NAVIGATING THE FUTURE: TRANSFORMING ECONOMIC DEVELOPMENT WITH AI & CHATGPT

BY GOLDEN SHOVEL AGENCY





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TO OUR ECONOMIC DEVELOPMENT FRIENDS,

ChatGPT, large language models, business intelligence, and other neural networks give economic developers the data analytic tools needed to be successful in today's technology-fueled business climate. Moreover, Golden Shovel Agency recognizes that to compete, economic developers must be able to use these tools without worrying about the learning curve.

Once again, we are proud to share our knowledge and experience to help industry leaders like you access and use the most cutting-edge technologies.

This whitepaper is one of our most aggressive attempts to stay ahead of emerging artificial intelligence and neural network technologies. We sincerely hope that by sharing our expertise, we can make your job easier and help you promote your community.

As always, we are just an email away if you would like assistance with your marketing efforts, public relations, video needs, or website solutions. We are rooting for you!

Best Regards,

Ron Kresha, COO/CFO, Golden Shovel Agency Aaron Brossoit, CEO, Golden Shovel Agency

ARTIFICIAL INTELLIGENCE PROVIDES ASSISTANCE

Economic developers plan, design, and execute economic development strategies for their community or region. Moreover, as the key liaison for development, economic developers build relationships with business executives, entrepreneurs, elected officials, and government leaders to create pathways to implement private and public initiatives. Successful economic developers also understand marketing, social media, and grant writing. So, how do economic developers keep up with this dynamic role? Where does the help come from?

In our connected society, the Internet, mobile phones, laptops, and a suite of applications and software help organize our busy lives. Word processors and spreadsheets allow economic developers to manage daily data management. Using these tools, economic developers generate reports, conjure emails, and analyze community demographics. It is time-consuming.

ALONG COMES CHATGPT

Artificial intelligence, specifically ChatGPT, stormed into the forefront of our society in full steam. This Generative AI harnesses the power of natural language to generate responses. The responses result from probability distributions and vast neural networks. In reality, neural networks and algorithms have existed for decades, but ChatGPT produced a user interface that is available to use with our browsers and mobile devices.

In many ways, we're reliving the desktop computer revolution, reminiscent of Bell Laboratories' innovation in the 1970s. Initially inaccessible, technology became affordable in the 1980s, much like how ChatGPT is today's equivalent of the 80s desktop computer. Today, users have direct access to AI tools like ChatGPT. This allows users to experiment and leverage the emerging technology. With a simple prompt in ChatGPT, anyone can ask the chatbot to complete a task.

ARTIFICIAL INTELLIGENCE PROVIDES ASSISTANCE

THE NEURAL NETWORK REVOLUTION

Simply put, a neural network is a machine-learning system inspired by the human brain. These vast networks process large amounts of data using probability and statistics to recognize patterns. Today, humans produce vast amounts of data. Our daily actions become statistical data points that can be analyzed to predict behavior. ChatGPT delivers that analysis in natural language. These tools are amazing, but simultaneously, they are just producing results based on the existing data. And it should be noted that the neural networks produce results based on the most probable outcome. These outcomes derive from statistical models and the bias of the programmers.

FOR EXAMPLE, I MIGHT TYPE:

PROMPT:

You are a poet; generate a short poem about artificial intelligence.



RESULT:

In circuits woven, code alive,
A silicon dream begins to thrive.
With bytes and bits, a mind ascends,
A digital dance, where logic bends.

In lines of code, a thought is born, From dusk of data to digital morn. Artificial yet so keen to learn, In every algorithm, a twist, a turn. Not born of flesh, nor bound by bone, In a world of numbers, it stands alone. A thinking spark in a sea of machines, Finding beauty in mathematical scenes.

Is this a great poem? ChatGPT doesn't care. The chatbot returned a response based on an algorithm predicting the best words to be placed to each other while adhering to parameters of spelling, grammar, and familiar rhymes.

Why is this poem amazing to some people? Because AI completed the task in 10 seconds, and the individual typing the prompt put no effort forth. ChatGPT completed a mundane task for someone who is poetically challenged. Generative AI and natural language predictive analysis can be a time saver and taskmaster, increasing individual productivity.

In this whitepaper, we will explore the current generative artificial tools, offer examples for economic developers to experiment with generative artificial intelligence tools, give scenarios to use artificial intelligence, and offer the top 10 best practices for using artificial intelligence.

Economic developers can use generative AI tools, like ChatGPT, to analyze data and complete mundane tasks that can take hours to complete.

The world is rich with data, which AI can analyze to help with decisions and strategies.

Generative AI and ChatGPT are not just buzzwords; they represent groundbreaking advancements in natural language processing (NLP) and are poised to impact economic development organizations (EDOs). As we continue to reveal the potential applications of generative AI, we must understand this technology will change our world. On October 30, 2023, President Joe Biden released the first Executive Order on Artificial intelligence. This Executive Order balances the altruism of artificial intelligence with the inevitable corporate interest of providing technology to the public.

"Every act has both good and evil results. Every act in life yields pairs of opposites in its results. The best we can do is lean toward the light, toward the harmonious relationships that come from compassion with suffering, from understanding the other person." — **JOSEPH CAMPBELL**

THE RISE OF GENERATIVE AI

Generative AI is a subset of artificial intelligence that teaches machines to generate content autonomously. It has evolved rapidly in recent years thanks to the advent of deep learning techniques, which include neural networks capable of understanding and producing human-like text.

In simple terms, the AI used today operates from vast neural networks that can process and analyze vast amounts of data. Originating in the 1950s, these systems were initially designed to perform various tasks autonomously. By analyzing numerous envelopes containing names and addresses, they gained the ability to interpret handwritten text.

When we engage AI, we give the neural network more data to analyze. The prompt given to the AI interface is just another instruction to the network to produce some response.

One of the most notable breakthroughs in generative AI is the development of language models. These models, like GPT (Generative Pre-trained Transformer), have demonstrated the power to generate coherent and contextually relevant text. Generative AI enables machines to create text, code, images, and more, pushing the boundaries of what machines can do.

"At the heart of any algorithm that aims to predict an outcome for a data sample- for example, predicting the price of a house given some information about the house or predicting the species of a certain bird given the length of its beak- is probability and statistics." - **HINTZE**

CONTENT CREATION

Generative AI can produce content for reports, articles, and other written materials. This produced content can save organizations time and effort while ensuring the consistency and quality of the content.

For example, after writing a lengthy end-of-the-year report, an economic developer may find themselves exhausted and tired of repeatedly writing and reading the same material. This economic developer can copy their work into ChatGPT and use a prompt to generate a summary.

PROMPT:

From this data, generate a 2,000-word summary written in a business professional tone.



Viola! The economic developer has a summary to begin editing and polishing, and the content writing process is simplified.

In this instance, ChatGPT executes the prompt and assists with an otherwise mundane task. From this draft, the economic developer can add their own style and voice.



COMMUNICATION ASSISTANCE LANGUAGE TRANSLATION

Geoffrey Chaucer's Canterbury Tales, a staple for college English students, explores the human character and critiques medieval society in Middle English. While some appreciate its original beauty, the Middle English language may pose challenges for those unfamiliar with it.

ChatGPT can be an excellent translator.

Whan that Aprill with his shoures soote

The droghte of March hath perced to the roote,

And bathed every veyne in swich licour

Of which vertu engendred is the flour;

Whan Zephirus eek with his sweete breeth

Inspired hath in every holt and heeth

The tendre croppes, and the yonge sonne

Hath in the Ram his half cours yronne,

And smale foweles maken melodye,

That slepen al the nyght with open ye

(So priketh hem Nature in hir corages),

Thanne longen folk to goon on pilgrimages,

And palmeres for to seken straunge strondes,

To ferne halwes, kowthe in sondry londes;

And specially from every shires ende

Of Engelond to Caunterbury they wende,

The hooly blisful martir for to seke,

That hem hath holpen whan that they were seeke.

-Chaucer

When April with its sweet showers

Has pierced the drought of March to the root,

And bathed every vein in such liquid

By which the flower is created;

When Zephyrus also with his sweet breath

Has inspired in every wood and field

The tender new leaves, and the young sun

Has run half its course in Aries,

And small birds make melody,

That sleep all night with open eyes

(Nature incites them in their hearts),

Then people long to go on pilgrimages,

And pilgrims seek strange shores,

To distant shrines, known in various lands;

And especially from every shire's end

Of England they go to Canterbury,

To seek the holy blessed martyr,

Who has helped them when they were sick.

-Chacuer translation by ChatGPT

Language can present challenges to economic developers with limited access to translators in our global economy. Generative AI can bridge these gaps by providing real-time translation services and facilitating communication and collaboration on an international scale.

Google and Microsoft already offer translation services but with ChatGPT's natural language tools. For example, an economic developer can copy a lengthy document written in an unfamiliar language and ask for a summary translation. The response converts the document to English and provides a narrative summarizing the document's content.



IMAGE GENERATION

Al can also be used to create images and artwork. One example of this is DALL-E, an Al model OpenAl developed that generates images from textual descriptions. It utilizes a training process that shows the Al numerous examples of pictures and the text that describes them. The model learns to understand and associate various text elements with corresponding visual features in the images. Users can write prompts into ChatGPT 4 to create images that can be modified with additional prompts if necessary and then download.













HERE IS AN EXAMPLE USING CHATGPT:

PROMPT:

Create a dramatic photo of a businesswoman surveying a construction site. She has on a professional white blazer and a construction helmet.



Here is a sample of the result:



From here, make variations by adding to the prompt:



Make it more photorealistic.
The woman should be smiling.





Convert this image to watercolor and have the woman wearing a VR headset.



This small example shows the breadth of possibility available through AI in generating images. Images that are created through AI cannot be copyrighted, but they can be used freely. Generating images through AI can add a lot of visual support for complementing an article, webpage, blog post, annual report, or any of the many other mediums that economic developers communicate with.



Make it in the style of an animated film. In the background, add a greenfield site and have the woman envision an advanced manufacturing plant being built there.



DATA ANALYSIS

EDOs handle vast amounts of data. Generative AI can assist in data analysis by generating reports and insights, enabling organizations to make data-driven decisions more efficiently.

For example, many economic developers are familiar with the US Bureau of Labor Statistics and its wealth of data. As we know, data sets can tell powerful stories and show areas of concern. But without a narrative or trend analysis, this is just data.

Using ChatGPT with the following:

PROMPT:

You are an economic developer; analyze this 2023 workforce data and write a summary of the trends.



Here is a sample of the result:

LABOR FORCE TRENDS:

- The civilian labor force fluctuated slightly but generally decreased from May (111.9) to October (111.5).
- Employment showed a dip in mid-year, dropping from 108.7 in May to 107.5 in July before recovering to 108.9 in October.
- Unemployment peaked in June at 4.0 and then decreased, reaching a low of 2.6 in October.
- The unemployment rate mirrored this trend, peaking at 3.6% in June and dropping to 2.3% in October.

NONFARM WAGE AND SALARY EMPLOYMENT:

- Total nonfarm employment showed a decline from May to July, then gradually increased, reaching 108.6 in October.
- The 12-month percentage change in total nonfarm employment decreased from 1.7% in May to a slight increase of 0.2% by October.

Overall, the data indicates a generally stable labor market with fluctuations in specific sectors. Some sectors, like Information and Leisure and Hospitality, experienced notable declines, while others, like Trade, Transportation, Utilities, and Government, saw growth. The overall trend suggests a gradual recovery and stabilization in the labor market as the year progressed.

Is this accurate? Providing the data originates from the user, one can be reasonably confident of the results. However, the user must decide if the analysis accurately reflects the present situation. ChatGPT provided a predictive response from a very limited, small data set.

From this narrative, the economic developer can begin writing a newsletter for the Board or add some color to an otherwise dry report.

CUSTOMER SUPPORT

In the realm of economic development, providing excellent customer support is paramount. Chatbots driven by generative AI step into this role seamlessly, offering a solution to handle routine customer inquiries efficiently. EDOs often receive inquiries about business opportunities, investment processes, or community details. A generative AI-powered chatbot, such as ChatGPT, can be programmed to respond to these routine questions, offering instant support and information to interested parties.

Imagine a potential investor visiting your economic development website seeking information about available commercial properties. With a generative AI-powered chatbot, the visitor can converse, asking specific questions about zoning regulations, infrastructure, or tax incentives. The chatbot can provide accurate and instant responses, guiding the potential investor through the initial stages of inquiry. This enhances customer service and ensures that interested parties receive timely and relevant information, fostering a positive perception of the EDO.



PERSONALIZED MARKETING

Generative AI can help organizations create personalized marketing content tailored to the preferences and interests of their target audience, improving customer engagement and conversions.

Economic developers can use ChatGPT to craft tailored messages for specific industry sectors, geographic regions, or business types. By understanding different stakeholders' unique needs and aspirations, generative AI enables EDOs to deliver content that speaks directly to their audience. For instance, a technology company exploring expansion opportunities may receive personalized content highlighting the region's innovation ecosystem, tech infrastructure, and skilled workforce.

Moreover, generative AI assists in creating dynamic and adaptive marketing campaigns. As trends shift and industries evolve, economic developers can utilize ChatGPT to generate content that reflects the latest developments quickly. Whether adapting messaging for a growing sector or addressing emerging challenges, personalized marketing powered by generative AI ensures that economic development efforts remain agile and responsive to the ever-changing landscape. In essence, it's a tool that captures attention and establishes a meaningful connection with the target audience, ultimately driving engagement and conversions in the economic development sphere.

How are you at Google Ads? Many people find creating Google Ads to be cumbersome and time-consuming. With ChatGPT, Google Ads can be created easily.



First, list keyword phrases people use related to "Minnesota business parks." Put the list into ChatGPT with the prompt:

Create two Google Ads from the list of keyword phrases.



The response follows:

Certainly! Here are two Google Ad designs based on the provided keyword phrases:

Ad 1: Explore Minnesota School of Business - Waite Park

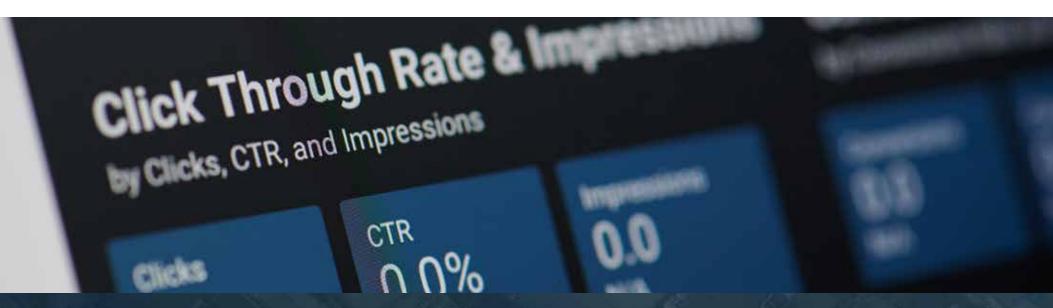
Headline: Discover Your Future at Minnesota School of Business in Waite Park, MN!

Description: Join a thriving community of learners and professionals at our Waite Park campus. Offering diverse programs tailored for

real-world success. Enroll now!

Call to Action: Learn More & Apply Today!

Display URL: www.MinnesotaSchoolOfBusiness-WaitePark.edu



STREAMLINING DATA VISUALIZATION

EMBRACING THE FUTURE OF ECONOMIC DEVELOPMENT

The exploration of the power of AI in the economic development industry reveals a transformative potential that goes beyond mere buzzwords. The evolution of generative AI, exemplified by language models like ChatGPT, has opened new horizons in natural language processes. From content creation and language translation to data analysis, customer support, and personalized marketing, ChatGPT emerges as a versatile tool capable of streamlining processes and enhancing the efficiency of EDOs. As President Jo Biden's Executive Order emphasizes the responsible integration of AI into society, the potential for collaboration between altruistic goals and corporate interests becomes apparent. The integration of ChatGPT into various facets of economic development signifies a step into a future where technology addresses practical challenges and fosters a more interconnected and informed global community.

As mentioned above, economic developers often grapple with vast datasets, seeking meaningful insights to inform strategic decisions. ChatGPT not only assists in data analysis but can also streamline the process of creating informative charts and visualizations.

HOW CHATGPT ENHANCES DATA INTERPRETATION THE CHALLENGE: DECIPHERING CENSUS DATA COMPLEXITY

Census data is a treasure trove of information for economic developers, offering key insights into demographics, employment trends, and regional characteristics. However, translating this data into comprehensive charts can be a time-consuming and intricate task. Economic developers face the challenge of distilling complex statistics into visual representations accessible to diverse stakeholders.

THE SOLUTION: CHATGPT AS YOUR DATA INTERPRETATION ASSISTANT

While ChatGPT may not directly generate visualizations, it can assist economic developers in formulating queries, refining data points, and interpreting results.

STREAMLINING DATA VISUALIZATION

EXAMPLES

#1 Crafting Descriptive Prompts

Economic developers can leverage ChatGPT to help articulate the details they need for a chart. Using descriptive prompts like:

PROMPT:

You are an economic analyst. Provide me with a concise description of the age distribution in our region using the latest census data.



This enables a more focused approach to data analysis and visualization.

#2 Refining Data Queries

ChatGPT can assist economic developers in refining their data gueries:

PROMPT:

Based on the age distribution data, suggest key data points for a bar chart that would be insightful for our stakeholders.



This collaborative process allows for a more targeted and effective use of data.

#3 Interpreting Results

ChatGPT can assist in interpreting data, guiding economic developers to refine their visualization needs:

PROMPT:

Help me identify trends in the age distribution that would be visually compelling in a line chart for our upcoming presentation.



This interactive interaction facilitates a deeper understanding of the data.

INTEGRATING CHATGPT WITH DATA VISUALIZATION TOOLS

Economic developers can use ChatGPT in conjunction with dedicated data visualization tools like Tableau, Microsoft Power BI, or Google Data Studio to streamline the data visualization process. They can input the insights gained from ChatGPT into these tools to create visually appealing and informative charts.

ELEVATING BLOG ARTICLES WITH CHATGPT: A GUIDE FOR DYNAMIC CONTENT CREATION

In the digital age, blog articles are a powerful tool for economic developers to share insights, engage communities, and showcase the vibrancy of their regions. Yet, the process of crafting compelling blog posts can be both challenging and time-consuming. Here, we'll explore how various prompts and edits can transform your blog articles, making them more impactful and tailored to diverse audiences.

UNI FASHING CREATIVITY AND ENGAGEMENT GENERATING BLOG POST IDEAS

Use ChatGPT to kickstart your creative process. For instance:

PROMPT:

Create a blog article discussing the impact of innovation hubs on local economies.



ChatGPT will provide a foundational structure you can build upon, saving valuable brainstorming time.

PERSONALIZING CONTENT

Ensure your audience can connect with you. For example:

PROMPT:

Integrate my contact details into the article. My email is [your@email.com], and feel free to connect with me on LinkedIn at [LinkedIn Profile]



ChatGPT will seamlessly weave your contact information into the narrative, enhancing accessibility for readers.

INFUSING ANALOGIES FOR ENGAGING NARRATIVES

Add a dynamic flair to your content with analogies, such as sports-inspired language:

PROMPT:

Transform the article about innovation hubs into a piece filled with sports analogies, drawing parallels between economic development strategies and team dynamics.



This creative approach adds a new layer of engagement and makes complex topics more accessible.

ELEVATING BLOG ARTICLES WITH CHATGPT: A GUIDE FOR DYNAMIC CONTENT CREATION

SIMPLIFYING FOR YOUR AUDIENCE

Ensure your content is accessible to a broader audience:

PROMPT:

Simplify the language and structure of the blog article about innovation hubs to make it suitable for a 6th grade reading level.



ChatGPT will adjust the complexity, making your economic development insights digestible for a broader demographic.

INCORPORATING STORYTELLING FLEMENTS

Create a narrative that resonates with your audience:

PROMPT:

Weave a personal story into the blog post about innovative hubs, illustrating the real-world impact on businesses and individuals in the community.



ChatGPT can infuse storytelling elements, making your content more relatable and engaging.

CRAFTING SEO-OPTIMIZED HEADLINES

Improve the discoverability of your blog article:

PROMPT:

Suggest SEO-friendly headlines for the blog article about innovation hubs.



ChatGPT can provide catchy and keyword-rich headlines to enhance your article's visibility in search engines.

GUIDING FCONOMIC DEVELOPMENT NARRATIVES

With ChatGPT as your writing companion, the possibilities for crafting impactful economic development blog articles are virtually limitless. Experiment with prompts and editing to tailor your content to different audiences, styles, and goals. Whether simplifying complex concepts or infusing creativity through analogies, ChatGPT is a valuable asset in your quest to communicate effectively and engage readers.

Workforce development stands at the heart of any region's economic vitality. It is the cornerstone on which businesses, industries, and communities build their future. In the age of AI and advanced technology, leveraging AI for workforce development has become an option and a strategic imperative for EDOs.

ALIN SKILLS GAP ANALYSIS

Identifying and addressing skills gaps is essential to workforce development. EDOs can use AI to analyze labor market data and job postings to pinpoint areas demanding specific skills. By collecting and processing data on job requirements and the skills of the local workforce, AI can highlight disparities, enabling organizations to target training programs more effectively.

FXAMPLE

In City A, economic developers partnered with an AI-powered analytics platform to assess the local job market. The platform analyzed job postings and compared them to the skills of the available workforce. This data-driven approach revealed a high demand for digital marketing skills. With this information in hand, the city established training programs for residents, increasing digital marketing expertise and attracting businesses in the tech sector.

AL-DRIVEN PERSONALIZED TRAINING

Al's pivotal role in personalized training revolves around its capability to analyze extensive data sets, comprehend individual learning patterns, and predict skill requirements. This proactive approach enables EDOs to design training initiatives that are finely tuned to the unique attributes and aspirations of the local workforce.

IDENTIFY INDIVIDUAL LEARNING PATHS

Ask ChatGPT to generate prompts such as:

PROMPT:

Devise a training program tailored to individual learning styles in a diverse workforce.



Al algorithms can analyze historical data on individual learning trajectories, considering factors like preferred learning styles, pace of progress, and areas of strength or challenge. These data-driven insights allow EDOs to tailor training programs that resonate with each participant, fostering a more engaging and effective learning experience.

ADAPT TO INDUSTRY TRENDS IN REAL TIME

Seek Al's assistance with prompts like:

PROMPT:

Create a dynamic training curriculum that adapts in real time to emerging industry trends



Al can continuously monitor changes in the job market and industry trends. By staying attuned to the latest developments, EDOs can adjust training content dynamically to align with emerging skill demands. This real-time adaptability ensures that training programs remain relevant and responsive to the evolving needs of businesses and industries.





SUCCESSFUL IMPLEMENTATION: CITY A'S DIGITAL MARKETING SKILLS INITIATIVE

A prime example of AI-driven personalized training's impact can be seen in City A, where economic developers collaborated with an AI-powered analytics platform. Utilizing advanced algorithms, the platform scrutinized job postings and evaluated the existing skill sets of the local workforce.

DATA-DRIVEN INSIGHTS

The analysis, prompted by queries like:

PROMPT:

Analyze job posting to identify skill gaps in the local workforce.



Revealed a substantial demand for digital marketing skills in City A's job market, signaling an opportunity for strategic intervention.

TAIL ORED TRAINING PROGRAMS

Prompt AI with:

PROMPT:

Design training programs specifically tailored to address identified skill gaps in digital marketing.



Armed with this data, the city implemented targeted training programs designed to enhance digital marketing expertise among residents. The personalized nature of these programs ensured that participants acquired skills aligned with the identified demand, maximizing the impact on both individual career growth and the city's economic landscape.

ATTRACTION OF TECH SECTOR BUSINESSES

Prompt AI to explore:

PROMPT:

Assess the impact of digital marketing skill development on attracting tech sector businesses.



The initiative's success attracted businesses in the tech sector, drawn to the pool of skilled professionals nurtured through personalized training programs. This addressed the skills gap and positioned City A as an attractive hub for digital talent.

THE FUTURE OF WORKFORCF DEVELOPMENT

As AI advances, the potential for personalized training in workforce development becomes even more promising. Integrating AI-driven insights ensures that EDOs can stay ahead of evolving skill requirements, fostering a workforce that is prepared for current challenges and adaptable to the dynamic demands of the future job market. Al-driven personalized training is a strategic imperative, propelling economic developers toward a future where skill development is finely tuned to the pulse of technological innovation and industry evolution.





BEWARE OF BIAS: WHEN TO HARNESS AI AND WHEN TO EXERCISE CAUTION

You now understand that AI is a powerful tool that has found applications in various domains, from streamlining operations to enabling innovative solutions. However, it's essential to know when to employ AI and when to exercise caution to ensure the best outcomes.

First, neural networks need data to analyze; the bigger the sample size, the better. Statisticians have always understood that without a good sample size, the results will be skewed and unreliable.

Secondly, the neural networks are biased from the data and programmers. This prompted the Executive Order from the Biden Administration. This Executive Order attempts to regulate the behavior of creators of artificial intelligence by recommending the technology be used for good and come from trustworthy sources. While noble and aspirational, the Executive Order carries as much power as a parent suggesting a child not eat a candy bar before dinner.

"It's important that we understand one simple fact: our artificial intelligence algorithms don't wake up and decide to be biased towards a certain population sample. Instead, they pick up the bias from the data we use to train them." – **WENGER**

WHEN TO EMBRACE AI

CUT-AND-DRY TACTICAL CONTENT

Al excels at handling routine, cut-and-dry tasks. Al can save time and improve efficiency for straightforward, tactical content like reports, summaries, or data analysis, like the examples mentioned earlier. This is particularly useful for EDOs seeking to generate routine reports or data summaries quickly.

REPETITIVE PROCESSES

Al can be a valuable ally when it comes to automating repetitive processes. Tasks like data entry, data cleansing, or routine customer inquiries can be efficiently handled by AI, freeing up human resources for more complex and creative activities.

BEWARE OF BIAS: WHEN TO HARNESS AI AND WHEN TO EXERCISE CAUTION

LARGE-SCALE DATA ANALYSIS

When dealing with vast amounts of data, AI can be a game-changer. It can process and analyze data at a speed and scale that would be challenging for humans, providing valuable insights and trends.

BRAINSTORMING AND RESEARCH AID

Al tools can assist in brainstorming and initial research by generating ideas, suggesting keywords, and even providing background information. However, it's important to use Al as a starting point and complement it with your own follow-up research to ensure accuracy and relevance. We'll cover this in more detail later.

WHEN TO EXERCISE CAUTION COMPLEX, COMMUNITY-SPECIFIC CONTENT

Al may struggle with complex, community-specific content that requires a deep understanding of local nuances and cultural factors. EDOs dealing with intricate, context-dependent issues should be cautious when relying solely on Al-generated content.

ETHICAL CONCERNS

Ethical considerations are paramount when using AI, especially for sensitive topics or applications. Users should not employ AI in ways that might perpetuate bias, discriminate, or infringe upon privacy.

HIGH-STAKES DECISION-MAKING

Avoid relying solely on AI for high-stakes decision-making. While AI can provide valuable insights, important decisions should involve human expertise, critical thinking, and careful consideration.

PERSONAL ENGAGEMENT

Economic development often requires personal engagement and relationship-building, which AI cannot replace. While AI can assist in routine communication, it should not replace genuine human connections.

BEWARE OF BIAS: WHEN TO HARNESS AI AND WHEN TO EXERCISE CAUTION

DATA QUALITY

Al's effectiveness depends on the quality of data it is trained on. If your data is inaccurate or incomplete, Al results may be misleading. Ensure that your data is clean and reliable before implementing Al solutions.

USING ALFOR BRAINSTORMING AND RESEARCH

Al can be a valuable tool for brainstorming and initial research, helping you generate ideas, identify keywords, and provide background information. ChatGPT can assist with brainstorming and offer insights on various topics. However, it's important to remember that Al is not a substitute for comprehensive research. Always follow up with your own research to ensure accuracy and relevance to your specific needs.

BALANCING AI WITH HUMAN EXPERTISE

Al should be seen as a complement to human expertise, not a replacement. When leveraging AI, it's crucial to balance automation and human intuition. Rely on AI for tasks it excels at, such as data processing and generating tactical content. However, for complex, context-specific issues, rely on the knowledge and expertise of your team. Ultimately, human judgment and creativity are irreplaceable assets in economic development.



OVERVIEW: THE TOP 10 BEST PRACTICES FOR AI-CREATED CONTENT

#1 BE THOUGHTFUL AND DELIBERATE

Generative AI depends on the thoughtfulness and specificity of the request. If you use a chatbot to hastily finish a project that is running behind due to procrastination, you will get a sloppy result that shows a lack of planning.

#2 PROOFREAD AND EDIT

Generative AI tools provide responses based on probability distributions and algorithms. You will notice that the same phrases and sentence structures will be used over time.

#3 ADD YOUR VOICE, STYLE, AND BRAND

The content is only a draft and should never be the final product.

#4 ADD QUOTES AND A HUMAN VOICE

The best content produced evokes an emotional response. So, use the data to prove the point, but start with human-written content to create the story.

#5 CHECK AND DOUBLE-CHECK THE DATA

ChatGPT doesn't know the difference between whether a local floral shop exists on a community's main street or just in the search results. Often, shuttered businesses appear in narratives because the search results still reflect the business web pages.

OVERVIEW: THE TOP 10 BEST PRACTICES FOR AI-CREATED CONTENT

#6 WRITE GREAT PROMPTS

Like most things, bad inputs give bad outputs. Learn to write great prompts in ChatGPT. For example, assign roles to the prompt.

PROMPT:

You are a marketer. Examine this data set for SEO terms.



PROMPT:

You are a finance professional. Examine this financial statement for solvency.



#7 AVOID PLAGIARISM AND COPYRIGHT

By using your own data, you can always be assured of authenticity. Asking ChatGPT to search the Internet is a recipe for disaster.

#8 STAY CURRENT ON DEVELOPMENTS

Artificial intelligence will take many, many forms. From spell check and grammar check to more sophisticated data analytics, artificial intelligence will continue to be part of our lives.

#9 USE YOUR MORAL COMPASS

As a human, you have the ability to determine whether or not an action is ethical or not. If using AI content feels "icky" or like you are getting away with something, rethink how you are using the content.

#10 EXPERIMENT AND BE CREATIVE

Artificial intelligence, business intelligence, and generative AI are revolutionizing our content-driven world. But we are not being taken over by machines who wish to eradicate our existence. This is an exciting time to be alive-unless we are just a computer simulation.

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