

# 5 Key Considerations for Business Leaders Exploring Generative AI

A quick guide to defining business risk and getting started with generative AI.

# WHAT IS GENERATIVE AI (genAI)?

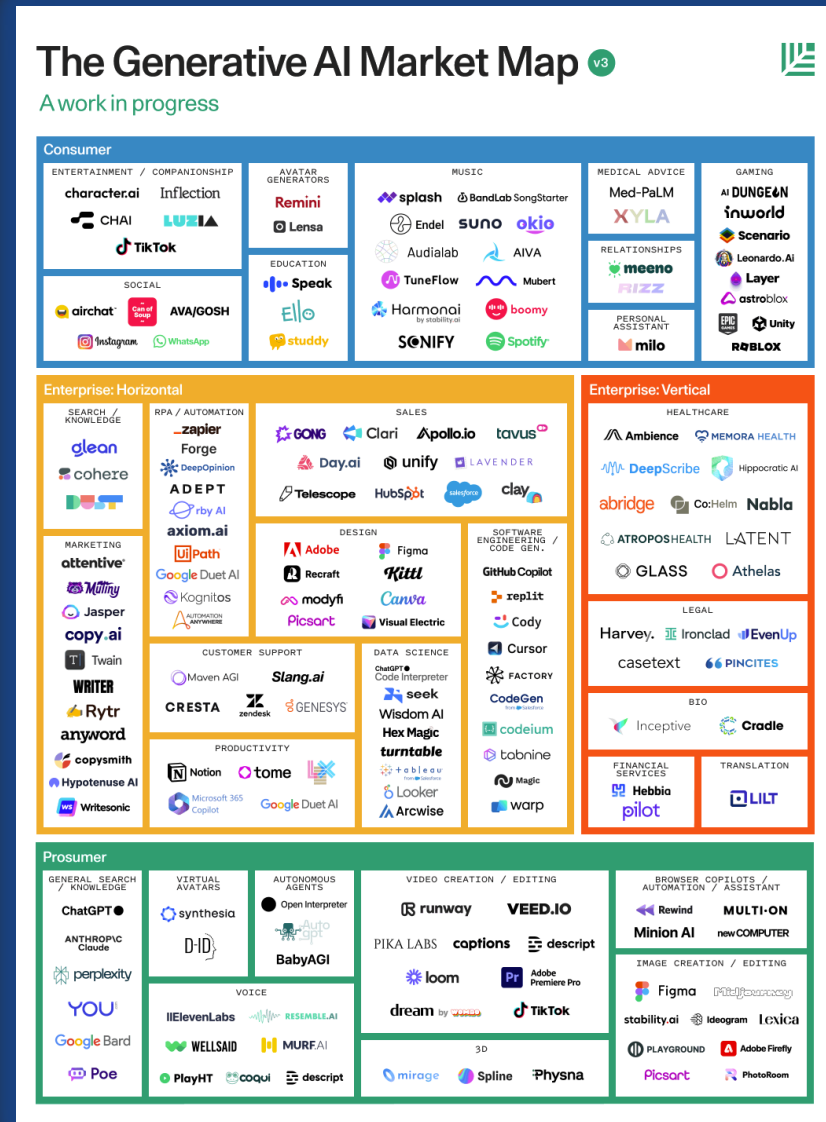
Generative AI is a type of artificial intelligence technology that can produce various types of content, including text, imagery, audio and synthetic data.

# How does genAI work?

Generative AI begins with a prompt that can take the form of text, an image, a video, a design, musical notes, or any other input that the AI system can process. Various AI algorithms then return new content in response to the prompt. Content can include essays, solutions to problems, or realistic fakes created from pictures or audio of a person.

The Generative AI Market Map by Sequoia Capital is an exponentially evolving map of the genAI space (see the linked image to the right).

The consumer, enterprise, and prosumer segmentation shows that different genAI tools are used for different purposes – we'll talk about why further in this deck.



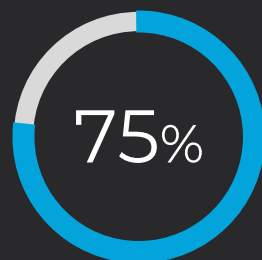


# Generative AI is here to stay, and it's not all ChatGPT.

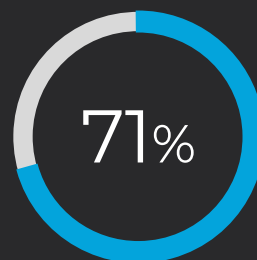
## How many of your employees are experimenting with generative AI (genAI) today?

Chances are it's a non-zero number, and they're likely using tools we've all heard of, like ChatGPT. But are public genAI tools and methods right for your business?

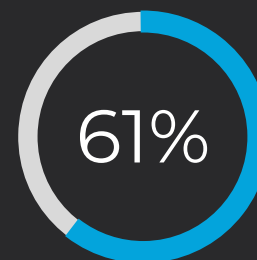
This quick guide will provide an overview of [business considerations](#) to help you accelerate genAI decision-making.



*of generative AI users are looking to automate tasks at work and use for work communications<sup>2</sup>*



*of marketers expect genAI will help eliminate busy work and allow them to focus more on strategic work<sup>2</sup>*



*of sales pros said they believe genAI will help them better serve their customers<sup>2</sup>*

# Privacy and Security



## Privacy

In the intro, we mentioned that not all genAI tools are meant for every purpose. Many of the genAI tools today are open models which means **they** may store, retain and use any information you input (everything from prompts to reference material), *and* they may not segment your information from everyone else's.

## Security

Even if all privacy and ownership considerations are met, not all GenAI tools meet the security thresholds required by your business. As with any vendor, the business should be assessing any GenAI tool based to meet the level of security need.



What does this mean for your business?

1. Choose your AI tools wisely and understand their privacy approach and practices.
2. Each tool should follow your vendor approval process. If your vendor assessment process is robust, it should cover you on the security front. If you're in a particularly regulated business (healthcare, banking, etc.), look for industry-specific genAI tools that may be built to meet the regulatory and security needs of your industry. Review the privacy and security methods and policies for each tool you may use.
3. Ensure that any genAI tool partitions your information, doesn't train on your data, doesn't share your prompts, and won't sell your data.
4. NEVER include PII, confidential, or proprietary information in a genAI tool to maintain confidentiality.

No company is immune from mistakes.

### Oops: Samsung Employees Leaked Confidential Data to ChatGPT

Employees submitted source code and internal meetings to ChatGPT just weeks after the company lifted a ban on using the chatbot.

# Content

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## The challenge of asking the right questions

Much of the focus with genAI is on the individual contributors that make up teams producing different output, so relatedly, most businesses today are asking “How do we make people better at content?”

What if that’s not the right question?

The creation of content in most organizations is focused on individuals and in many cases ad hoc requests that get prioritized, developed, and distributed as needed. There isn’t *really* a process for creation – the processes start at managing and distributing content.

## What if we should be asking “how to do we make the business better at content?”

Part of the intended benefit of genAI tools (all tools, really) is to allow businesses to optimize by functioning at scale. At scale solutions require a process.

Is the creative process at your business documented? How are ideas formulated, captured and transformed into content at each stage?

Content strategies vary, but the [key is to create a maturity level that enables scalable integration of genAI](#).



### What does this mean for your business?

1. Audit and map “occurrent processes” (how things actually work, today – not documented or idealized) for different content types. The process for thought leadership content will be vastly different than digital ads and so on.
2. Determine in which cases a more standardized approach to content might be implemented.
3. Prioritize use cases for using genAI and select the relevant genAI tools accordingly.

# Where does your business stand?

Business leaders know that genAI and AI overall is an emergent field that will have tremendous impact in the future. How much of an impact to a large degree is a decision. Where does your business fit?

## AI Native

AI-Native businesses are built from day one with intrinsic trust of AI. AI is natural part of the business – incorporated across all functional areas, products and services. They incorporate AI into their culture, tend to think bigger about possibilities, are data driven, and are built smarter, and are more likely to rise to the top of their industries<sup>5</sup>.

## AI Emergent

AI-Emergent businesses are established companies that move quickly to adopt and scale AI throughout the organization. They have visionary leaders who see the potential in the rapid advancement of AI capabilities and invest in the resources to build a smarter business<sup>5</sup>.

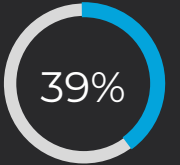
## Obsolete

Obsolete businesses wait for the business world to get smarter around them. They don't seek knowledge and their leaders typically resist change. They refuse even pilot programs to test AI's value and think AI is just another overhyped buzzword<sup>5</sup>.

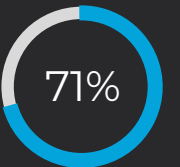


What does this mean for your business?

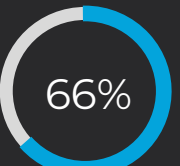
1. For any firm that isn't AI-native, the choice is AI or Obsolete. There is still time, but the window of opportunity is shrinking.
2. Be curious – explore AI. Find AI resources to help on your AI journey.



39%  
of marketers surveyed don't know how to use genAI safely<sup>1</sup>



71%  
of IT Professionals believe that genAI will introduce new security threats to their data<sup>1</sup>



66%  
of IT pros think their employees lack the skills to use it successfully<sup>1</sup>

# Policies and AI Council



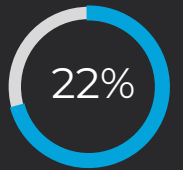
## GenAI today is the Wild West

You now know the potential downside of genAI for your business – do your employees? What are the steps to get started?

## Creating a Generative AI Policy

A genAI policy creates guardrails, clear and enforceable guidance, and it's a way for everyone in your organization – from leadership to employees and clients – get on the same page about when, where, and how you're using genAI.

- Start with your why. You may have goal-driven whys, like productivity, or value-driven whys, like freeing up time for more strategic or creative work. Or, you may have some specific use cases. The why helps you start formulating your vision.
- Decide on your risk tolerance. There will be tradeoffs. Only you (and possibly your legal team) can draw the line for your business.
- Flexibility is key. Technology always moves fast and it seems that AI is at blazing speed. Make your policy platform and model-agnostic.
- Collaborate. Both leaders and contributors should have a seat at the table both during policy creation and as the business evolves along with genAI.



Number of companies that have genAI policies<sup>6</sup>

## Consider creating an AI Council

Transformation at the scale of impact that AI is having in business presents significant challenges. In addition to business goals and tactical aspects, other concerns arise about ethical considerations and strategic decisions.

An AI Council can help navigate both the decisioning and promote collaboration throughout the org, particularly for bigger firms.

[Unleashing The Power Of AI: How an AI Council Can Help Drive Business Transformation](#) by Forbes<sup>7</sup> is an excellent resource to help you start considering if a Council is right for your business.

# OUR AI PHILOSOPHY

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Use your power for good. The Marketing AI Institute's [More Intelligent. More Human.™ philosophy](#) exemplifies how moving AI forward responsibly elevates us all. We too, believe that AI should endeavor to make us more human – helping us focus on the things that matter most.

## Our Responsible AI Principles

1. We believe in the responsible design, development, deployment and operation of AI technologies.
2. We believe in a human-centered approach to AI that empowers and augments professionals. AI technologies should be assistive, not autonomous.
3. We believe that humans remain accountable for all decisions and actions, even when assisted by AI. The human must remain in the loop in all AI applications.
4. We believe in the critical role of human knowledge, experience, emotion, and imagination in creativity, and we seek to explore and promote emerging career paths and opportunities for creative professionals.
5. We believe in the power of language, images and videos to educate, influence, and affect change. We commit to never knowingly use generative AI technology to deceive; to produce content for the sole benefit of financial gain; or to spread falsehoods, misinformation, disinformation, or propaganda.
6. We believe in understanding the limitations and dangers of AI, and considering those factors in all of our decisions and actions.
7. We believe that transparency in data collection and AI usage is essential to maintain the trust of our audiences and stakeholders.
8. We believe in personalization without invasion of privacy, including strict adherence to data privacy laws, mitigation of privacy risks for consumers, and following our moral compass when legal precedent lags behind AI innovation.
9. We believe in intelligent automation without dehumanization, and the potential of AI to have profound benefits for humanity and society.
10. We believe in an open approach to sharing our AI research, knowledge, ideas, experiences, and processes to advance the industry and society.
11. We believe in the importance of upskilling and reskilling professionals and using AI to build more fulfilling careers and lives.
12. We believe in partnering with organizations and people who share our principles.

“  
USE AI FOR  
GOOD, NOT  
EVIL  
”

# CLOSING

The cliché “innovate or die” has never been more applicable for businesses today.

The pace of AI and business in general is accelerating. The sooner your business takes an active part in decisions and adoption, the faster your business will outpace your competition.

You are an expert in your business, but that doesn't mean you have to be an expert in all things. Reach out if you'd like additional resources or to set up a call to discuss B2B content marketing or generative AI.

We hope this quick guide has been helpful and welcome feedback.

## A few of our favorite AI marketing tools.

FATHOM 

 PathFactory™

jasper

 RightBound

ActiveCampaign > 

copy.ai

 descript

 Outreach

# THANK YOU



*Sabrina Herring*

**SABRINA HERRING**

FOUNDER / STRATEGIST



Proceed as if success is inevitable.

