

# Winning with Generative AI

Charlene Li

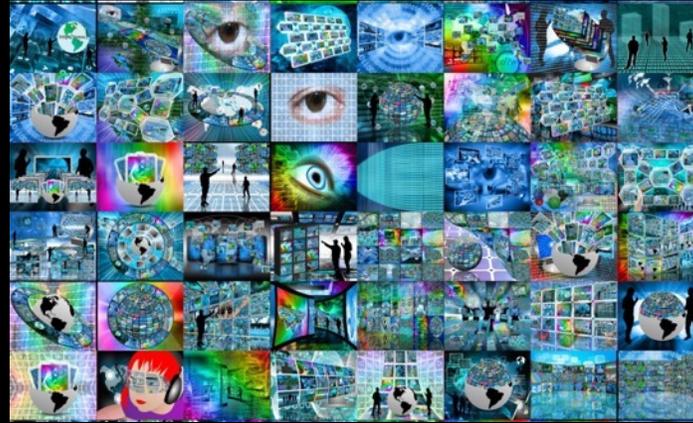
New York Times Bestselling Author of *The Disruption Mindset*

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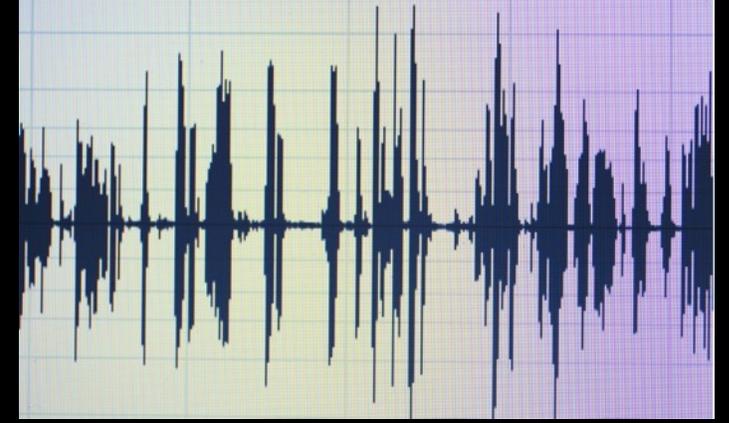
# What Generative AI does



Language



Images



Audio



Video



Code



Why is this  
moment different?



**Fear  
Of  
Missing  
Out**

**Fear  
Of  
Getting  
In**

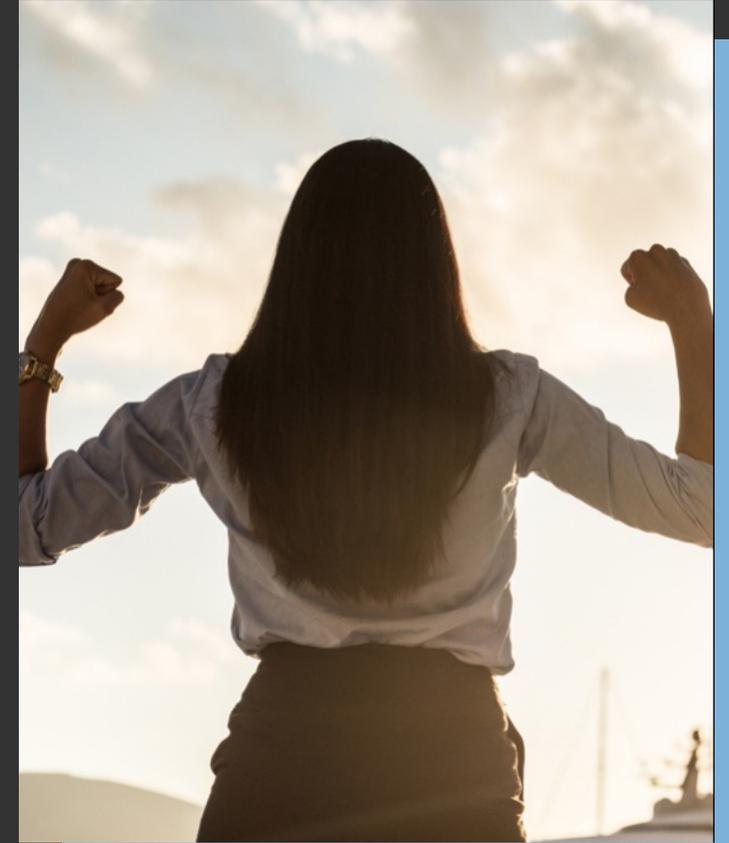
# Embracing the Generative AI Revolution



Setting Your  
GenAI Strategy



Transforming  
The Workplace



Fostering New  
Leadership Skills



Start with vision, purpose,  
mission, and values

To go fast

You need good brakes

Get your AI use policy

and training in place ASAP



# Five Areas to Cover in Your Generative AI Policies



Data Privacy



Safety & Security



Transparency



Accountability



Ethics & Compliance



Resources

Examine how generative AI will impact

your competitive advantage



Think big, start small



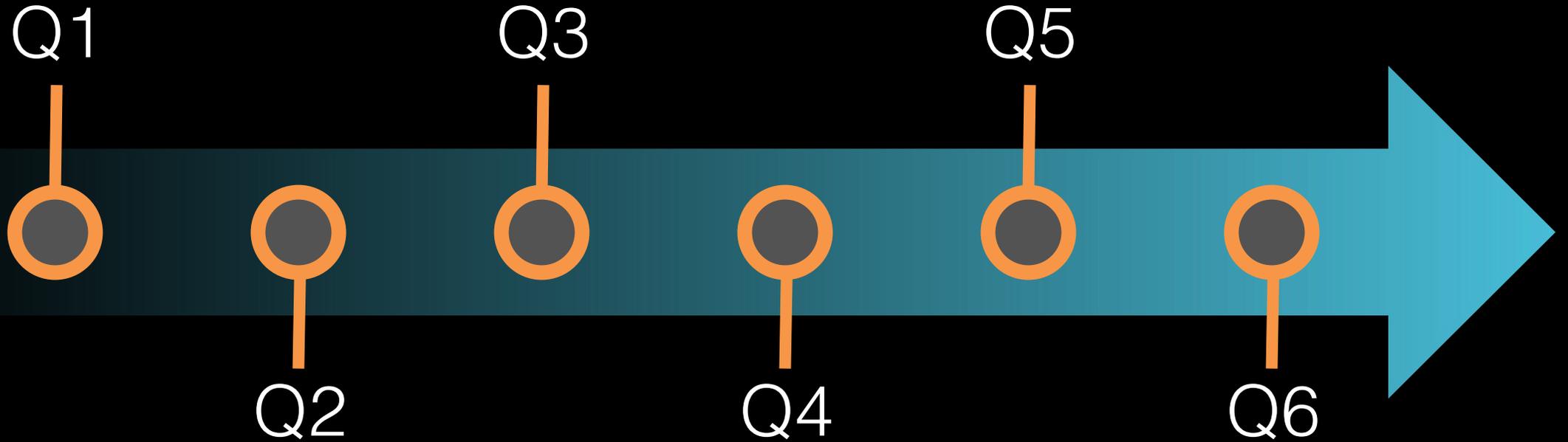
One company started

with customer experience



Create your AI Council

# The Six Quarter Walk



Put together your 18-month strategy

# How to get started

1. Set up a LLM behind a firewall

ChatGPT  
for teams

<https://openai.com/chatgpt/team>

2. Share learnings, treat prompts as IP



3. Train the top two levels of execs





Define what it means to be

ethical and responsible

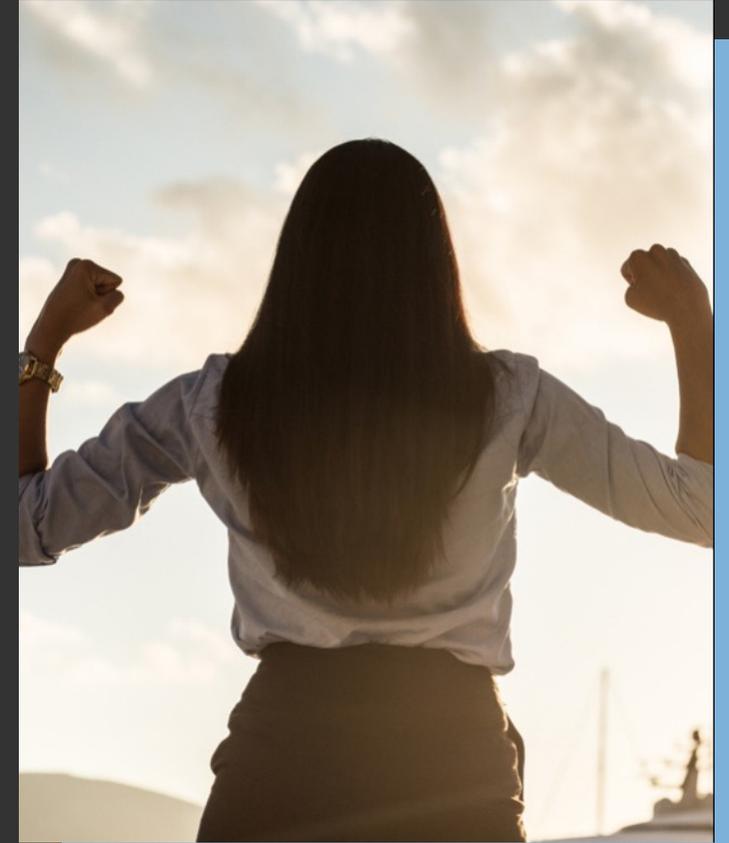
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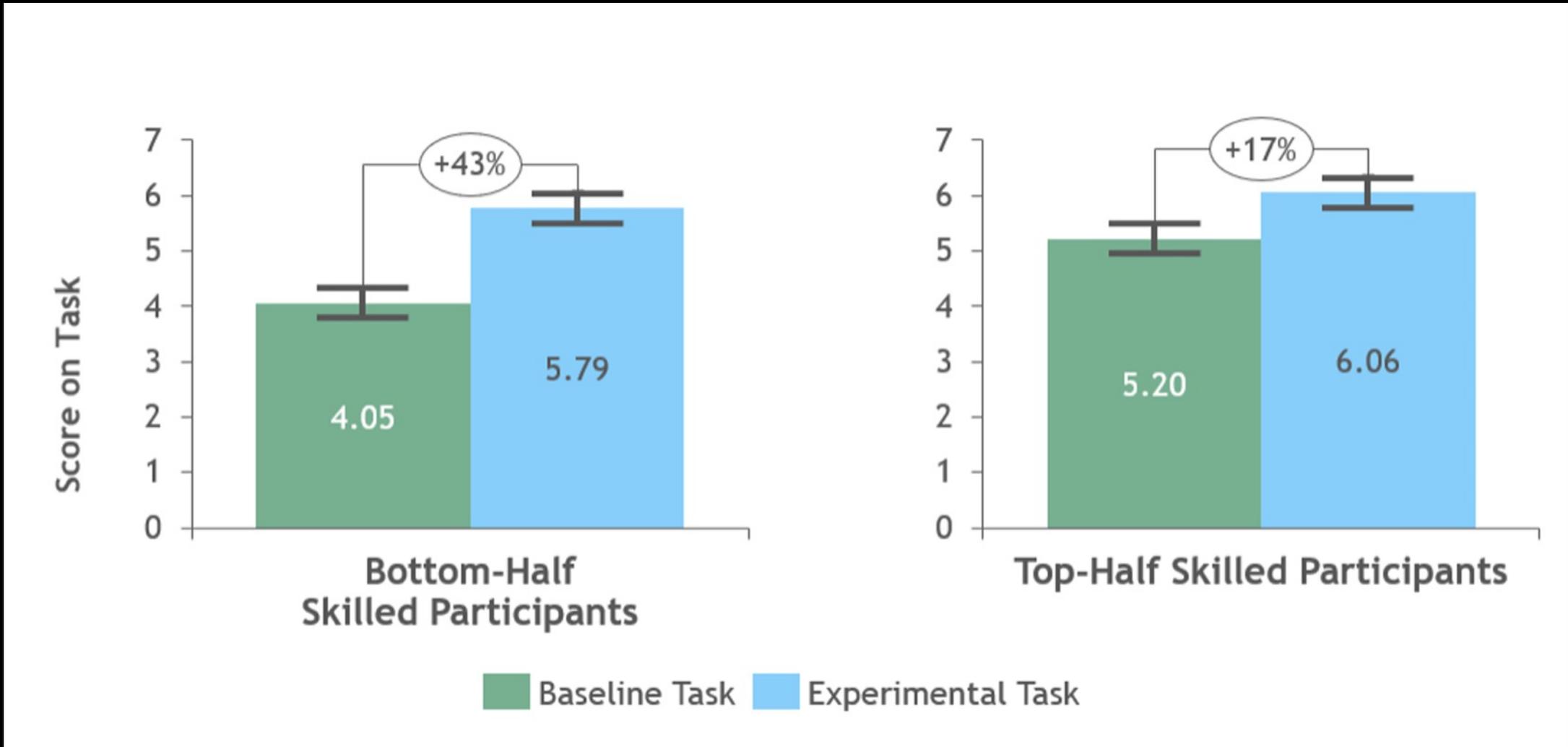
Fostering New  
Leadership Skills



AI won't replace you

Someone using AI will

# AI improved the performance of lower skilled workers more





Prepare HR

to be AI-first, AI-ready



Reduce employee uncertainty

With openness and transparency

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How will you lead superhumans?

Leadership is a relationship between those who aspire to create change and those inspired to follow them.

Give up the need

to be in control

to be in command



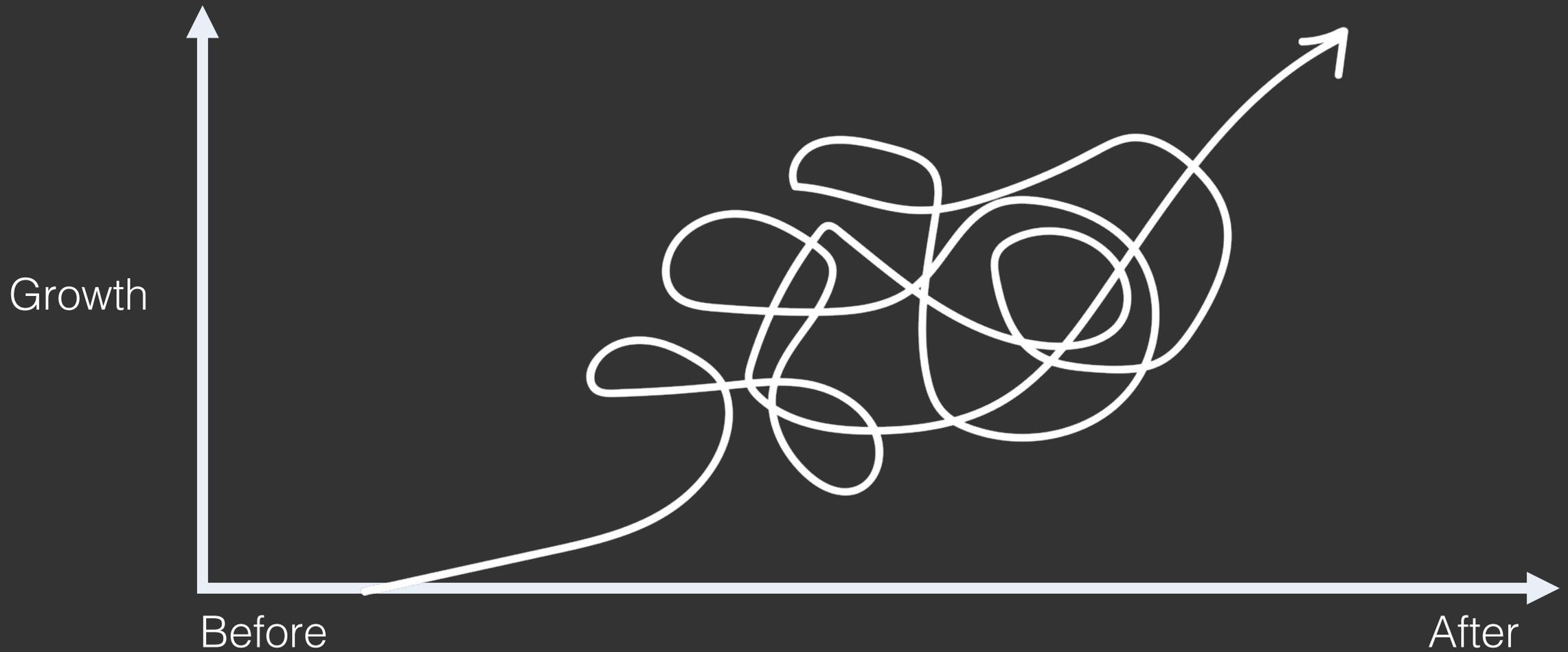
A photograph of a woman with blonde hair styled in a bun, seen from behind. She is wearing a light-colored, possibly white, button-down shirt. The background is a blurred crowd of people, suggesting a public event or conference. A hand is visible in the upper left, raised in the air. The overall lighting is warm and natural.

Move from needing

to have all the answers

to asking great questions

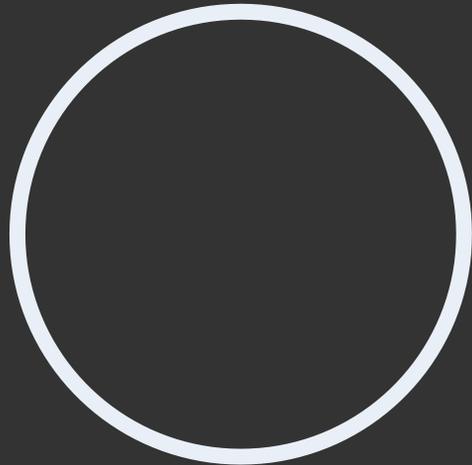
# The Messy Middle – Where success is born



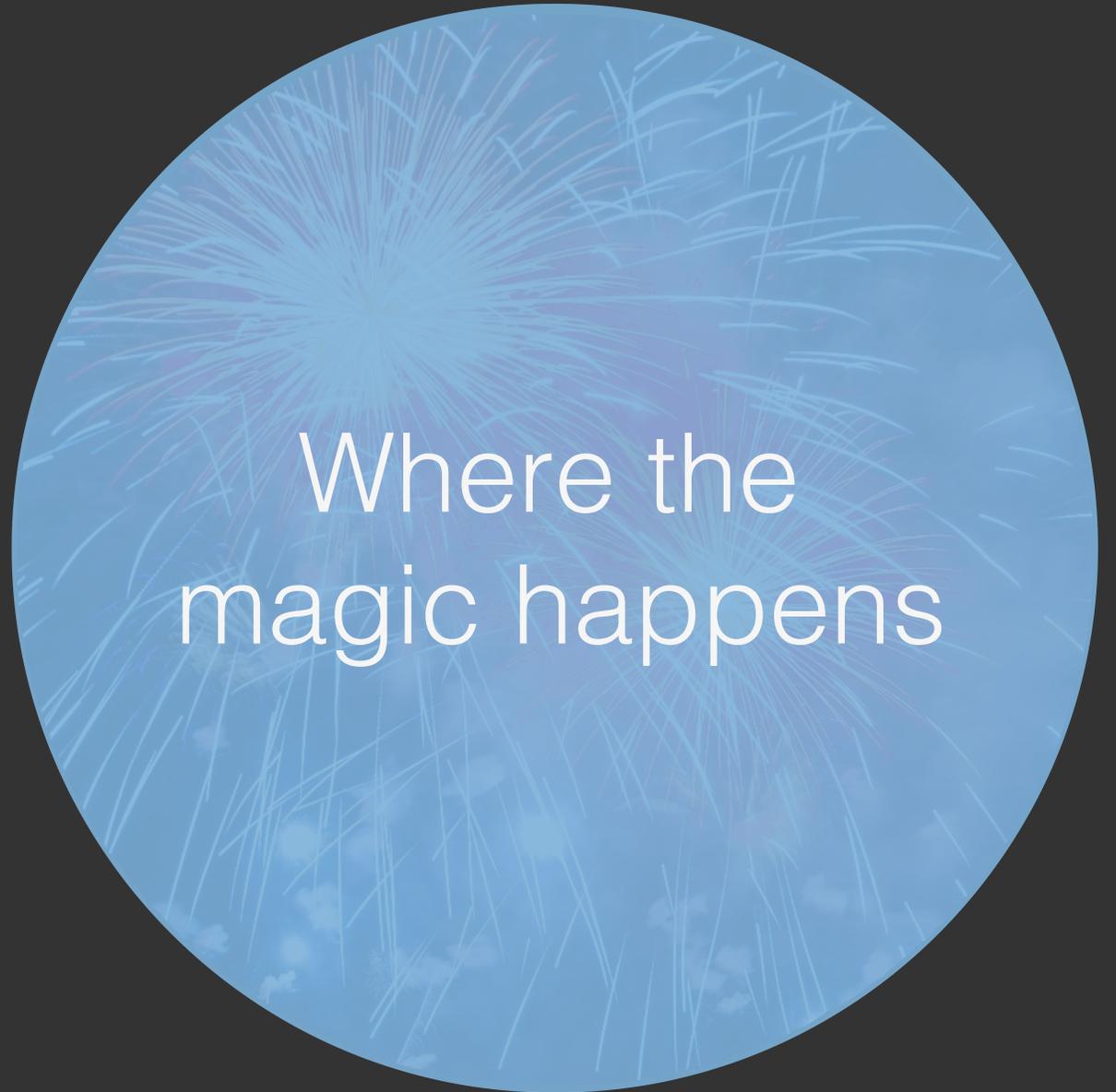


AI will make us better humans

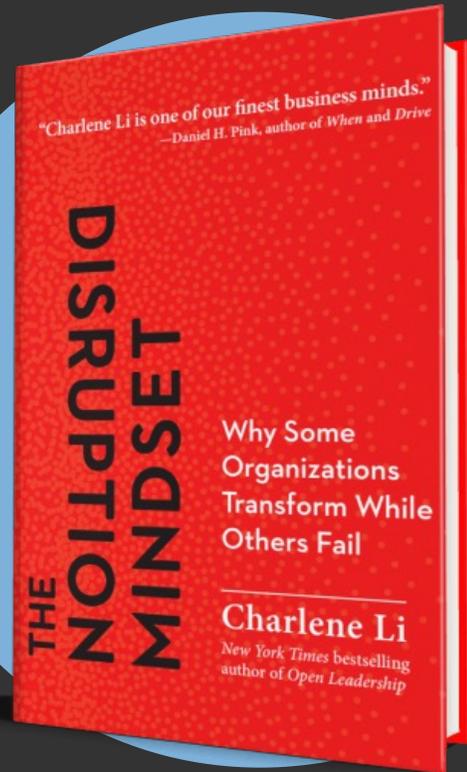
Your  
comfort  
zone



Where the  
magic happens



# Thank you!



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# Additional Resources

Here are a few additional resources:

- [Getting Started with Generative AI: Exercises](#)
- [Generative AI Use Policy Resources](#)
- Coursera course "[Navigating Generative AI: A CEO Playbook](#)"

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