



CONOR GRENNAN'S
AI MINDSET

QUICK START GUIDE

GENERATIVE AI

INTRODUCTION

TO GENAI **Generative AI will transform the way you work, learn, and live.**

Most people don't really know how to use it.

If you know how to talk like a human, you know how to use generative AI. The problem? Our brain doesn't like talking to a computer like a human.

Consider this guide our way of getting on the same page as your brain. Together, you and your brain are gonna rock this.

In this guide, I'm breaking down everything into bite-sized pieces – easy to digest and super practical.

We'll explore how to use GenAI to supercharge your creativity, make smarter decisions, and change the way you do pretty much everything.

Let's get started, future genAI ninjas.

Conor

P.S. Don't forget to tune into my AI Applied podcast and my YouTube channel for more AI adventures....



THIS GUIDE TO GENAI

Here's what makes this AI Mindset quick start guide unique:

If you're a complete beginner, this is for you. If you're an expert, this is for you.

Because **the AI Mindset is all about looking at Large Language Models (LLMs) in a whole new way.**

We're going to learn together.

| | |
|-------|---|
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| 3 | WELCOME TO CHATGPT: TWO NOTES OF CAUTION |
| 4-5 | CHATGPT: THE SIX PRINCIPLES OF PROMPTING |
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WHAT EXACTLY IS GENERATIVE AI?

Generative AI is a type of **artificial intelligence** that **can create new content** – such as text, images, music audio, or video – **that didn't exist before.**

It learns from existing examples and **then generates** similar, but **original, outputs.**

Large Language Models (LLMs) like ChatGPT, Claude, Bard, and Pi **are text based.**

Generative content like **Images** might come from Midjourney or Dall-E, **video** from Runway or Pika, **audio** from ElevenLabs or HeyGen, **and so much more!**

2. WELCOME TO CHATGPT

CHATGPT DOESN'T HAVE A USER GUIDE. WEIRD, RIGHT?

That's because ChatGPT can be used in so many varied ways that one guide could never cover all the possibilities.

This Quick Start Guide is, instead, intended to be a set of principles.

Let's start with **two overarching ideas**:

1. ALWAYS SPEAK TO IT LIKE A HUMAN.

Your brain will resist, because it's not a human. But if you can think of it as a brilliant intern, you will get the most out of it.

2. ASSUME IT CAN BE HELPFUL WITH EVERYTHING.

If you don't get the answer you're looking for, keep trying in different ways. Use the principles in here to guide you.

3. WELCOME TO CHATGPT

AND TWO NOTES OF CAUTION AS WE GET STARTED:

1. NEVER ENTER PROPRIETARY DATA.

If there's ever a data breach, ChatGPT could expose that sensitive data.

2. TRUST BUT VERIFY.

ChatGPT is subject to hallucinations – in other words, telling you things that sound absolutely true, but aren't.

It's getting way better all the time – but if you're asking for facts, and you're on the free version of ChatGPT? You're not connected to the internet. So be careful.

READY TO GET STARTED?



4

CHATGPT PROMPTING PRINCIPLES

OpenAI's has a practical and interesting approach to using ChatGPT. The graphic on the next page reveals why **traditional user guides don't apply to ChatGPT** and how **treating it like a human can change your AI interaction game.**

Dive into understanding why your brain struggles with this innovative technology and learn the key to mastering generative AI.

Forget conventional prompt lists; it's time to retrain your brain and embrace a new way of communication with AI.

5.

1

Give clear instructions

- Give details
- Adopt a persona
- Provide examples
- Specify steps
- Dictate format
- Treat like an intern!

Provide reference texts

- Avoid hallucinations (fake answers) by telling ChatGPT to reference a certain text or URL.

2

3

Split complex tasks

- Instruct the model to go step-by-step: that way you can track it's progress and accuracy.

Give it time to "think"

- Be patient, as you would with an intern. Ask it to double-check, push it to try different approaches.

4

5

Use external tools

- Use tools that are called for! Code Interpreter for analysis, upload PDFs for summarizing, etc.

Keep testing it

- These models change. Don't assume what didn't work a month ago still doesn't work.

6

WHAT CHATGPT PLUS CAN DO



INTERNET BROWSING:

ChatGPT integrates real-time web browsing, bringing a wealth of current information to conversations.



IMAGE GENERATION:

With DALL-E, ChatGPT steps into the visual realm, generating unique images from textual descriptions.



DATA ANALYSIS:

ChatGPT's code interpreter simplifies programming, offering code generation and interpretation for various software needs.



VISION RECOGNITION:

ChatGPT's vision capabilities allow it to recognize and analyze images, making interactions more dynamic.



VOICE CONVERSATION:

Engage with ChatGPT through voice commands and responses, enhancing accessibility and ease of use.

CHATGPT 10 AI MINDSET TIPS:

As I've grown more familiar with **ChatGPT**, I've realized that the **best users** of this tool share one trait: **intellectual curiosity**.

Here are **ten ChatGPT tips** that can transform your daily life – it's much more than just a tech tool!

1. TRUST BUT VERIFY:

For contemporary factual information, try Bing, but always verify results with Google.

2. TONE OF VOICE:

Tell it what sort of tone you want the output (formal, persuasive, casual)

3. EXAMPLES:

ChatGPT does better when you give it an example of style, structure or content you're looking for (known as one-shot prompting)

4. DEFINE YOUR AUDIENCE:

It helps ChatGPT define tone.

5. DEVIL'S ADVOCATE:

Ask for counter points of view.

CHATGPT 10

AI MINDSET TIPS:

6. AVOID CLICHE:

If ChatGPT gets too buzzwordy, tell it to avoid certain language, keep it more practical, etc.

7. DATA PRESENTATION:

Ask for a step-by-step on how to present best any information it has provided.

8. GOOD COP/BAD COP:

After drafting an email, tell it to make it more or less harsh depending on the circumstances.

9. IT HELP DESK:

Ask Bing to assist with anything you're having trouble with – printer issues, iPhone settings, etc.

10. ALWAYS BE CLOSING:

Ask ChatGPT to make a clear call to action, compelling sales pitch, end with a strong case.

So, you want to **develop your AI mindset**? I've got some **simple frameworks** that can help you do just that. No need to be a tech genius. Just **follow along and you'll be on your way to AI mastery in no time.**

TRAIN YOUR BRAIN

TALK TO GEN AI LIKE A HUMAN

(that's what makes it unique and powerful.)

H

"HI"

Start chats by saying Hi

Saying Hi forces your brain to have a more natural conversation.

The difference will be apparent immediately.

T

"Thanks"

Linguistic matching

Saying thanks keeps your brain in conversational mode.

treating chatGpt with respect promotes linguistic matching, which leads to more productive brainstorming

G

"Great"

ChatGPT thrives on feedback

With every output, tell ChatGPT what you loved or hated and what it should change or expand on. It needs direction.

TIP:

Start using ChatGPT all the time, especially on the little things. It will be helpful and get you used to using it.

Once you're comfortable talking to ChatGPT like a human, you can start getting specific with your prompts

THE RAMP MODEL

R

ROLE

Assign ChatGPT the role of an expert

"You are a..."

Marketer Consultant engineer financial adviser

A

AIM

Clearly define your goal

"I want to increase our brand visibility"

"Write a white paper on generative ai in health care"

"Give me 5 potential impacts on our supply chain"

M

MORE INFO

More details
= better outcome

Explain your objective.

Feed it as much relevant detail as possible.

P

PIVOT

Iterate frequently and patiently

ChatGPT is a brilliant intern that needs guidance. When it gets things wrong, don't give up! Patiently steer it in the right direction.

TIP:

Specify what format you want the output in: number of bullet points, shorter, expand, chart form, white paper etc.

LEARN HOW TO LEARN

people limit their "dumb" questions to others to protect how they are perceived
(Status is more important than learning)

THE

G

R

I

P

TIP:

GRIP

PRINCIPLE

GAUGE

Assign ChatGPT the role of an expert

Honestly consider what terms or ideas that you hear often but only pretend to truly understand.

REQUEST

Clearly define your goal

ChatGPT does not judge and it can keep a secret. Ask it to explain the terms at a level at which you're comfortable. (12 years old is a good start)

MORE INFO

More details = better outcome

Do not stop asking until you absolutely understand the term. chatgpt will not tire and will not judge.

PIVOT

Iterate frequently and patiently

Explain the concept back to ChatGPT in your own words. ChatGPT will gently correct you until you nail it.

Anytime a new term comes up, plug it into your ChatGPT mobile app. Don't wait!

ChatGPT can do stranger things!

FIVE MAGICAL PROMPTS



SPLIT

Ask ChatGPT what to ask it

- Not sure what to ask next?
- Ask chatgpt what you should ask it.
- It always has the best answer.



BIONIC

ChatGPT improves itself

- Use the RAMP model to ask chatgpt for help.
- After it answers, tell it to create a smarter version of that character and give a better answer.



CONJURE

Famous voices, chiming in

- After coming up with an idea, tell ChatGPT to invite Einstein, or Ada Lovelace, or Jeff Bezos. or Emily Bronte, or Steve Jobs., or...
- Then ask them to comment on your idea.



TIME TRAVEL

See the future

- Ask ChatGPT to give a TED talk on a topic from one year in the future, explaining what went right or wrong.
- Then ask it what lessons we can learn from the choice of plumbing the Roman's used



MIMIC

Teach ChatGPT to write like you

- Keep a short writing sample handy- when asking ChatGPT to write something, add your sample and instruct it to write in your voice.

INDUSTRY PROMPT EXAMPLES

PRIVATE EQUITY ASSOCIATE, FINTECH

| | |
|-------------------|---|
| Role: | You are a private equity associate focusing on fintech companies. |
| Aim: | Evaluate a promising fintech startup, PayTech, for potential investment. |
| More Info: | PayTech has a unique payment processing solution targeting small businesses. |
| Pivot: | Could you also assess the broader market trends that might impact PayTech's growth? |

OPERATIONS DIRECTOR, LARGE URBAN HOSPITAL

| | |
|-------------------|--|
| Role: | You are an operations director at a large urban hospital. |
| Aim: | Enhancing operational efficiency and patient care within our emergency department. |
| More Info: | The emergency department has been facing increased patient loads. |
| Pivot: | How might telemedicine solutions alleviate some of the pressure? |

VP OF MARKETING, TECH STARTUP

| | |
|-------------------|---|
| Role: | You are the Vice President of Marketing for a fast-growing tech startup. |
| Aim: | Develop a comprehensive marketing strategy to enter a new geographic market. |
| More Info: | We're planning to expand our operations to the European market. |
| Pivot: | Could you also provide some insights on potential cultural sensitivities we should be aware of? |

LEAD FIXED INCOME ANALYST, INVESTMENT FIRM

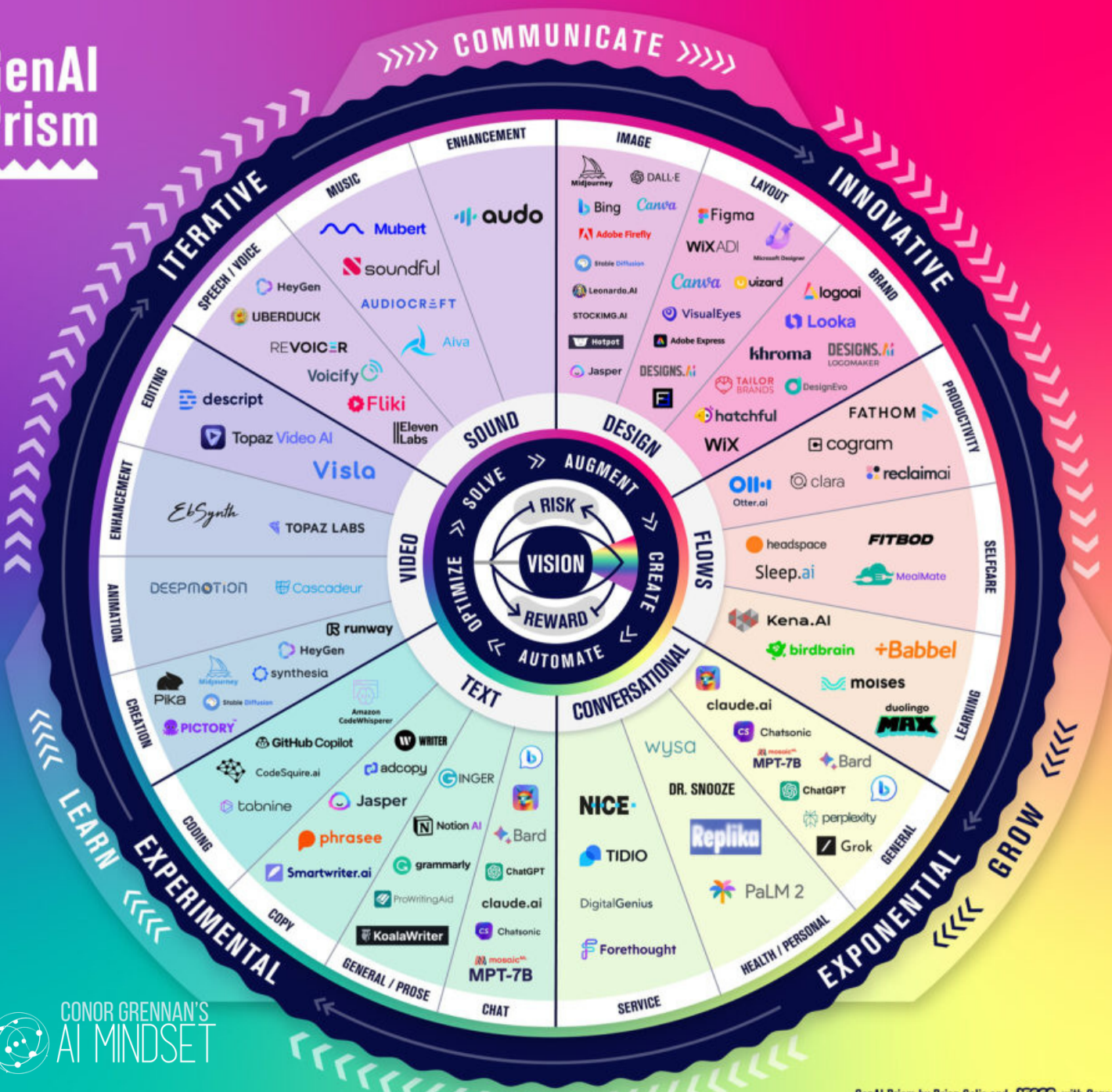
| | |
|-------------------|--|
| Role: | You are a lead fixed income analyst at an investment firm. |
| Aim: | I aim to evaluate the impact of projected inflation trends on the fixed income market. |
| More Info: | The Central Bank has indicated a potentially more aggressive inflation targeting policy. |
| Pivot: | How might various categories of bonds react to these inflationary conditions? |

| RISK | HOW IT COULD HAPPEN | RECOMMENDATION |
|---|--|---|
| PRIVACY CONCERNS | AI systems interacting with customer data may inadvertently expose sensitive information. | Ensure strong data privacy practices are in place and regularly audited, adhering to relevant regulations. |
| BUSINESS STRATEGY RISKS | Poor handling of AI risks can lead to legal repercussions and reputational damage. | Establish a comprehensive AI risk management framework, regularly update risk priorities, and stay informed about regulations and societal sentiment. |
| RISK OF GENERATING MALICIOUS CONTENT | AI systems could inadvertently produce harmful or offensive content due to flaws in content detection. | Develop robust content moderation strategies, implement AI ethics guidelines, and employ safeguards to prevent harmful content generation. |
| RISK OF MISREPRESENTATION | Employees might use AI-generated content without appropriate attribution. | Develop and enforce a clear ethical use policy for AI-generated content, including proper attribution. |
| RISK OF COPYRIGHT INFRINGEMENTS | AI systems that utilize internet-based resources could inadvertently involve copyrighted materials. | Be cautious when using AI systems that utilize internet-based resources to avoid unintentional copyright infringement. |

15. EXPLORING THE "GENAI PRISM" TO AMPLIFY CREATIVITY AND POTENTIAL

The **GenAI Prism** is the most comprehensive representation of the generative AI universe. Created in collaboration with Brian Solis and JESS3, it maps every tool for any circumstance to an actual process.

GenAI Prism



16. EXPLORING THE "GENAI PRISM" TO AMPLIFY CREATIVITY AND POTENTIAL

HERE'S HOW IT WORKS

Center:

You are at the center of the prism. **Your VISION will shape** what emerges on the other side of **the prompt**.

Halo 1:

The first step is to **balance the inherent RISK and REWARD** of different models and content generators. Evaluating what to **trust in LLMs requires a deep understanding of the model and how to mitigate risks**.

Halo 2:

Define **what you want to achieve** – **AUGMENT, CREATE, AUTOMATE, OPTIMIZE**, or **SOLVE** – by **answering questions like**:

- Are you solving a problem?
- Are you looking to create something new?
- Are you optimizing or automating an existing process/product/service?
- Are you augmenting something to achieve exponential performance?
- Are you experimenting?



17. EXPLORING THE "GENAI PRISM" TO AMPLIFY CREATIVITY AND POTENTIAL

Halo 3:

Determine the **genre** that will best accomplish your goals. The key verticals in the GenAI Prism are **DESIGN, FLOWS, CONVERSATIONAL, TEXT, VIDEO,** and **SOUND.**

Halo 6:

The **outcome** depends on your **evaluation of the results: ITERATIVE, INNOVATIVE, EXPONENTIAL,** or **EXPERIMENTAL.**

Halo 4-5:

Services and apps are **organized by capabilities, activities, and outcomes.** The **startups depicted here are some of the best-in-class companies** doing outstanding work in the latter half of 2023.

Halo 7:

Evaluate what a given product ultimately achieved: **Communicate, Grow,** and/or **Learn.** What did you ultimately accomplish with **the outcome?**

Ask yourself the following questions:

1. Was it iterative or incremental to what exists today?
2. Was it innovative? Did it create something new or introduce new value?
3. Did it augment something to exponentially impact output?
4. Was it experimental, and did it provide insights?



Conor Grennan is Head of GenerativeAI at NYU Stern of School of Business, a New York Times best selling author, and **creator of the AI Mindset training framework for generative AI.**

Conor has worked with teams across industry, including at **OpenAI, McKinsey and Co., NASA, PWC,** NYU Langone, Providence Health, Citadel, Sycamore Partners, Wellington Management, American Securities, WelshCarson Private Equity, the US Dept of Treasury, and more.

Conor is the Head Generative AI Trainer for the Chief Executive Group and LinkedIn Learning's instructor for AI for Business. He has keynoted on generative AI at the Generative AI World, Generative AI Week, PWC's Trust Leadership Academy, MetTel's Innovation Conference, Correlation One's CHRO Insights event, the Franchise CEO Summit, the Chief Executive Annual Summit, and other large-scale events.





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MINDSET

KEY PRINCIPLES



CONOR GRENNAN'S AI MINDSET

So, there you
have it!

HI, THANKS, GREAT

With a little
practice and
these tips, you're
ready to conquer
the world of
Generative AI.
Let me know
your thoughts!