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AI-Proof Your Job Search
Executive Insights for the Digital Age

AGENDA

- What exactly is AI?
- AI's Impact in 5 Functions
- Harnessing AI for Executive Job Search
- AI Takes Over LinkedIn

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What is AI?

- **Generative AI**
  - Subset of AI that focuses on creating content, that is not simply a regurgitation of existing data but is generated by the AI itself.

  Deep Learning, Natural Language Processing, Recurrent Neural Networks

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What is AI?

The 4th Industrial Revolution

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What is AI?

- **4-Key Actions**
  - 1. Increase reliable AI models that deliver consistent insights and recommendations
  - 2. Avoid data biases that skew recommendations by AI
  - 3. Make sure AI provides decision that are ethical and moral
  - 4. Be able to explain the decisions made by AI instead of a black box solution.

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AIs Impact: 5 Key Roles

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AIs Impact: 5 Key Roles

The CEO

- Strategic Imperative
- Ethical Dilemmas
- Data Governance
- Resource Allocation
- AI Education
- Collaborative Leadership
- Legal & Regulatory Compliance
- Transparency & Communication
- Monitoring & Evaluation
- Adaptive Leadership

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AIs Impact: 5 Key Roles

Finance Leaders

- Lead Adaptors
  - Planning & Forecasting
  - Risk Detection & Management
  - Compliance & Regulatory Reporting
  - Productivity Enhancement

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AIs Impact: 5 Key Roles

Information Technology Leaders

- Critical Role
  - AI Implementation
  - Dispersed Data
  - Security Requirements
  - Legacy Tech Debt
  - Data Governance
  - Complex Cybersecurity
  - Cross-Functional Collaberation

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How AI is Impacting 5-Key Departments

Human Resource Leaders

- HR Strategy Alignment with IT Roadmap
- New Role Profiles
- Reskilling & Upskilling
- Restructuring & Redundancies
- Talent War
- Cultural Shift
- Managing Employee Fears
- Eliminating Misconceptions
- Cultural Acceptance

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How AI is Impacting 5-Key Departments

Operation Leaders

- Real-Time Decision-Making
- Supply Chain Optimization
- Quality Assurance
- Predicative Maintenance
- Cost Reduction
- Process Automation
- Customer Experience Enhancement
- Risk Management
- Data-Driven Insights
- Strategic Planning
- Employee Productivity

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How AI is Impacting 5-Key Executive Positions

Marketing Leaders

- Personalized Marketing
- Customer Segmentation
- Predicative Analytics
- Content Generation
- Chatbots & Customer Support
- Marketing Automation
- Ad Targeting
- Customer Journey Analysis
- ROI Analysis
- Optimization

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Harnessing AI for Executive Job Search

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Prompt Engineering

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Prompt Engineering

Take on the persona of expert LinkedIn copywriter. Help me draft 200 word max high quality LinkedIn bio that will encourage more people to connect with me The output should include relevant information from my professional experience. The writing style is professional but approachable targeted towards professionals on LinkedIn. I should include the following dot points: 1) Worked at Deloitte for 10.5 years 2) Worked for two years in various marketing roles 3) I want to connect with more professionals in the marketing space.

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Context Primers

Examples of Context Primers
📇 **Industry**: The industry or field related to the prompt.
📝 **Topic or theme:** This includes the specific topic or theme that ideas should be based on. For example, if the goal is to generate content ideas for a social media platform, ChatGPT would need information on the specific platform and any constraints or requirements related to the platform, such as character limits or format restrictions.
📝 **Outline or structure:** This includes a general outline or structure for a script. It may be helpful to provide information on the overall purpose or message of the script, as well as the specific points or themes that should be included.
📝 **Editing instructions**: This includes specific instructions on the type of edits that should be made to the original text, such as grammar corrections, style improvements, or content revisions.
📄 **Context or background information:** This includes any additional context or background information that may be helpful for certain tasks. This could include information on the target audience or industry, for example.

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Brand Prompts

Brand Prompt
As a branding and marketing specialist, use this copy to describe the brand's voice, tone and language
Advanced
Create a prompt for ChatGPT3 that reflects the brand's voice, tone, and language. Start the prompt with "**Brand voice is...**", "**Brand tone is...**", and "**Brand language is...**", and fill in the gaps with appropriate descriptors to ensure that all generated content aligns with the brand's unique style and messaging. re outputs

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Tone of Voice

Tone	
🤝	Persuasive
👑	Authoritative
🫶	Compassionate
💬	Engaging
😄	Witty

Style	
😎	Casual
🎩	Formal
🦉	Emotional
💧	Compelling
🙄	Sarcastic

Voice	
😌	Calm
🤩	Excited
🧘	Soothing
🤝	Understanding
🤫	Whispery

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Expert Persona

Examples of Expert Persona
🎯 Marketing Expert
▦ Social media specialist
🚀 Online Entrepreneur
✍ Expert Copy Writer
💻 Kajabi Coach
🌐 Web developer
💰 Sales coach

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Initial Verbs

Examples of Initial Verbs
🚀 **Develop:** "Develop a social media strategy"
👤 **Build:** "Build a personal brand"
📊 **Create:** "Create a Facebook post on..."
💡 **Generate:** "5 Ideas for a blog post on..."
📊 **Analyze:** "Analyze my current workflow and identify areas for improvement"
🎨 **Create:** A social media strategy for...

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Output Lengths & Types

Examples of Length and Output Types
Prompt Formats
💬 Sentence
• Bullet Points
🚶 🚶 🚶　Step by Step Instructions
🗂 Table
🔍 Structured Sections with Sub Headings
Outputs
📋 List
📊 Reports
📝 Blog Posts:
📄 Proposals
📧 Emails
🔢 Social Media Posts

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AI Takes Over LinkedIn

AI Takes Over LinkedIn

Keywords

Connections

Engagement

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