

DO

DON'T

Use it as soup starter	Use the raw output without review
Use AI to automate repetitive tasks	Spend a lot of time performing or trying to automate one time use tasks or workflows
Protect your company and client data	Upload anything that you don't want to be public domain
Be aware of the "hype" surrounding - make sure you are solving a problem and not just buying a promise or shiny object	Be fooled by vendors that can't demonstrate how they use AI in their products
Get your house in order before you start down the AI path	Expose your company to any undue risk; consider your "connected risk"
Use AI to generate video content	Just create and publish content - verify, verify, verify first
Think of AI as a "iterative" technology	Take the one-and-done approach
If you have compliance needs, then use AI to gather and lighten the burden	Submit ANYTHING without manual review
Check for plagiarism and trademark usage when generating content	Assume that everything is an original work and you are free to publish it without checking first
Find something truly meaningful you want to enhance in your business	Pick something too complicated or "mission-critical"