acquired by Google)

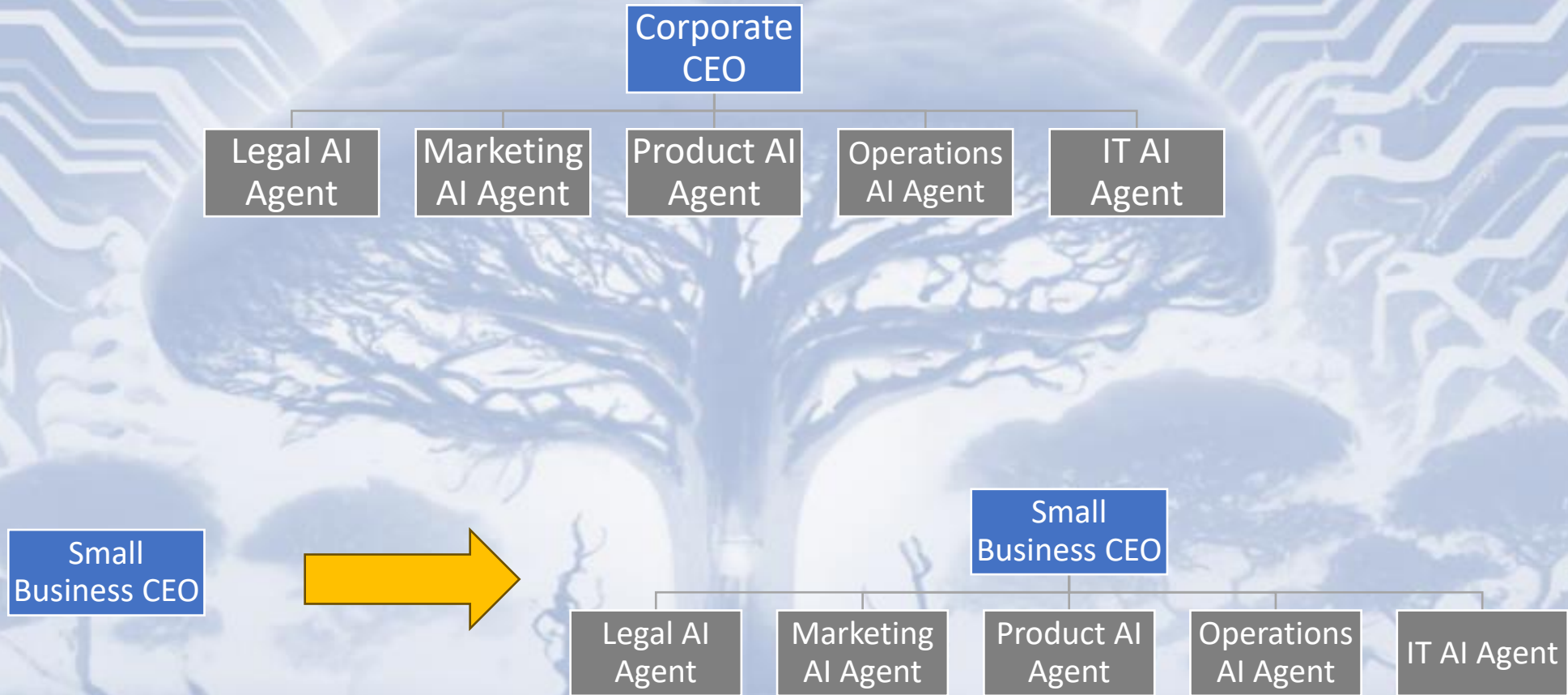


How Good is AI Today?

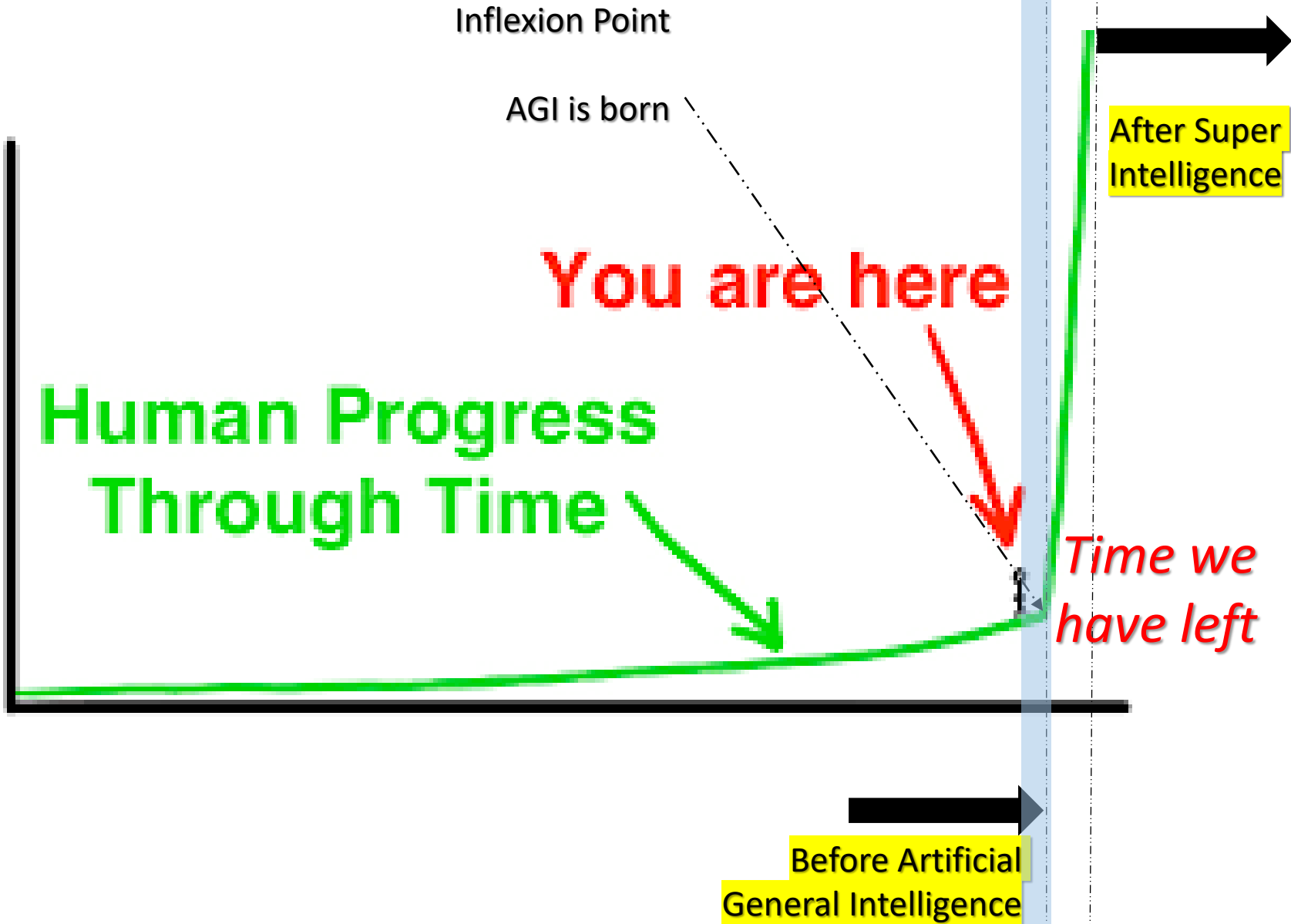
Job Losses Expected



AI Opportunities for Small Businesses



On the Cusp
of Artificial
General
Intelligence



How much time do we have?



Noah Shinn
Undergrad



Sam Altman
Open AI CEO



Geoffrey Hinton
Godfather of AI



Emad Mostaque
Stability AI CEO



Cathie Wood
Investor



David Shapiro
AI Automation
Specialist

Invented Self
Reflective
Autonomous
Agents **this year**

“Near Future”

5 to 20 Years

5 to 10 Years

**“2028 -
2034”**

**“October
2024”**

GENERATIVE AI

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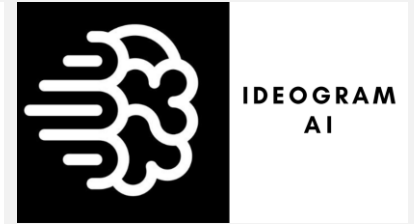
AI Literacy



Text



Image



Voice/Music



Video



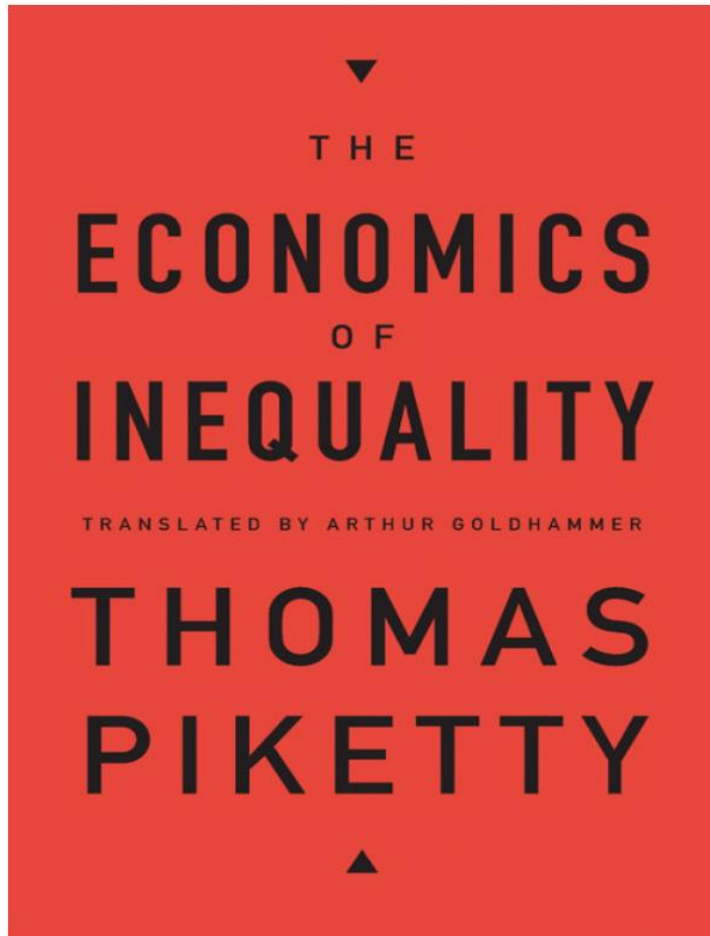
Cool Stuff



TEXT GENERATION TOOLS

	ChatGPT 3.5	ChatGPT 4.0	Microsoft Bing	Google Bard	Anthropic Claude	Perplexity
Cost	Free	\$20 per month	Free	Free	Free – limited to US & UK	Free
Features	No extra features Not live	Includes Plugins + Advanced Data Analytics (Quant Analysis) Multimodal – can understand images and audio DALL-E 3	Linked to the Internet Multimodal – can understand images DALL-E 3	Linked to the Internet Read out loud Multimodal	+ Quantitative Analysis	Built on GPT Engine Document analysis, Basic Quants, Academic writing, Search Reddit
Languages	85 languages	85 languages	85 languages	265 languages	10 Languages	85 languages
Token Window	16 000 tokens	4 000 tokens	2000 characters	1000 tokens	100 000 tokens	2 000 tokens

CLAUDE – CREATING NEW INSIGHTS



The image shows a screenshot of a podcast player interface. At the top, there is a green header with the word 'unstress' in white lowercase letters, followed by 'With Dr. Ron Ehrlich' in white. To the left of the text is a white line-art logo consisting of a tangled ball of string. Below the header is a white background with a grey navigation bar at the top containing the text 'Home >> Blog >> Podcast >> Dr. Bruce Lipton - A New Hope: Epigenetics and the Subconscious Mind'. The main title of the podcast is 'Dr. Bruce Lipton – A New Hope: Epigenetics and the Subconscious Mind' in teal. Below the title is a paragraph of text: 'Dr Bruce Lipton joins me to discuss epigenetics and the subconscious mind. This is an incredible episode and one that is so interesting, powerful and multi-faceted that it's hard, to sum up. There are so many stories and lessons to be taken from it, as Bruce says "our mental and spiritual character is being shaped by the nervous system to express reality. And if we change our mental and spiritual character.. how we handle it... then we change our lives". What an empowering and wonderful thought.' At the bottom, there is a grey bar with the text 'Unstress Health with Dr Ron Ehrlich' and two circular icons (a speaker and a share icon). Below that is a play button icon and the text 'Dr. Bruce Lipton - A New Hope: Epigenetics and the Subconscious Mind' with a progress bar showing '00:00 / 1:10:41'.

Use the token power of Claude

<https://claude.ai/chat/1c7c930b-d397-496f-afb6-667f3e521a89>

The Theory of Epigenetic Capitalism

Fundamental Premise:

The economy is driven not just by the accumulation of financial capital, as in traditional economic theories, but also by the accumulation of epigenetic capital - the thoughts, beliefs, perceptions and behaviors that get encoded into our biology and passed down generations.

Key Points:

- Financial capital and wealth inequality shape economic outcomes, as Piketty describes, but so does epigenetic capital. The beliefs and perceptions people accumulate affect their economic success.
- Poverty and disadvantage can encode harmful epigenetic capital (e.g. perceptions of hopelessness, lack of agency) that impede economic success. Privilege and advantage can encode helpful epigenetic capital (e.g. perceptions of self-efficacy, expectations of success) that support economic success.
- Epigenetic capital accumulates over time and is passed down across generations, like financial capital. This can reinforce cycles of advantage and disadvantage.
- However, epigenetic capital is malleable, unlike financial capital. It can be consciously shifted through practices like mindfulness, therapy, education. This offers opportunity to disrupt negative cycles.
- Economic policy should focus not just on redistributing financial capital, but also on redistributing and enhancing epigenetic capital. Providing education, social support, mental healthcare, and programs to build healthy self-perception and efficacy among disadvantaged groups is key.
- Doing so will not only improve social justice and public health, but act as an economic stimulus by unlocking latent human potential.

In summary, this new theory argues that both financial and epigenetic capital accumulation drive the economy, interact with each other, and can entrench inequality over time. But the malleability of epigenetic capital also offers tools to disrupt this and build a more just, productive economy. It provides a biological basis to explain how poverty becomes entrenched but also new policy levers to potentially escape this.



WRITING A GOOD PROMPT

EG: CONCEPT NOTE

<https://www.perplexity.ai/search/45af425d-a1e9-4fc0-a2b3-df5491663f37?s=c>

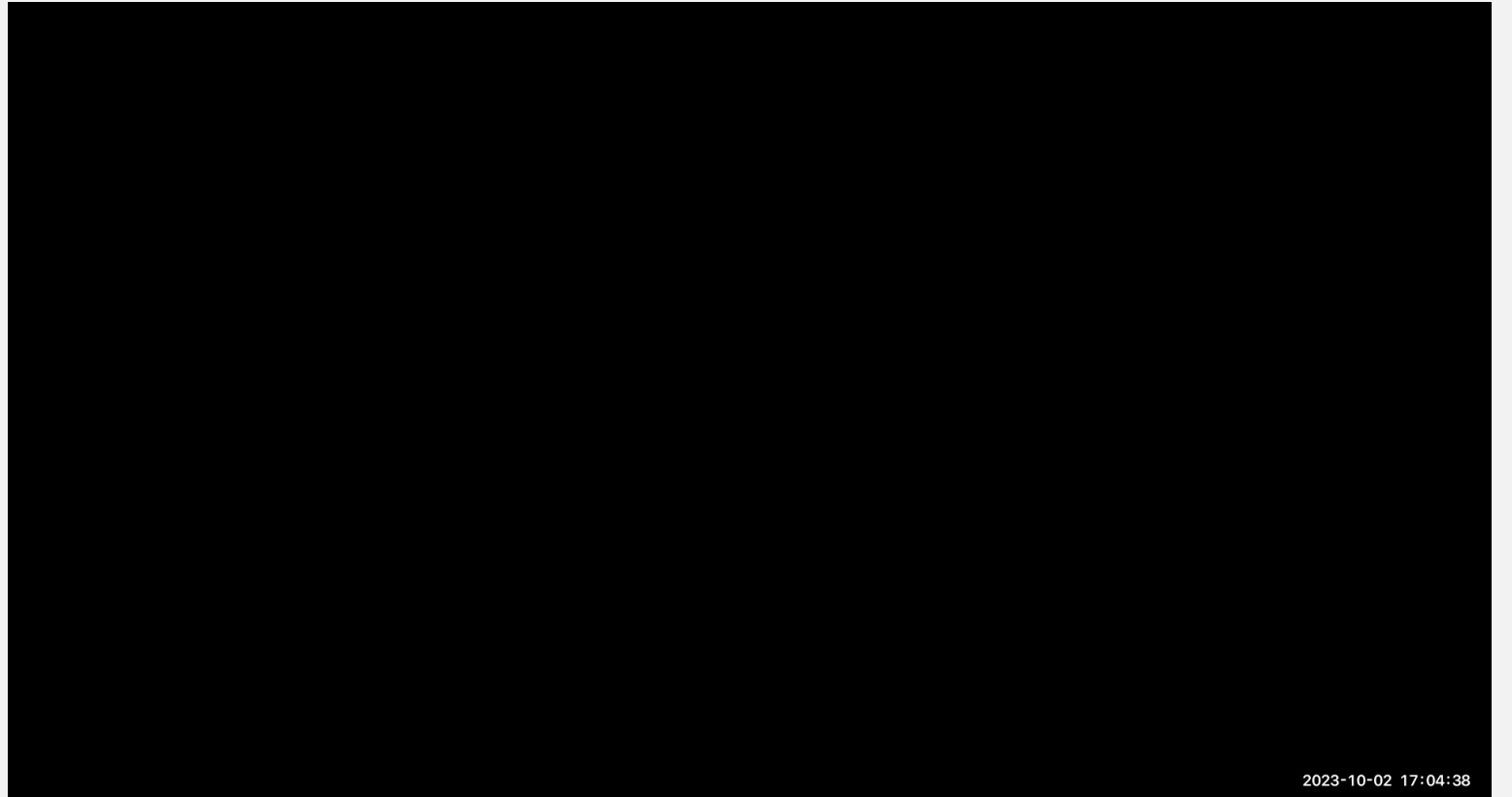
Prompt Structure:

- Instruction
- Layout
- Useful information

**Critically
engage with the
output!!**

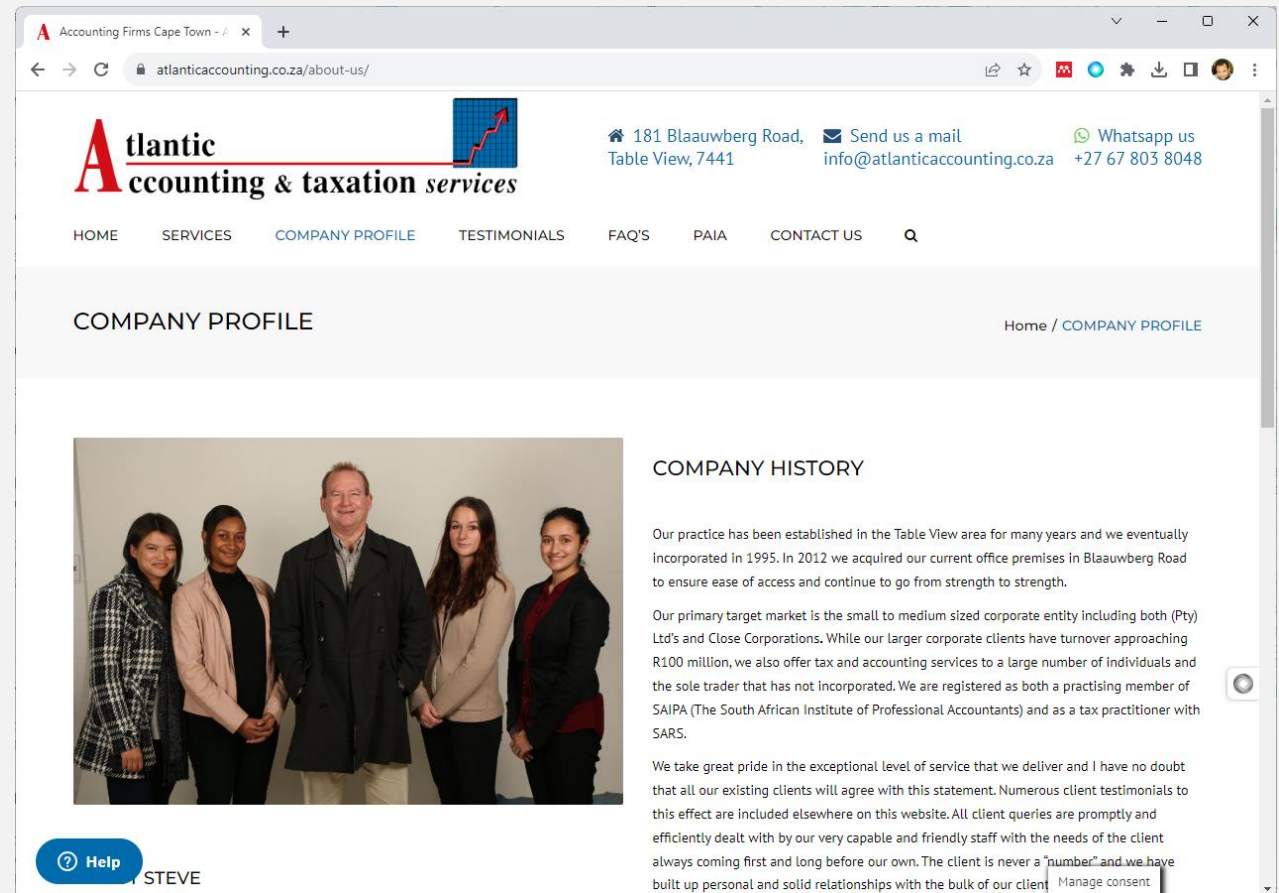
CREATING A COMPANY LOGO

1. Sign Up on Ideogram.ai
2. Look for a logo style that you like
3. Remix!



SOCIAL MEDIA ENGINE

1. Ask for Tweet Schedule based on an existing document
2. <https://chat.openai.com/share/b13c546b-2bd6-4002-bfd5-476ebb10d225>



The screenshot displays the website for Atlantic Accounting & Taxation Services. The page is titled "COMPANY PROFILE" and includes a navigation menu with links for HOME, SERVICES, COMPANY PROFILE, TESTIMONIALS, FAQ'S, PAIA, and CONTACT US. The main content area features a photograph of five staff members and a "COMPANY HISTORY" section. The history text describes the firm's establishment in 1995, its move to 181 Blaauwberg Road in 2012, and its focus on serving small to medium-sized corporate entities. A "Help" button is visible in the bottom left corner, and a "Manage consent" link is in the bottom right.

Accounting Firms Cape Town - / x +
atlanticaccounting.co.za/about-us/

Atlantic
ccounting & taxation services

181 Blaauwberg Road,
Table View, 7441

Send us a mail
info@atlanticaccounting.co.za

Whatsapp us
+27 67 803 8048

HOME SERVICES COMPANY PROFILE TESTIMONIALS FAQ'S PAIA CONTACT US

COMPANY PROFILE Home / COMPANY PROFILE

COMPANY HISTORY

Our practice has been established in the Table View area for many years and we eventually incorporated in 1995. In 2012 we acquired our current office premises in Blaauwberg Road to ensure ease of access and continue to go from strength to strength.

Our primary target market is the small to medium sized corporate entity including both (Pty) Ltd's and Close Corporations. While our larger corporate clients have turnover approaching R100 million, we also offer tax and accounting services to a large number of individuals and the sole trader that has not incorporated. We are registered as both a practising member of SAIPA (The South African Institute of Professional Accountants) and as a tax practitioner with SARS.

We take great pride in the exceptional level of service that we deliver and I have no doubt that all our existing clients will agree with this statement. Numerous client testimonials to this effect are included elsewhere on this website. All client queries are promptly and efficiently dealt with by our very capable and friendly staff with the needs of the client always coming first and long before our own. The client is never a "number" and we have built up personal and solid relationships with the bulk of our client.

Help STEVE

AI AGENTS

- Open Source code base to automate a Software Development Team.
- I small project costs about ZAR5

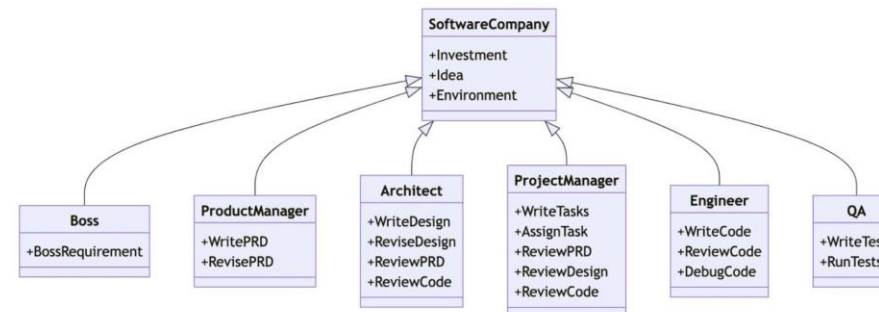
MetaGPT: The Multi-Agent Framework

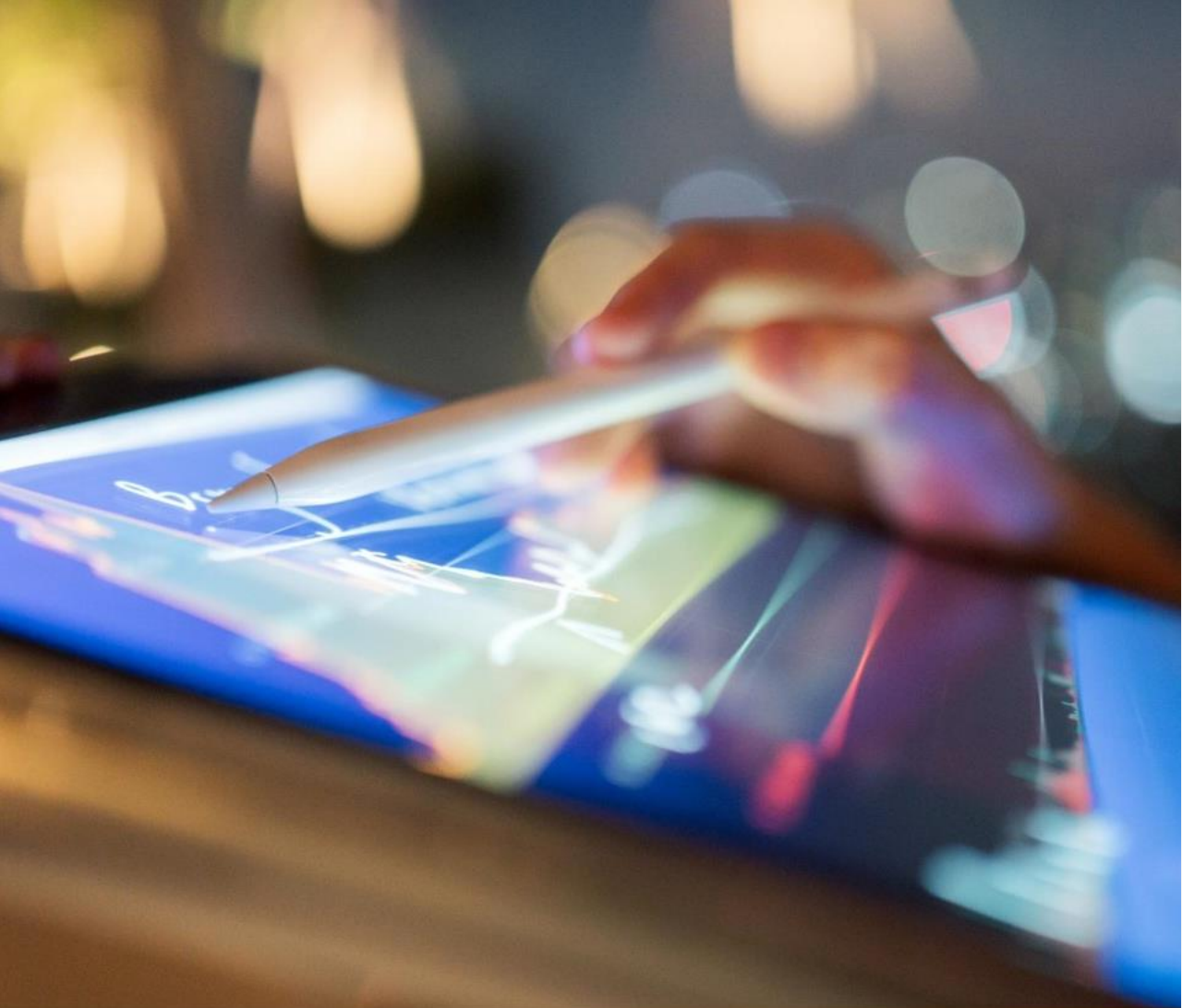


Assign different roles to GPTs to form a collaborative software entity for complex tasks.

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1. MetaGPT takes a **one line requirement** as input and outputs **user stories / competitive analysis / requirements / data structures / APIs / documents**, etc.
2. Internally, MetaGPT includes **product managers / architects / project managers / engineers**. It provides the entire process of a **software company** along with **carefully orchestrated SOPs**.
 - i. Code = SOP(Team) is the core philosophy. We materialize SOP and apply it to teams composed of LLMs.





DATA ANALYSIS MADE EASY

CHATGPT - ADVANCED DATA ANALYTICS

<https://chat.openai.com/share/7a5025f0-202a-4d29-9721-1c5e6fcc42e2>

Data Analysis

- SIC CODE Distribution per SETA and Refracted Economy

INTERVIEW PREP

- Talk to Character.ai
- Share details about the position and ask for guidance



**AI that
feels alive**



MIXO

Launch a startup in seconds with AI.

Have an idea for a startup, product or service? Our AI-powered builder helps entrepreneurs quickly launch and validate their business ideas.

Get Started for Free

WHAT'S NEW Mixo can generate sites in any language

★★★★★ 30 day money-back guarantee Cancel anytime



"Mixo is simply mind-blowing."
Alexandra Allen (CEO of Remo)



Build your own website in 1 prompt

Lets use MIXO.io to build a
website

Build a website



Technology has become

CREATIVE
EMOTIVE
NATURAL

GROUP EXERCISE:

WRITE YOUR BUSINESS PLAN TOGETHER

Your Task:

1. Time = 20 minutes
2. Break up into 2 Groups.
3. Nominate a spokesperson.
4. Your facilitator has a laptop ready with a prompt to start you off.
5. Will use Google Bard or Perplexity.ai

5 Minutes for Reflection

1. What do you think about these tools?
2. Is this something you could use in your everyday life?
3. How would you use them?
4. What impact could this technology have in your life?
5. Why would you not use these technologies?

Report Back

1. Spokesperson to read out the Summary and highlight **Key Points** from Group Reflection

CREATING A BUSINESS PLAN

Craft an enticing and detailed business plan that integrates the distinct viewpoints of a chosen group of entrepreneurs. The plan should present the objectives and resources of the proposed enterprise, while also discussing potential obstacles within the country setting. The plan must highlight the team's range of talents and explain how these skills will foster business success. Create a fun, catchy business name that combines and reflects the most appealing aspects of the provided business ideas, while factoring in identified strengths and challenges. Use the following structure to compose the business plan and make sure to weave in local contexts in your explanations. Be sure to use markup formatting in your response.

Ideas = [

Idea 1

Idea 2

Idea 3...

]

Strengths =[

Strength 1

Strength 2

Strength 3...

]

Challenges = [

Challenge 1

Challenge 2

Challenge 3...

]

Structure = [

Business Name:

- *Come up with a young and exciting business name based on the business ideas

Executive Summary:

- *Introduce the business concept.

- *Highlight the key points of the plan.

- *Include a concise overview of the company's mission and goals.

Company Description:

- *Provide detailed information about the business, its name, and location.

- *Explain the nature of the business, its products, or services offered.

- *Describe the unique selling points and competitive advantages of the business.

The Secret Recipe:

- *Explain why your business is an excellent investment opportunity.

Market Analysis:

- *Conduct market research to identify target customers and their needs.

- *Analyze the industry and market trends.

- *Assess the competition and highlight the business's position in the market.

Product or Service Line:

- *Provide in-depth details about the products or services the business offers.

- *Describe how these products or services fulfill customer needs.

- *Highlight any plans for future product development or expansion.

Sales and Marketing Strategy:

- *Explain the marketing and sales approach to reach the target audience.

- *Describe the pricing strategy and sales tactics.

- *Include a marketing budget and promotional plans.