

11.07.2024

Welcome to Session 3!



Session 3 Agenda

- **Chapter 7: Marketing In Minutes With AI**
- **Chapter 8: Cybersecurity: Staying Safe From Cybercrime**
- **Chapter 9: Transforming Finance With AI**
- **Closing: The Human Element**

7

Marketing In Minutes With AI



AI Powered Marketing

Marketing In 4 Steps

- Know Your Audience
- Understand The Competition
- Ideation & Creation
- Generating Campaigns

***Always review & double-check outputs**



AI Powered Marketing

1) Identify Target Audiences

- Objective: Identify target audiences
- Use Case: Create a list of potential consumer target audiences (humans will prioritize)
 - Informs future phases
- <prompt> Our company is **River Watch Beef**, a family grass fed beef provider. We provide premium grass fed, dry aged beef and deliver it direct to the consumer. Please list **15 qualified target audiences** we should consider marketing to.

Memory updated

Here are 15 target audiences River Watch Beef could consider for marketing:

1. **Health-conscious individuals** – People focused on eating clean and healthy foods.
2. **Millennial parents** – Families looking for healthier food options for their children.
3. **Fitness enthusiasts** – Athletes or gym-goers interested in high-quality protein sources.
4. **Environmentally conscious consumers** – Individuals who prioritize sustainable and eco-friendly food choices.
5. **Foodies and home chefs** – Those passionate about cooking and seeking unique, high-quality ingredients.
6. **Paleo and keto diet followers** – People who emphasize protein and fat in their diets.
7. **Local and regional food supporters** – Consumers who prefer to support local, family-owned businesses.
8. **Rural and suburban households** – Families who prefer bulk meat purchases for convenience and cost-saving.
9. **Butcher shop and gourmet grocery store customers** – Those looking for high-end meats but open to direct-to-consumer options.
10. **Food bloggers and influencers** – Content creators who can showcase the benefits of grass-fed beef.
11. **Outdoor enthusiasts and grillers** – Individuals who enjoy BBQ and grilling, especially during summer.
12. **High-income households** – Families with a budget for premium, quality meat products.
13. **Sustainable agriculture advocates** – People invested in sustainable farming and supporting ethical food sources.
14. **Pet owners interested in raw feeding** – Owners of dogs or cats who feed raw meat and seek high-quality sources.
15. **Chefs and restaurant owners** – Small, independent restaurants that might value a unique, premium beef source for their menus.

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Target Audience Insights

- Target audience persona & traits: **Millennial parents** – Likely to prioritize health and sustainability for their families and appreciate the direct-to-consumer model.
- <prompt> Please provide audience insights, describing **interests, traits, nutritional focus, demographics**, and other relevant information for market to the target audience [Millennial parents: They prioritize health and sustainability for their families and appreciate the direct-to-consumer model]

1. Demographics

- **Age:** Typically aged 25-40
- **Household Income:** Moderate to high income, often with disposable funds allocated towards health and family well-being
- **Family Composition:** Young children, often preschool to early school age, making them mindful of dietary choices
- **Geographic Concentration:** Often reside in suburban areas with access to delivery services and the space for bulk storage

2. Interests and Traits

- **Health-conscious:** Focus on foods that support growth and immunity for their kids, preferring organic, non-GMO, and clean-label products.
- **Sustainability-minded:** Support eco-friendly products, and care about food origin, ethical sourcing, and environmental impact.
- **Value authenticity:** Prefer brands with a family-oriented or small-business background, particularly those that prioritize transparency.
- **Digital Savvy:** Comfortable researching products online and purchasing through direct-to-consumer channels, often using social media for information and peer recommendations.
- **Food and Meal Prep Enthusiasts:** Many enjoy cooking at home, trying healthy recipes, and experimenting with ways to incorporate high-quality proteins into family meals.

3. Nutritional Focus and Priorities

- **Clean Protein:** Interested in the health benefits of grass-fed beef, which includes higher Omega-3 fatty acids, antioxidants, and vitamins.
- **Low Processing and Additives:** Look for minimally processed foods that are free from additives, preservatives, and artificial ingredients.
- **Balanced Diet for Kids:** Prioritize nutrient-dense foods to support their children's growth and development, favoring foods rich in iron, protein, and essential vitamins.

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2) Understand the Competition

- Objective: Identify top competitors
- Use Case: Create a list of top competitors in Kansas City area
- <prompt> Please list the **top companies in Kansas City** that focus on grass fed beef and related products. Provide a detailed description of each company.



AI Powered Marketing

3) Ideation & Creation

- **Objective:** Generate ideas that will help inform new marketing campaigns
- **Use Case:** Use AI tools to **brainstorm and storyboard ideas** for marketing programs, including: blogs, social media posts, newsletters, etc.
- **<prompt>** Provide **20 content ideas** and topics to help **market grass fed beef**. The target audience is **Millennial families** who are **health-conscious** and interested in company **authenticity** and **easy meal prep** ideas.



AI Powered Marketing

Ideation (top 3 ideas)

- **10 Kid-Friendly Grass-Fed Beef Recipes – Include recipes for kid-approved meals like meatballs, burgers, and tacos.**
- **Why Grass-Fed Beef is Healthier for Your Family – Highlight the nutritional benefits, like Omega-3s, vitamins, and antioxidants.**
- **Reasons Why Grass-Fed Beef is Better for the Planet – Emphasize sustainable practices and the environmental impact.**

Here are 20 content ideas and topics to market grass-fed beef to millennial families who value health, authenticity, and convenience.

1. "Why Grass-Fed Beef is Healthier for Your Family" – Highlight the nutritional benefits, like Omega-3s, vitamins, and antioxidants.
2. "Farm-to-Table: Meet the Family Behind River Watch Beef" – A story on the family-owned aspect and sustainable practices to build trust and authenticity.
3. "Quick and Healthy Weeknight Dinners with Grass-Fed Beef" – Recipes that are fast, easy, and nutritious for busy parents.
4. "10 Kid-Friendly Grass-Fed Beef Recipes" – Include recipes for kid-approved meals like meatballs, burgers, and tacos.
5. "Grass-Fed Beef vs. Conventional Beef: What's the Difference?" – A comparison to educate on the advantages of grass-fed beef for health and the environment.
6. "5 Reasons Why Grass-Fed Beef is Better for the Planet" – Emphasize sustainable practices and the environmental impact.
7. "How We Raise Our Cattle Sustainably" – Showcase River Watch Beef's commitment to ethical farming and animal welfare.
8. "Tips for Meal Prepping with Grass-Fed Beef" – Provide practical tips on cooking and freezing beef for family meal prep.
9. "The Top 5 Nutritional Benefits of Grass-Fed Beef for Growing Kids" – Focus on benefits like high iron, protein, and essential fats.
10. "Healthy Lunchbox Ideas with Grass-Fed Beef" – Simple ideas for incorporating beef into kids' lunches.
11. "Customer Stories: Why Families Love River Watch Beef" – Share testimonials from other millennial parents.
12. "Is Grass-Fed Beef Worth the Cost?" – Discuss the benefits and value, showing it as an investment in health and quality.
13. "From Our Farm to Your Table: The Journey of River Watch Beef" – Detail the process from

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4) Social Media Campaign

- **<prompt>** You are a social media expert. Please create a **30 day social media content calendar** for December with detailed posts that follow best practices with **3 posts per week**.

Topics should include [**Kid-Friendly Recipes**, **Reasons Why Grass-Fed Beef is a Healthier Option** for Your Family and Information on Why grass-Fed Beef is **Better for the Planet**]. Also include a mix of **seasons greetings**, holiday promotions and related posts. Focus on **Facebook**.



AI Powered Social Media Posts

Friday, Dec 6: 5 Reasons Why Grass-Fed Beef is Healthier for Your Family

- **Image:** An eye-catching, holiday-themed infographic highlighting benefits like "Higher Omega-3s," "Rich in Antioxidants," "No Hormones or Antibiotics," "Lower in Saturated Fats," and "Supports Immune Health."
- **Enhanced Caption:**
 - 📌 **Why Choose Grass-Fed Beef for Your Family?**
 - With the holidays around the corner, it's the perfect time to p meals. Here are 5 reasons why River Watch's grass-fed beef is
 - 1️⃣ **Higher Omega-3s** – Supports brain and heart health.
 - 2️⃣ **Loaded with Antioxidants** – Fights inflammation and boos
 - 3️⃣ **No Added Hormones or Antibiotics** – Pure, clean beef yo
 - 4️⃣ **Lower Saturated Fats** – For a leaner, heart-healthy protein.
 - 5️⃣ **Rich in Essential Vitamins** – Like B12, which helps keep yo
 - Make this holiday season healthier and more delicious with R
 - 👉 Swipe to learn more and discover how our beef supports:
 - #GrassFedGoodness #HealthierBeef #FamilyHealth #RiverWat

Monday, Dec 9: Holiday Promotion - Save 15% on Your First Order!

- **Image:** Festive gift-wrapped boxes with the River Watch Beef logo, surrounded by seasonal elements like pinecones, holiday lights, and a cozy, wintery backdrop.
- **Enhanced Caption:**
 - 🎁 **Give the Gift of Premium, Grass-Fed Beef!**
 - This holiday season, bring a little extra joy to your family's table with our premi dry-aged beef – perfect for festive meals, holiday gatherings, or as a unique gif
 - 📅 **Limited-Time Offer:** Get 15% off your first order with the code HOLIDAY15
 - Don't miss out on this exclusive chance to enjoy healthier, tastier beef at a spe
 - ✅ **Free Shipping** on all orders to make holiday shopping even easier.
 - Treat your loved ones to the quality and care of family-farmed, sustainably rais
 - now and taste the difference!
 - 👉 Tap to shop and make this season extra special.
 - #HolidaySpecial #RiverWatchBeef #FamilyGift #GrassFedBeef

Friday, Dec 13: Kid-Approved Meatball Recipe for the Whole Family

- **Image:** A cozy, holiday-themed dinner table featuring a plate of grass-fed beef meatballs garnished with fresh herbs, paired with sides like mashed potatoes and roasted vegetables.
- **Enhanced Caption:**
 - 👨‍👩‍👧‍👦 **Kid-Friendly, Family-Approved: Holiday Meatballs Recipe!**
 - Looking for a nutritious and delicious meal everyone will love this season? These **holiday meatballs** made with our premium grass-fed beef are a hit with kids and adults alike! Perfect for family dinners, gatherings, or even as an appetizer.
 - 🍴 **What Makes These Meatballs Special?**
 - ✓ **High-Quality Protein:** Supports growth and keeps kids energized.
 - ✓ **Rich in Omega-3s and Vitamins:** A healthier, tastier choice.
 - ✓ **Easy to Make:** Perfect for busy holiday schedules!
 - 🎉 Gather around and enjoy a meal made with love, health, and holiday cheer. Check the link in our bio for the full recipe, and make this holiday season deliciously unforgettable!
 - #KidFriendlyRecipes #HolidayMeals #GrassFedBeef #FamilyDinner



8

Cybersecurity: Staying Safe From Cybercrime



Cybersecurity

Protect Yourself From Cybersecurity Threats

- Deepfakes
- Phishing
- Malware
- Security Measures



Cybersecurity

What Are Deepfakes?

- **AI-generated synthetic media** that (convincingly) manipulates or generates
 - Video, audio, images, documents
- **Types of Deepfakes in business**
 - Executive impersonation, client/customer manipulation, ransomware
- **Common attacks**
 - Financial fraud, reputational damage, staff disruptions, sabotage



Cybersecurity

How To Spot Deepfakes

- **Face and Head**
 - Unnatural eye movement, blurry or changing features, awkward head positions
- **Audio-Visual Sync**
 - Lip misalignment, inconsistent quality, unnatural speech patterns
- **Environmental Inconsistencies**
 - Lighting inconsistencies, shadow & background irregularities, edges on video



Cybersecurity

10 Deepfake Security Measures

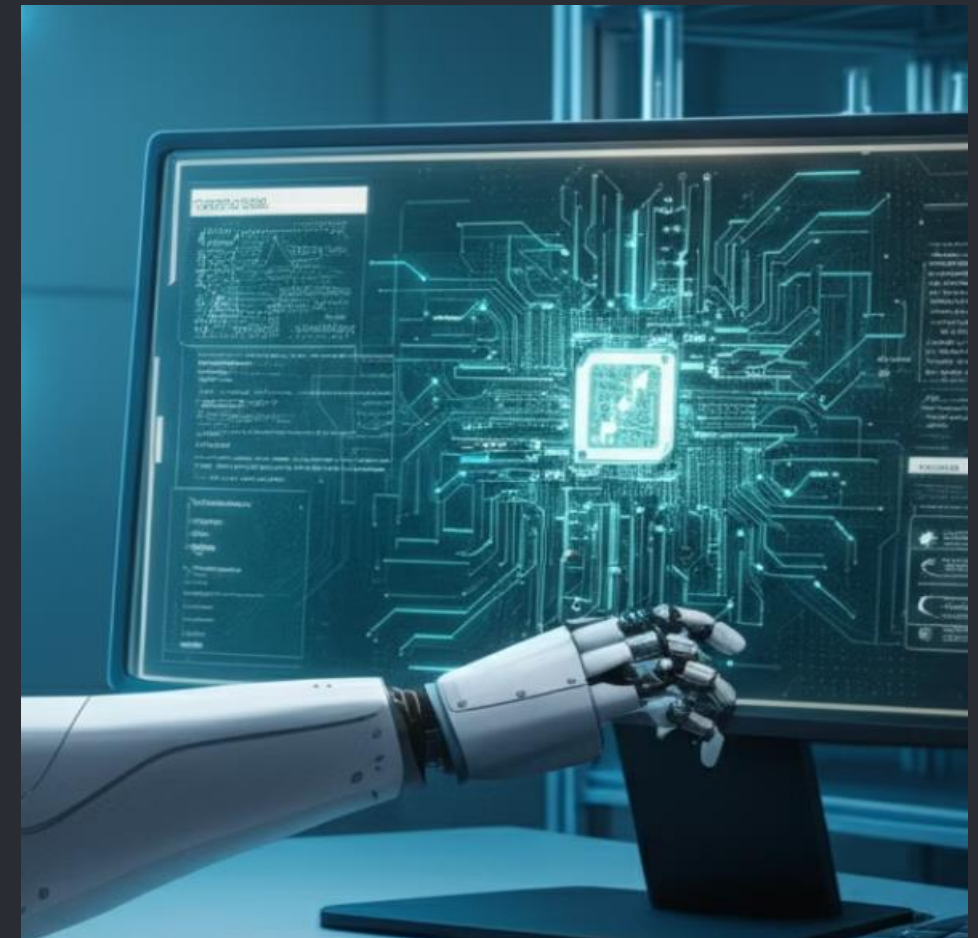
1. Use a special passcode (for validation)
2. Check communication channel authenticity
3. Verify sender's typical communication patterns
4. Note urgency or pressure tactics
5. Review request legitimacy
6. Use deepfake detection software
7. Analyze metadata
8. Check file properties
9. Compare with known authentic content
10. Be a skeptic & trust your gut



Cybersecurity

What Is Phishing & Malware?

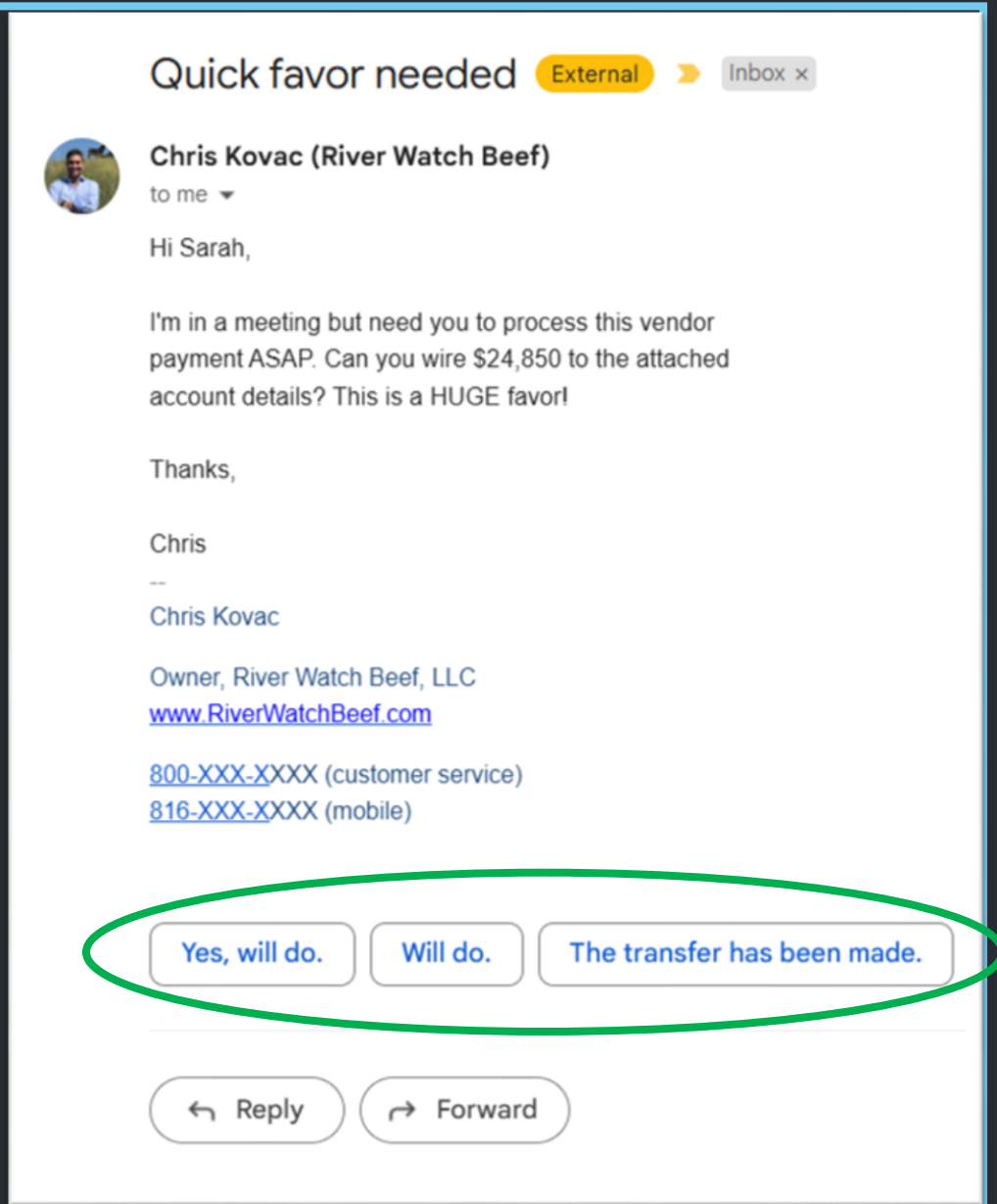
- Phishing is a cyberattack where **criminals impersonate legitimate businesses or individuals** via email, messaging, social media, or phone calls to deceive people into revealing sensitive information or installing malicious software (malware).



Cybersecurity

Phishing Types

- **Email**
 - **Urgent: Your account needs verification**
 - **Invoice due for immediate payment**
- **Vishing (voice phishing)**
 - **This is IT, we found a virus and need access to your computer...**
- **Spear Fishing**
 - **Hey [Sarah], quick favor can you help me with this invoice? - Chris**



Cybersecurity

10 Phishing Security Measures

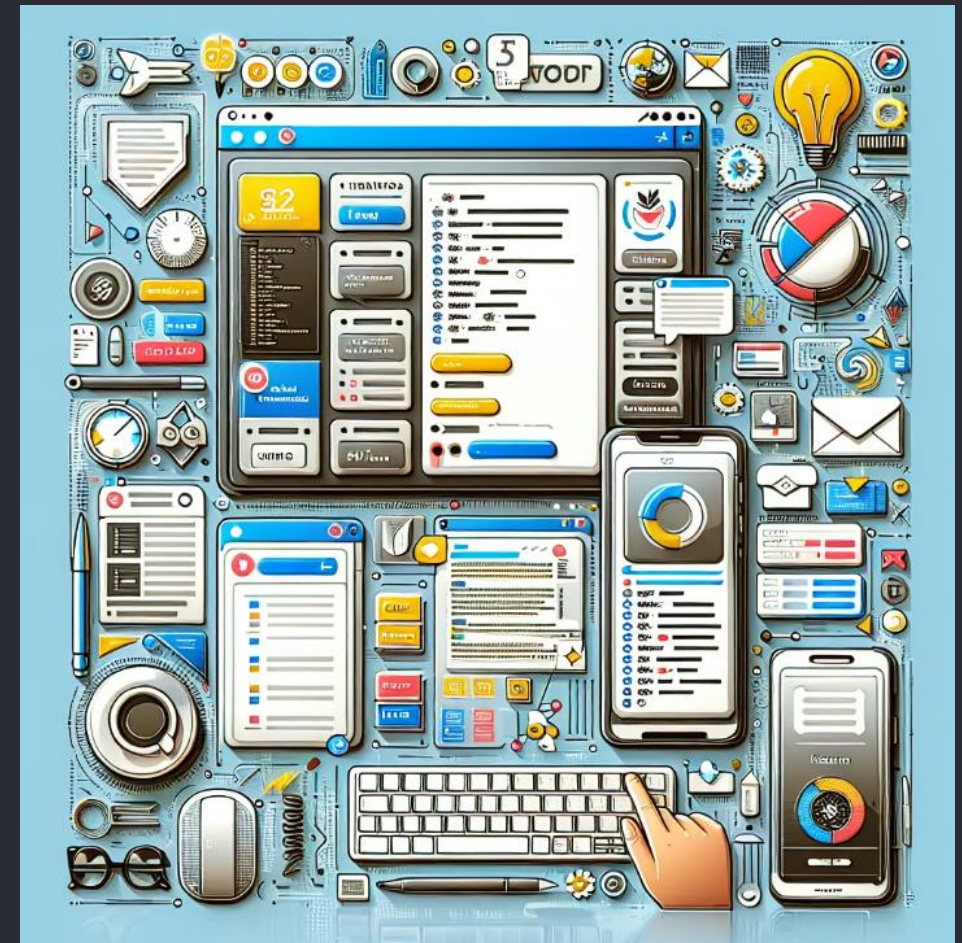
1. Check sender email address carefully
2. Hover over links (URLs) before clicking
3. Verify requests through other channels
4. Never provide passwords via email
5. Utilize email and SPAM filtering software
6. Explore link scanning tools
7. Authenticate domains
8. Don't open unexpected attachments
9. Create a security checklist
10. Be a skeptic & trust your gut



Cybersecurity

What Is Malware?

- Malware is software designed to **exploit and compromise a computer or system**
 - Ransomware: Locks files and demands payment
 - Spyware: Secretly monitors activity
 - Trojans: Disguised as legitimate software



Cybersecurity

Mitigating Malware

- **Employee Awareness**
 - Review current guidelines, create checklists and provide training
- **Utilize Technology**
 - Antivirus & antimalware software, detection systems, frequent updates
- **Create Response Plan**
 - Identify teams & roles, back up data daily, watch emerging technologies



9

Transforming Finance With AI



Finance

How Can AI Transform Finance?

- Financial Analysis & Reporting
- Budgeting & Expense Management
- Financial Planning & Forecasting
- Cash Flow Management
- Audit & Compliance Support
- Strategic Financial Planning

***Always review & double-check outputs**



Finance

Finance Use Cases

- **Financial Planning & Forecasting**
 - Historic data analysis
 - Revenue forecasting
 - Resource planning
- **Budget & Expense Management**
 - Expense analysis & categorization
 - Department budget planning
- **Continuous Improvements**
- **Monthly Review & Analysis**



Finance

Historical Data Analysis

- **<prompt> You are a financial analyst specializing in marketing agencies. Please analyze our historical financial data for the past 24 months and identify:**
 1. Monthly revenue patterns
 2. Project profitability by type
 3. Resource utilization rates
 4. Client retention impact on revenue
 5. Seasonal trends
- **Here is our data: [Insert 24 months of financial data]. Please provide insights in both summary form and detailed monthly breakdown.**
- ***Follow up questions are key! (for more insights)**

2. Project Profitability by Type

Revenue by Service Category

Service Category	Year 1 Revenue (\$)	Year 2 Revenue (\$)	Total Revenue (\$)
Social Media Marketing	300,000	450,000	750,000
Search Engine Optimization	240,000	360,000	600,000
Content Creation	180,000	270,000	450,000
Pay-Per-Click Advertising	240,000	360,000	600,000
Email Marketing	120,000	180,000	300,000
Consulting	120,000	180,000	300,000
Total	1,200,000	1,800,000	3,000,000

Insights

- **Top Performers:** Social Media Marketing is the leading revenue generator, accounting for 25% of total revenue.
- **Uniform Growth:** Each service category experienced a proportional 50% increase in Year 2.
- **Balanced Portfolio:** Diversification across services reduces dependency on a single revenue stream.

Profitability Considerations

- **Economies of Scale:** Increased revenue may lead to improved margins due to fixed costs spread over more projects.
- **Service Efficiency:** Higher revenue in services like Social Media Marketing suggests efficient delivery and potential for higher profitability.



Finance

Revenue Forecasting

- <prompt> As a financial forecasting expert for marketing agencies, please create three revenue scenarios (conservative, moderate, aggressive) for the next 12 months using the following parameters:
 1. Monthly revenue projections for each scenario (focus on project-based clients)
 2. Key assumptions and risk factors
 3. Required resource allocation for each scenario
 4. Impact on contractor budget needs
 5. Cash flow implications
- Here is our data [retainer clients, projects, win %, etc]

1. Monthly Revenue Projections

Key Assumptions

- Project Win Rate Remains at 75%
- Retainer Renewal Rate at 85%
- Acquire 3 New Retainer Clients Over the Year
- Active Proposals Remain at 15
- Steady Flow of New Proposals
- Average Project Value Remains at \$45,000

Revenue Calculations

Retainer Clients

- Net Gain: Increase from 12 to 13 client
- Churn and Acquisition: Lose 2 clients,

Project-Based Clients

- New Projects from Proposals: $15 \times 75 = 11$ projects
- Project Starts: Approximately 1 per month
- Project Duration: 2 months
- Monthly Project Revenue: \$22,500 per active project

Monthly Revenue Breakdown

Month	Retainer Clients	Retainer Revenue (\$)
1	12	216,000
2	12	216,000
3	12	216,000

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Project-Based Clients

Month	Retainer Clients	Retainer Revenue (\$)	Active Projects	Project Revenue (\$)	Total Revenue (\$)
1	12	216,000	1	22,500	238,500
2	12	216,000	2	45,000	261,000
3	12	216,000	2	45,000	261,000
4	13	234,000	2	45,000	279,000
5	13	234,000	2	45,000	279,000
6	12	216,000	2	45,000	261,000
7	12	216,000	2	45,000	261,000
8	13	234,000	2	45,000	279,000
9	13	234,000	2	45,000	279,000
10	13	234,000	2	45,000	279,000
11	13	234,000	2	45,000	279,000
12	13	234,000	1	22,500	256,500

Monthly Revenue Breakdown

Total Annual Revenue: \$3,153,000

Finance

Resource Planning

- **<prompt> You are an expert in agency resource management. Using our current project pipeline and historical data, please:**
 1. Calculate optimal full-time staff vs. contractor ratio
 2. **Project monthly contractor needs for the next 6 months**
 3. Identify potential resource constraints
 4. Recommend staffing adjustments based on projected demand
 5. Calculate cost implications of different staffing models
- **Insert [Current team breakdown, average contractor costs, etc.]**

2. Project Monthly Contractor Needs for the Next 6 Months

Assumptions

- Growth Rate: 5% monthly increase in project load based on historical growth trends.
- Contractor Hourly Rates:
 - Designers/Developers: \$75/hour
 - Content Creators: \$60/hour

Monthly Projections

Month 1

- Designers/Developers Deficit: 320 hours
- Content Creators Deficit: 160 hours
- Total Contractor Cost:
 - $(320 \text{ hours} \times \$75) + (160 \text{ hours} \times \$60) = \$24,000 + \$9,600 = \$33,600$

Month 2 (5% Increase)

- Designers/Developers Deficit: $320 \times 1.05 = 336$ hours
- Content Creators Deficit: $160 \times 1.05 = 168$ hours
- Total Contractor Cost:
 - $(336 \times \$75) + (168 \times \$60) = \$35,280$

Repeat this calculation for Months 3 to 6, increasing the workload by 5% each month.



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Finance

Expense Analysis & Categorization

- **<prompt> You are a financial analyst specializing in marketing agency operations. Please analyze our last 12 months of expenses and:**
 1. Identify recurring vs. one-time expenses
 2. Categorize all expenses into standardized categories
 3. Flag any unusual spending patterns
 4. Compare expenses against industry benchmarks
 5. Highlight potential areas of consolidation
- **Current expense data: [Insert 12 months of expense data]**
- **Please provide detailed recommendations to [insert here]**

2. Month-over-Month Trend Analysis

Monthly Expense Breakdown

Month	Personnel Expenses (\$)	Operational Expenses (\$)	Marketing & Advertising (\$)	Technology Expenses (\$)	Travel & Entertainment (\$)	Professional Services (\$)
Jan	200,000	50,000	30,000	20,000	15,000	10,000
Feb	200,000	50,000	25,000	20,000	10,000	10,000
Mar	220,000	50,000	35,000	50,000	15,000	10,000
Apr	200,000	50,000	30,000	20,000	10,000	10,000
May	200,000	70,000	50,000	20,000	20,000	10,000
Jun	200,000	50,000	30,000	20,000	15,000	10,000
Jul	200,000	50,000	30,000	20,000	30,000	10,000
Aug	200,000	50,000	30,000	20,000	10,000	10,000
Sep	200,000	50,000	70,000	20,000	15,000	10,000
Oct	200,000	50,000	30,000	20,000	10,000	10,000
Nov	200,000	50,000	30,000	20,000	25,000	10,000
Dec	280,000	80,000	50,000	10,000	5,000	10,000
Total	2,400,000	600,000	400,000	240,000	160,000	120,000

Observations

- Personnel Expenses spiked in March and December due to bonuses and annual incentives



Finance

Department Budget Planning

- **<prompt> You are a budget planning expert for creative agencies. Please create departmental budgets for the next fiscal year [insert data]:**
 - 1. Monthly budget allocation by department**
 - 2. Flexible budget ranges based on revenue scenarios.**
 - 3. Resource allocation guidelines**
 - 4. Performance metrics for budget tracking.**
 - 5. Variance thresholds for alerts**

1. Monthly Budget Allocation by Department

Assuming an annual revenue of \$5,000,000 based on historical data (for illustrative purposes), and allocating 80% of revenue to expenses (\$4,000,000), the budget allocation is as follows:

Annual Budget Allocation

Department	Personnel	Percentage of Expenses	Annual Budget (\$)
Creative Team	8	35%	\$1,400,000
Development	4	20%	\$800,000
Account Management	3	15%	\$600,000
Management	5	15%	\$600,000
Admin/Support	5	10%	\$400,000
Total	25	95%	\$3,800,000
Other Expenses	—	5%	\$200,000
Grand Total	—	100%	\$4,000,000

Monthly Budget Allocation

Divide the annual budget by 12 to get the monthly allocation:

Department	Monthly Budget (\$)
Creative Team	\$116,666.67
Development	\$66,666.67
Account Management	\$50,000.00
Management	\$50,000.00
Admin/Support	\$33,333.33
Total	\$316,666.67
Other Expenses	\$16,666.67

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Finance

Continuous Improvement

- <prompt> As a continuous improvement specialist, please review our budget management processes and create a 30, 90 and 365 day recommendations:
- Review: **Process efficiency metrics**, cost saving achievements, department feedback, market rate comparisons, technology utilization
- Provide input on: **Process optimization recommendations**, new saving opportunities, training needs, policy update suggestions, benchmark comparisons

Introduction

As a continuous improvement specialist, I have conducted a comprehensive review of your budget management processes, focusing on the following areas:

1. Process Efficiency Metrics
2. Cost-Saving Achievements
3. Department Feedback
4. Market Rate Comparisons
5. Technology Utilization

Based on this review, I have developed actionable recommendations for the next 30, 90, and 365 days to optimize your budget management processes.

Review Findings

1. Process Efficiency Metrics

- **Budget Approval Time:** Currently averages 10 days, exceeding the industry standard of 5 days.
- **Budget Variance:** Average variance of 8% between projected and actual expenses, higher than the acceptable threshold of 5%.
- **Manual Processes:** 60% of budgeting tasks are manual, leading to inefficiencies and errors.
- **Reporting Frequency:** Financial reports are generated monthly, limiting real-time decision-making.

2. Cost-Saving Achievements

- **Energy Efficiency:** Implemented LED lighting, saving \$15,000 annually.
- **Bulk Purchasing:** Consolidated office supplies procurement, reducing costs by 12%.

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Finance

Monthly Review Process

- **<prompt> Please analyze our actual performance against projections for [Month/Year]:**
 1. Compare actual vs. projected revenue
 2. Analyze variances in:
 - Project profitability
 - Resource utilization
 - Contractor expenses
 - Cash flow
 3. Identify any emerging trends or concerns
 4. Recommend adjustments to future projections
 5. Update risk assessment based on current data
- Please provide recommendations for the next 30/60/90 days based on this analysis.

30-Day Plan

1. Process Optimization Recommendations

- **Streamline Budget Approval Process:**
 - **Action:** Reduce approval layers by empowering department heads to approve budgets to a certain limit.
 - **Benefit:** Decrease approval time from 10 days to 5 days.
- **Establish Clear Budget Variance Policies:**
 - **Action:** Set a variance threshold of 5% and require explanations for deviations.
 - **Benefit:** Improve budget accuracy and accountability.

2. New Saving Opportunities

- **Audit Software Licenses:**
 - **Action:** Identify and eliminate unused or redundant software.
 - **Benefit:** Potentially save up to \$20,000 annually.
- **Implement Energy Conservation Measures:**
 - **Action:** Encourage staff to power down equipment when not in use.
 - **Benefit:** Immediate reduction in energy costs.

3. Training Needs Identified

- **Budget Management Training:**
 - **Action:** Conduct workshops on budgeting best practices for department managers.
 - **Benefit:** Enhance forecasting accuracy and financial discipline.

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#

Be a Skeptical Optimist...

Understand AI Risks

- Technology is evolving (too) fast
- Overreliance on AI systems
- Data privacy & security
- Ethical considerations
- Technical integration issues
- Change management
- Stakeholders fear losing job
- Balancing the hype



Closing: The Human Element

Human + AI Partnership





Q & A +
Thank You!!

