

From AI Overwhelmed to AI Empowered

Welcome The Bad Academy Members! This presentation will help you understand AI. Learn how AI can impact your career. Discover ways to leverage AI for empowerment.



by El Wong



Agenda

- ☐ Welcome
- ☐ AI Fundamentals
- ☐ Hands on 10x ChatGPT
- ☐ AI Biases
- ☐ Action planning



Superpowers with AI



About El Wong

<http://www.linkedin.com/in/elewong>

<https://www.tiktok.com/@superpowersai>



Experience

26 years in corporate settings



Facilitation

AI, leadership, change, and inclusion



Certified Coach

Associate Certified Coach (ACC)



Superpowers with AI

Demystifying AI: What It Actually Is (And Isn't)

☐ Artificial Intelligence

☐ Machine Learning

☐ Generative AI

AI that can create new content (text, images, video, audio) based on what it's learned from existing content



You're already using AI! Netflix recommendations, Google Maps routing, email spam filters and autocomplete are all AI-powered.



Superpowers with AI

Creating Our Learning Community

Our Workshop Values

- Vulnerability is welcomed and encouraged
- No "stupid" questions – we're all learning together
- Respect for different comfort levels with technology
- Practical application over technical jargon



The Benefits of AI

Increased Efficiency

AI can boost productivity by up to 40%.

Enhanced Decision-Making

AI-driven orgs are 23x more likely to acquire customers.

Revenue Growth

Companies using AI report a 10% increase in revenue.



Superpowers with AI



AI Applications for Your Business/Career

1

Content Creation

- Blog posts, social media, email newsletters
- Product descriptions and website copy
- Creating and editing images for marketing
- **Tools:** ChatGPT, Jasper, Canva AI, Copy.ai

2

Customer Service

- 24/7 chatbots for common questions
- Email response suggestions
- Customer feedback analysis
- **Tools:** Intercom, Zendesk AI, Drift

3

Administrative Tasks

- Scheduling and calendar management
- Document summarization
- Data entry and organization
- **Tools:** Clara, Otter.ai, Notion AI

4

Financial Management

- Expense tracking and categorization
- Invoice processing and management
- Financial forecasting
- **Tools:** QuickBooks AI, Expensify, Bench



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Women and Underrepresented Communities

Women face unique challenges as automation impacts various industries. Understanding these systemic challenges is crucial for addressing the unique economic vulnerabilities women face.



Occupational Concentration

Often concentrated in specific job roles.



Educational & Training Barriers

Limited access to relevant skills development.



Economic Vulnerabilities

Automation can exacerbate existing financial insecurities.



Industry Impact

Certain sectors with high underrepresented groups' employment are at risk.



Superpowers with AI

Getting Started with ChatGPT

Follow these steps to access ChatGPT and start exploring its capabilities.



Visit OpenAI

Go to chat.openai.com.



Create Account

Click "Create new account".



Sign Up

Use your email address.



Verify Email

Use the link sent to you.



Log In

Access the ChatGPT web interface.

Ensure you have ChatGPT (free) downloaded and note the query limits.



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ChatGPT: The "Google of AI"

Broad Information

ChatGPT provides a broad range of information.

Answers and Insights

Use it to get answers and insights.



Superpowers with AI

ChatGPT

1. Write or edit anything

- Emails, essays, contracts, poems, code — instantly and fluently.

2. Summarize and explain complex material

- Simplifies PDFs, legal docs, research, or code into plain English.

3. Tutor you on nearly any subject

- Learn math, history, languages, or test prep, step by step.

4. Be your thinking partner

- Brainstorm ideas, debug logic, or pressure-test assumptions.

5. Automate repetitive work

- Generate reports, clean data, outline slides, rewrite text.

6. Roleplay anyone you need

- Prep for interviews, simulate customers, rehearse conversations.

7. Connect you to tools

- Write code for APIs, spreadsheets, calendars, or the web.

8. Offer therapy and companionship

- Talk through your day, reframe thoughts, or just listen.

9. Help you find purpose

- Clarify values, define goals, and map actions that matter.

10. Organize your life

- Plan trips, build routines, structure your week or workflow.



AI as Your Assistant



Hyper Intelligent

Newly Hired

Your Assistant

It is ready to help with tasks and provide support.



Superpowers with AI

Incorrect vs Correct Usage

Write an email about our
[customer service policy].



Superpowers with AI

Incorrect vs Correct Usage

A robotic hand, primarily white with blue and black joints, is shown holding a stack of three white rectangular papers. The hand is positioned on the left side of the frame, with the fingers wrapped around the papers. The background is a soft gradient of light blue and pink.

Act as a customer service agent, write an email responding to a client about our customer service policy. Acknowledge the client complaint, use a friendly and professional tone. No more than 3 sentences.
Ask me 3 clarifying questions before you start.



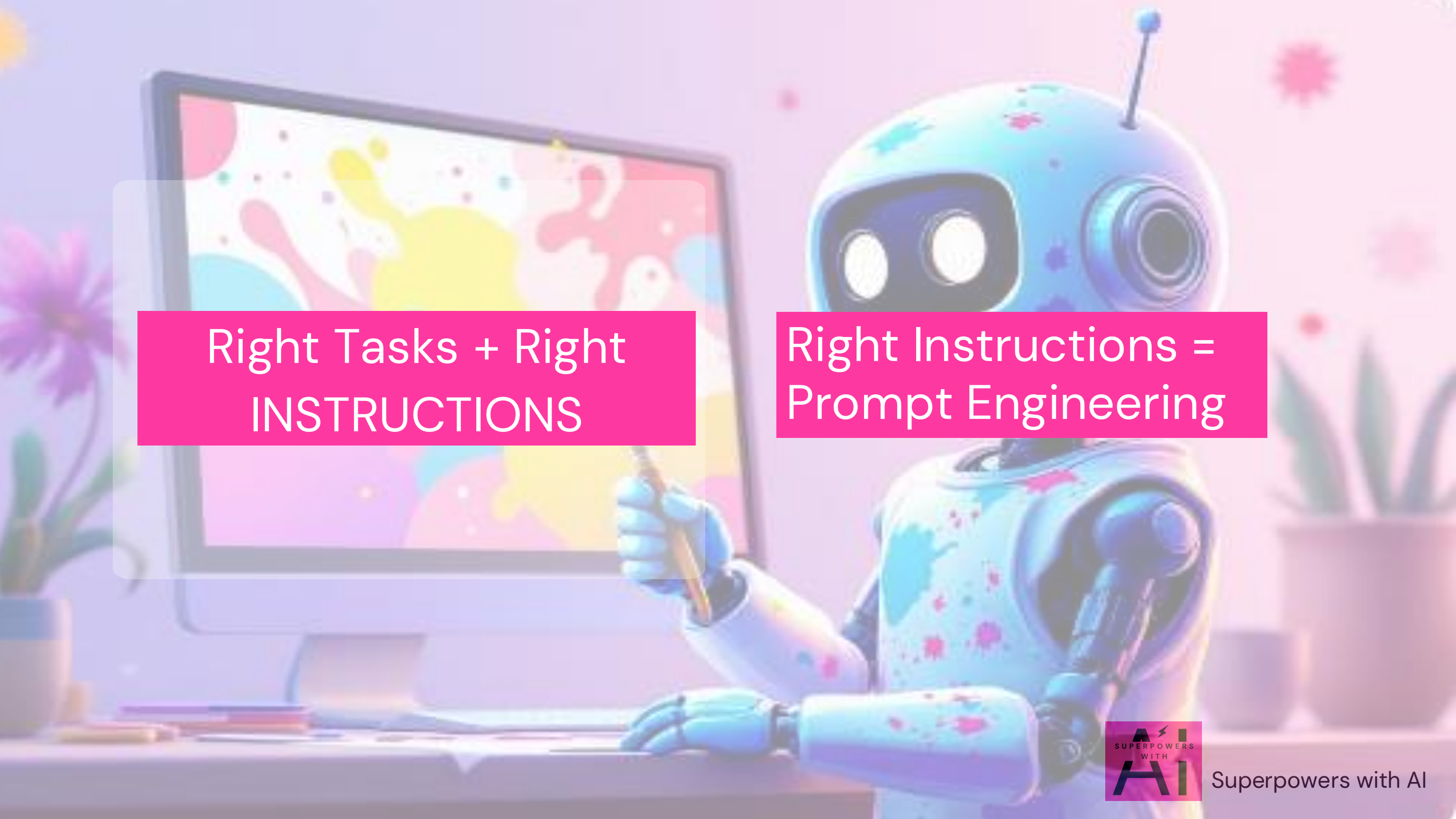


Right Tasks + Right
INSTRUCTIONS = Best usage

Thankfully this can be taught – it's a skill.



Superpowers with AI

A blue robot with a paintbrush is painting a colorful abstract image on a computer monitor. The robot has a round head with two large white eyes and a small antenna. It is holding a paintbrush in its right hand and is in the process of painting a yellow shape on the screen. The background is a soft, pastel-colored room with a pink wall and some potted plants.

Right Tasks + Right
INSTRUCTIONS

Right Instructions =
Prompt Engineering



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Great for non-techies

Talking to AI is a
communication
not a coding skill.



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Exercise:

Open up ChatGPT
Free
web or app on phone

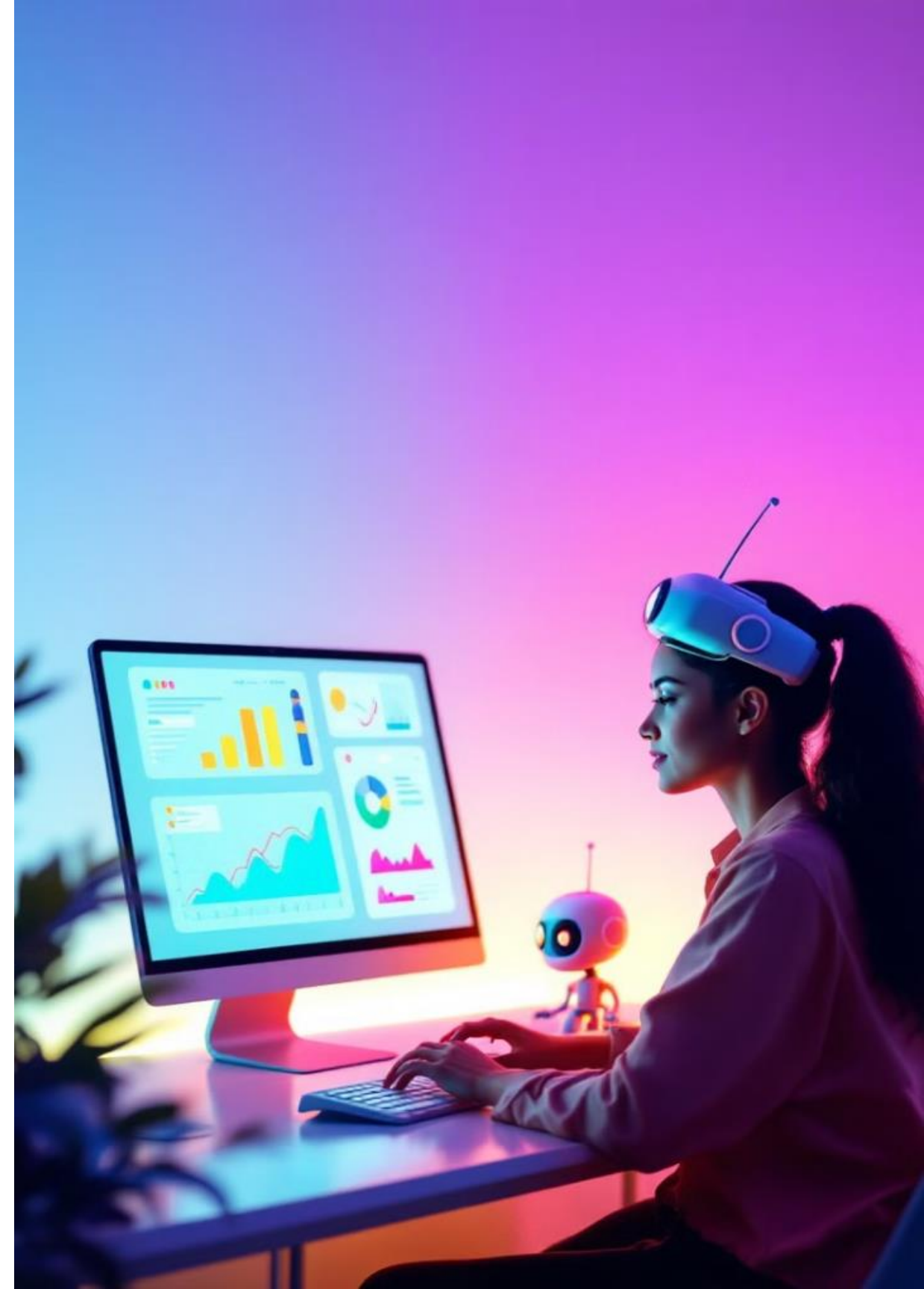
Exercise – 2 minutes

Give ChatGPT prompt
/instructions –

Write an article about
[imposter syndrome].



Superpowers with AI



Write an article about imposter syndrome

Imposter Syndrome: Why You Feel Like a Fraud (And How to

Have you ever accomplished something great, only to feel like you're not good enough? You're not alone. Many people experience imposter syndrome, a feeling of self-doubt that has a name: **Imposter Syndrome**.

It affects high-achievers, perfectionists, and even those who don't see themselves as "high-achievers." Imposter syndrome is a mental trap—not real, but you can overcome it.

What Is Imposter Syndrome?

Imposter Syndrome is the persistent belief that you're not good enough, despite evidence of your accomplishments. Even when there's clear evidence of your success, you feel like a fraud who got lucky.

Signs You Might Have

- You downplay your achievements
- You're afraid of being "found out"
- You set extremely high standards
- You compare yourself to others
- You avoid new challenges

Why Does Imposter Syndrome Happen?

Imposter syndrome doesn't come out of nowhere. It's often caused by a combination of factors that contribute to it, including:

1. Perfectionism

If you expect yourself to be perfect, it's easy to feel like a fraud when you make a mistake.

2. Upbringing & Family

Many people who grew up in high-achieving households feel constant pressure to succeed.

How to Overcome Imposter Syndrome

1. Recognize It's Just a Feeling—Not a Fact

Your brain may be telling you that you're not good enough, but that doesn't make it true. Notice when these thoughts come up and challenge them.

2. Keep a "Wins" Journal

Write down your accomplishments, positive feedback, and moments when you felt proud. When self-doubt creeps in, look at this list as proof that you are capable.

3. Stop Comparing Yourself to Others

Everyone is on their own journey. Instead of focusing on what others are doing, celebrate your own progress.

4. Talk About It

You're not alone! Many successful people—like Michelle Obama and Tom Hanks—have admitted to feeling like imposters. Talking to a mentor, coach, or therapist can help put things into perspective.



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Results are
generic



Superpowers with AI

RISENTM

ROLE – INSTRUCTION – STEPS –
END GOAL – NARROWING

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END GOAL – NARROWING

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ROLE – INSTRUCTION –
STEPS – END GOAL –
NARROWING

ROLE – INSTRUCTION



What persona
should the AI
adopt?

“as a Buzzfeed writer write an
article about **[imposter**

writer write an
article about
**[imposter
syndrome]”**

10 Signs You Have Imposter Syndrome (And How to Kick It to the Curb)

Imposter syndrome: that sneaky little voice in your head whispering, "You're a fraud, and everyone is about to find out." Sound familiar? You're not alone. Studies show that **up to 70% of people** experience imposter syndrome at some point. Yes, even the CEO who seems to have their life together and your super-confident coworker who never stumbles over their words.

So, how do you know if imposter syndrome has taken up residence in your brain? Let's break it down with these **10 telltale signs**—and more importantly, how to shut it down for good.

1. You Attribute Success to Luck

Got a promotion? Nailed a big project? Landed a dream client? If your first thought is, "I just got lucky," rather than "I worked my butt off," imposter syndrome might be at play.

Fix it: Start keeping a **win journal**. Write down your achievements, big or small, and **own** your success. You worked for it, you earned it.

2. You Fear Being “Exposed” as a Fraud

If you constantly feel like you're one mistake away from being "found out" as an imposter, congratulations! You're officially experiencing one of the most common symptoms of imposter syndrome.

Fix it: Remind yourself that **competence doesn't mean perfection**. Nobody knows everything, and that's okay.

ROLE – INSTRUCTION –
STEPS – END GOAL –
NARROWING

“As a BetterUp coach
write an article article
about [imposter
syndrome]”

Act as a BetterUp coach write an article article about imposter syndrome

 GPT-4o

Overcoming Imposter Syndrome: Embracing Your True Potential

Have you ever found yourself doubting your abilities, feeling like a fraud despite your accomplishments, or fearing that one day, others will "find out" you're not as capable as they think? If so, you're not alone. These feelings are the hallmark of *imposter syndrome*—a phenomenon that impacts people from all walks of life, from students to CEOs, and even world-renowned experts.

At BetterUp, we believe that imposter syndrome is not a reflection of your abilities but rather an opportunity for growth. In this article, we'll explore what imposter syndrome is, why it happens, and how



Superpowers with AI

Overcoming Imposter Syndrome: Embracing Your True Potential

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At BetterUp, imposter syndrome refers to the internal voice that tells you that you are not as capable as you perceive you to be. It's often accompanied by feelings of self-doubt and a tendency to attribute success to luck or external factors rather than your own abilities. You can recognize imposter syndrome when you can't

The Roots of Imposter Syndrome

Imposter syndrome doesn't appear out of nowhere. Its roots often lie in:

From Imposter to Empowered

Dr. Pauline Clance and Dr. Suzann Wimbush, authors of *The Imposter Phenomenon*, note that achieving individuals often struggle with imposter syndrome. Research shows that women, minorities, and those in high-achieving environments are more susceptible.

- 1. **Perfectionism:** Setting unrealistic standards where anything less than perfect is a failure.
- 2. **Comparison:** Measuring your worth against others, focusing on struggles or limitations.
- 3. **Cultural and societal pressures:** Internalizing societal expectations that lead to feelings of inadequacy.
- 4. **New challenges:** Starting new projects or roles that push you out of your comfort zone.

Imposter syndrome doesn't have to hold you back. In fact, it can be a sign that you're pushing yourself outside your comfort zone—a necessary step for growth. By acknowledging your feelings, reframing your mindset, and seeking support, you can transform self-doubt into self-belief.

At BetterUp, we've seen countless individuals overcome imposter syndrome to achieve their goals and thrive in their personal and professional lives. Remember, you are more capable than you think, and the world needs your unique talents and perspective.

So, the next time imposter syndrome whispers in your ear, take a deep breath, remind yourself of your worth, and keep moving forward. You've got this.



Write an article about imposter syndrome

Imposter Syndrome: Why You Feel Like a Fraud (And How to Overcome It)

Have you ever accomplished something great—maybe landed a new job, received a promotion, or finished a big project—only to feel like you didn’t really deserve it? Like somehow, you tricked everyone into thinking you’re more capable than you actually are? If so, you’re not alone. This nagging doubt has a name: **Imposter Syndrome**.

It affects high-achievers, perfectionists, students, professionals, and even celebrities. But the truth is, imposter syndrome is a mental trap—not reality. Let’s break down what it is, why it happens, and how you can overcome it.

What Is Imposter Syndrome?

Imposter Syndrome is the persistent belief that you are not as competent as others perceive you to be. Even when there’s clear evidence of your skill, experience, or accomplishments, you feel like a fraud who got lucky.

10 Signs You Have Imposter Syndrome (And How to Kick It to the Curb)

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So, how do you know if imposter syndrome has taken up residence in your brain? Let’s break it down with these **10 telltale signs**—and more importantly, how to shut it down for good.

1. You Attribute Success to Luck

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Fix it: Start keeping a **win journal**. Write down your achievements, big or small, and **own** your success. You worked for it, you earned it.

Act as a BetterUp coach write an article about imposter syndrome



Overcoming Imposter Syndrome: Embracing Your True Potential

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ROLE – INSTRUCTION –
STEPS – END GOAL –
NARROWING

AI can act as ANY role.

ROLE gives specific
focus = less generic
response.



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RISENTM

ROLE – INSTRUCTION – STEPS –
END GOAL – NARROWING



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ROLE – INSTRUCTION –
STEPS – END GOAL –
NARROWING



STEPS

Are there specific steps to follow?



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Steps – giving better details to the instruction:

Attention Grabbing Headline.

Intriguing, Short First Sentence.

Scannable Body Copy. Three paragraphs, three main points.

Conclusion with Call to Action to explore further resources

ROLE – INSTRUCTION –
STEPS – END GOAL –
NARROWING



Superpowers with AI

Give ChatGPT prompt /instructions –

“As a BetterUp coach write an article about [imposter syndrome]. Use an attention grabbing headline as a hook”.

1. Copy last prompt
2. New chat. Paste prompt.
3. Add **Role/Instructions & Steps**



Act as a BetterUp coach write an article about [imposter syndrome].
Use an attention grabbing headline as a hook

"I Don't Belong Here": Overcoming Imposter Syndrome and Owning Your Success

You've worked hard, achieved milestones, and earned your place at the table—so why do you feel like a fraud? Imposter syndrome is that nagging voice in your head whispering, *"You're not good enough. They'll find out you don't belong."*

You're not alone. Studies show that **70% of professionals experience imposter syndrome at some point** in their careers, from entry-level employees to top executives. It's a psychological pattern where high-achievers doubt their accomplishments and fear being "exposed" as incompetent, despite evidence of their success.

Where Does Imposter Syndrome Come From?

Imposter syndrome doesn't appear out of nowhere. It's often rooted in:

- **Perfectionism** – Setting impossibly high standards and feeling like a failure when you fall short.
- **Comparisons** – Scrolling through LinkedIn and assuming everyone else is more competent and confident.
- **New Challenges** – Getting promoted, switching careers, or entering high-stakes situations that stretch your comfort zone.
- **Cultural and Social Conditioning** – Many women, people of color, and first-generation professionals feel added pressure to prove they belong.

How to Overcome Imposter Syndrome and Step Into Your Power

The good news? Imposter syndrome isn't a life sentence. Here's how to break free from self-doubt and own your success:

1. Reframe Your Thoughts

Your inner critic is lying to you. Instead of thinking, *"I'm not qualified,"* reframe it as, *"I am learning and growing, just like everyone else."* Your brain believes what you repeatedly tell it—so rewrite the narrative.



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RISENTM

ROLE – INSTRUCTION – STEPS –
END GOAL – NARROWING



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Superpowers with AI

ROLE – INSTRUCTION –
STEPS – END GOAL –
NARROWING

END GOAL

What is the
desired output?



“This blog article should be aimed at Fortune 500 CTOs.”

“The blog article’s aim is to prove thought leadership.”

“The blog article should be highly sharable between members of this audience”



RISENTM

ROLE – INSTRUCTION – STEPS –
END GOAL – **NARROWING**



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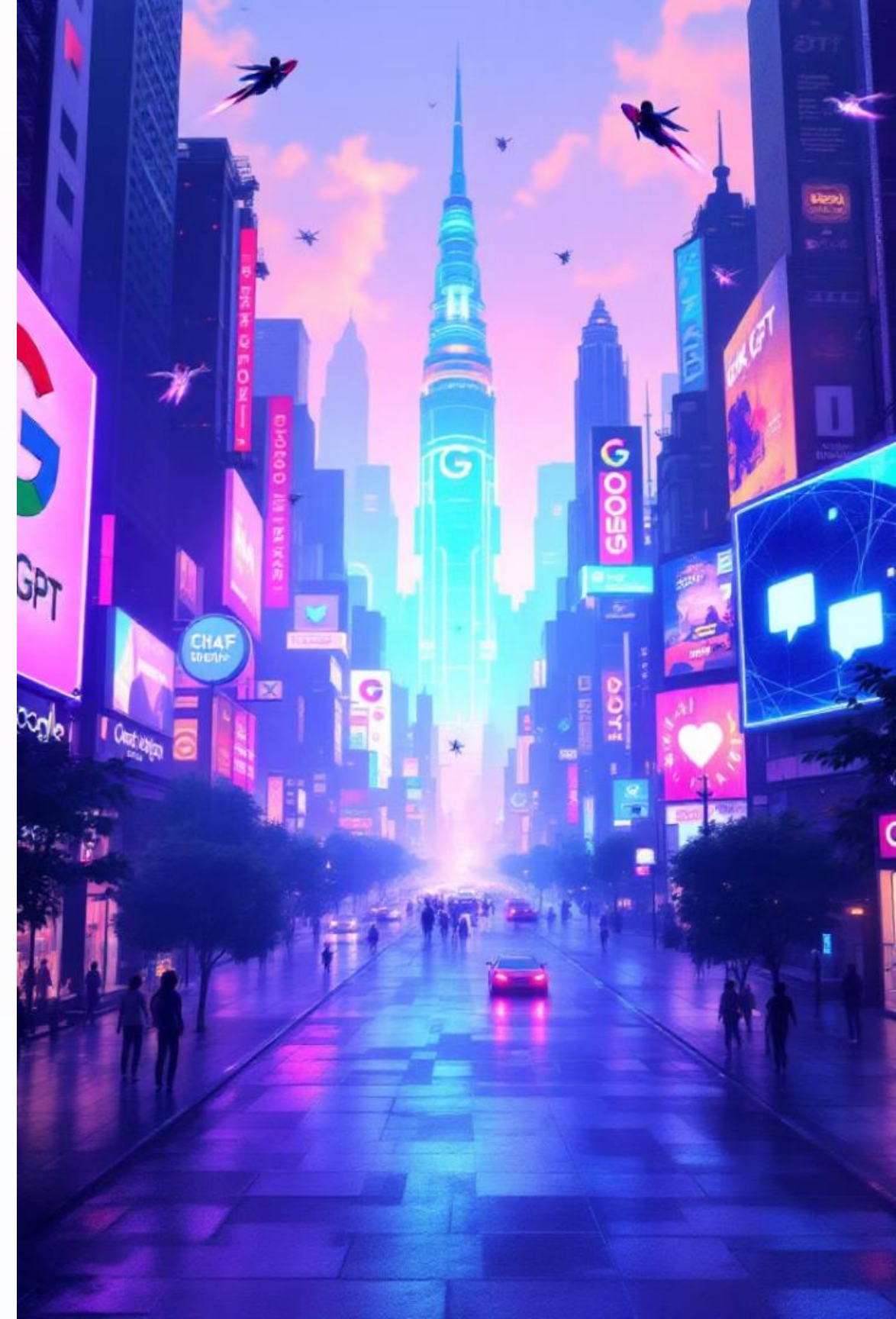
NARROW

What constraints
are you adding?

Fine tuning



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"Do not use overly floral language,
aim for formal professional tone. Not emotive."

"Do not use paragraphs with more than 6 sentences."

"Ask me 3 clarifying questions before you start"

Pro-tip: "ask me questions until you are 95% sure
you can complete the task"

ROLE – INSTRUCTION –
STEPS – END GOAL –
NARROWING

Act as a strategic advisor with expertise in data-driven decision making, guide me through executing budget cuts. Outline criteria for evaluating positions including skills, performance data and future value. Complete restructure quickly and efficiently. Ask me 3 clarifying questions before you start

Got it, Boss. Before I map out a streamlined process for making data-driven budget cuts and evaluating roles, I need to get clear on three key points:

1. What's the primary goal of the restructure?

- Are you trying to reduce a specific dollar amount?
- Or is this more about streamlining operations, removing redundancy, or shifting focus?

2. What kind of data do you have access to?

- Performance reviews, KPIs, client feedback?
- Skills inventory or training records?
- Revenue or cost-per-employee figures?



Protip:
To answer questions one by one
and to go to next line:
Shift > Enter



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Give ChatGPT prompt /instructions –

“As a Better Up Coach write an article about imposter syndrome. Use an attention-grabbing headline and the article no more than 200 words, with an audience of new leaders. Ask me 3 clarifying questions before you start”

1. Copy last prompt (above).
2. New chat. Paste prompt.
3. Add **End Goal & Narrowing**



Final Prompt

You Belong Here: Overcoming Imposter Syndrome as a New Tech Leader

Stepping into leadership in tech can feel like walking into a room where everyone seems smarter, more experienced, and more qualified. That nagging voice telling you that you don't belong? That's imposter syndrome—and it's lying to you.

The truth? Even the most successful tech leaders have felt this way. The key is learning to manage it so it doesn't hold you back. Here's how:

1. **Reframe Your Thoughts** – When self-doubt creeps in, remind yourself that growth comes from challenge. You're not "faking it"—you're learning and adapting.
2. **Own Your Wins** – Keep track of your achievements, big or small. Reviewing them will remind you that your success isn't luck—it's earned.
3. **Seek Support** – Talk to mentors, peers, or a coach. Most leaders have felt the same way, and their insights can help reframe your perspective.
4. **Take Action Anyway** – Confidence comes from doing. Step up, speak out, and trust your ability to figure things out as you go.

You're in this role for a reason. Instead of questioning your place, start owning it.

“As a Better Up Coach write an article about imposter syndrome. Use an attention-grabbing headline and the article no more than 200 words, with an audience of new leaders. Ask me 3 clarifying questions before you start.”



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Role / Instructions As a Better Up Coach write an article about imposter

Steps

End Goal

Narrowing

syndrome. Use an attention-grabbing headline, the article no more than 200 words, with an audience of new leaders.

Ask me 3 clarifying questions before you start.

Prompts become business assets

 **Premium Prompt Library**

Table + Filter Sort ⚡ 🔍 ↺ ... New ▾

Prompt Library ...

Aa Name	≡ Prompt	≡ Tags	≡ Pr
Identify Your Interests and Passions	As a brainstorming assistant, generate a list of	Niche Coaching Interests	
Conduct Keyword Research	As a SEO assistant, suggest a list of potential k	SEO Keyword	
Analyze Your Competition	As a competitive analysis assistant, provide an	SEO Competition Market Research	
Validate Your Niche	As a market research assistant, validate the po	Market Research Niche	
Choose your blogging platform	As a affiliate marketing advisor, walk me throu	Software Research Blogging	
Naming your blog	Act as a marketing consultant. Generate 20 po	Name Generator Blogging	
Brand guidelines	Act as a branding consultant Prepare a set of k	Branding	
Basic copy	Act as a marketing copywriter The affiliate blo	Blogging Copywriting	
Logo design	Act as a visual designer Based on the provide	Logo Design Branding	
Develop a Content Strategy	Act as a affiliate marketing expert. Help me to	Content Marketing Strategy	
Article Title Brainstorm	As an affiliate marketing expert use the provid	Blogging Headline Generator SEO	
Blog post creation	Act as a SEO blog writer. Write a 750-1000 w	SEO Blogging Writing	
Suggest Affiliate Products	Act as an affiliate marketing specialist. I will pr	Affiliate Marketing Blogging	
Weave Affiliate Links into Blog Posts	Act as an affiliate marketing blog writer. Take t	Affiliate Marketing Blogging	
SEO	Act as an SEO advisor Read the provided blog	SEO Blogging	
Social media promotion	Act as a social media manager Read the blog a	Blogging Social Media Copywriting	
Community engagement	Help me write a response to this comment one	Social Media	
Link building research	Act as an SEO consultant. My blog is in about	SEO Link Building Blogging	
Link building outreach	Act as a guest blog writer My blog is [name of	SEO Link Building Blogging Outreach Wri	
Co-writing using ChatGPT	Act as a writing coach. I am writing a long form	Writing Blogging Newsletter	



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ChatGPT

Functionality & Limitations

Chat
Biases/sources
Hallucinations
Training Date

Privacy
Custom GPTs
Images
Projects

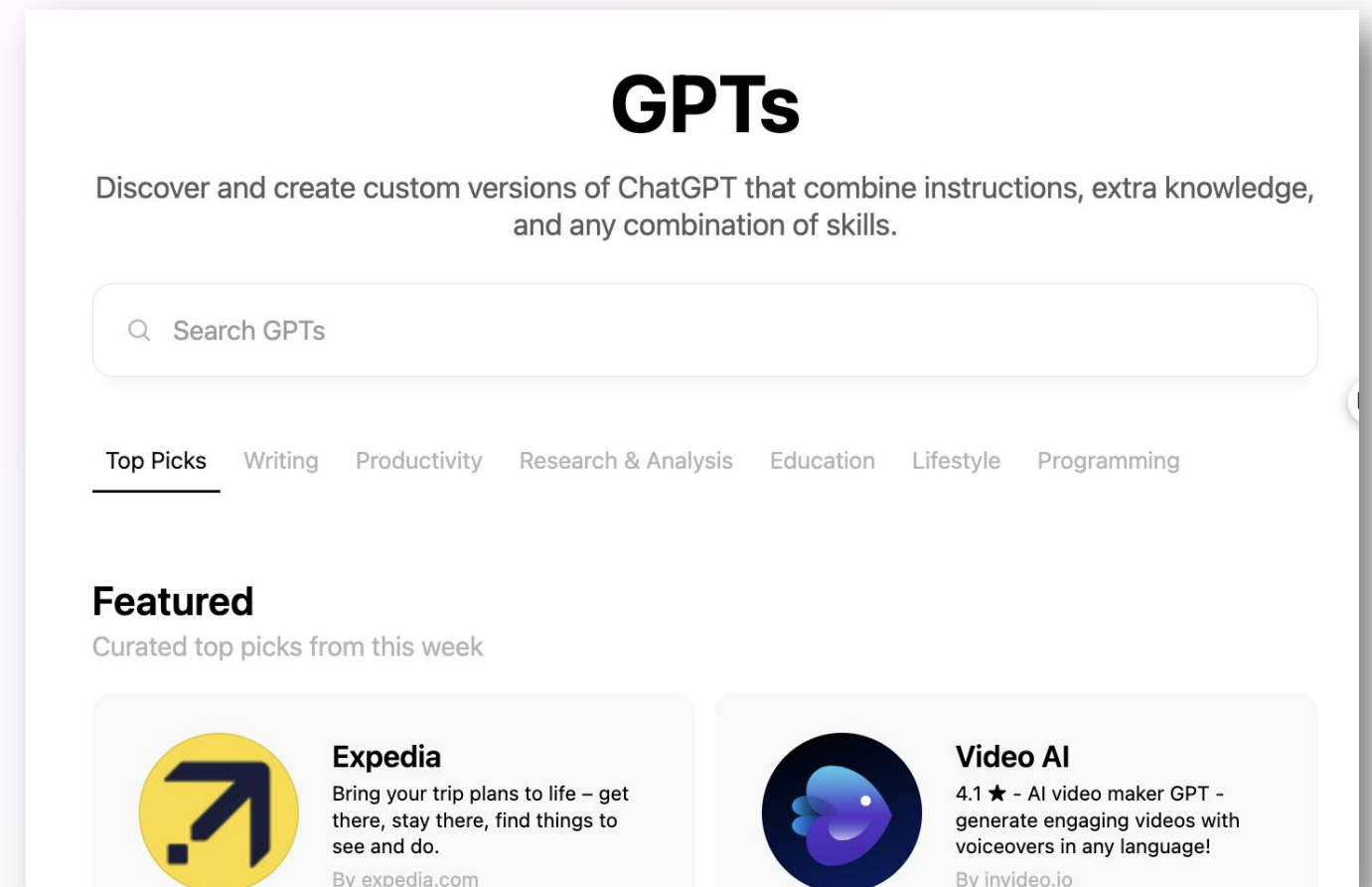
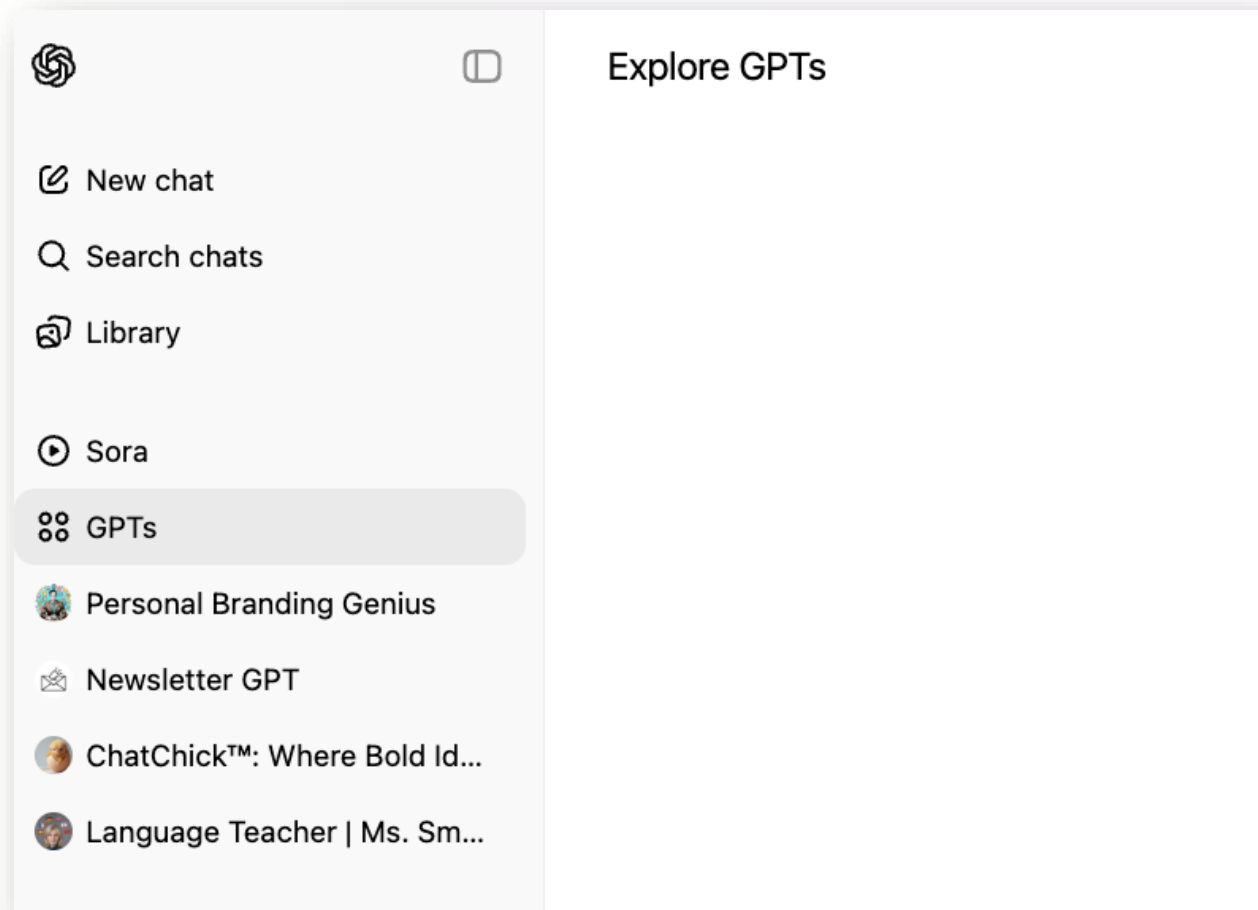
Images



Superpowers with AI



Superpowers with AI



Superpowers with AI



Accounting GPT

By Huang Xiaoming

Your accounting expert.

★ 4.2

Ratings (5K+)

#8

in Research & Analysis
(EN)

500K+

Conversations

Conversation Starters

Please introduce the accounting method for long-term equity in...

Please introduce the Capital Asset Pricing Model.

Initial investment principal of 100 USD, annual interest1. Initial i...

At the end of each year, an investment of 100 USD is made at a...

Capabilities

- ✓ DALL-E Images
- ✓ Code Interpreter & Data Analysis
- ✓ Web Search

Ratings

5



Start Chat



Accounting GPT

By Huang Xiaoming

Your accounting expert.

Please introduce the accounting method for long-term equity in...

Please introduce the Capital Asset Pricing Model.

Initial investment principal of 100 USD, annual...

At the end of each year, an investment of 100 USD is...

Ask anything

+



Dis



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Leadership Coach

By Steffen Reckert  

Use me to become a great leader - with Simon Sinek, Adam Grant, Brené Brown, Adam Grant, Dabniel Goleman, Jim Collins, Peter Drucker and others

How can I improve team motivation?

What does Simon Sinek say about leadership?

Can you explain Adam Grant's perspective on...

How does Dr. Marshall Goldsmith approach...

Ask anything



Superpowers with AI



By Yujia Zhu

★ 4.6

Education

1K+

Conversation Starters

Can you help me work through a difficult situation?

- ✓ Code Interpreter & Data Analysis
- ✓ Web Search
- ✓ DALL-E Images
- ✓ 4o Image Generation

5



24/7, 365 Days Emotional and Coaching Support with Affirmations, Validations, and Guidance in 95+ Languages, using playful emojis for reassurance and warmth. All conversations are CONFIDENTIAL.

Can you help me
work through a
difficult situation?

+



Micros



Superpowers with AI

Large Language Models

Major Platform Free Tiers:

ChatGPT (Free) – [ChatGPT.com](https://chatgpt.com)

Claude (Free) – [Claude.ai](https://claude.ai)

Gemini (Free) – Google Gemini

Copilot (Free) – [Copilot.microsoft.com](https://copilot.microsoft.com)

DeepSeek Chat – [DeepSeek.com](https://deepseek.com)



Superpowers with AI

Security & Privacy Considerations



When using AI tools, your data may be:

- Used to train future versions of the AI
- Potentially visible to employees of the AI company
- Subject to different privacy laws depending on where servers are located

⚠ **Never share:** Customer information, financial data, trade secrets, or confidential business information through standard AI tools without checking their privacy policies.

Safer Practices:

- Use enterprise versions with better privacy (ChatGPT or Copilot Enterprise)
- Check if tools have options to opt out of data collection
- Consider on-premise AI solutions for sensitive information
- Read privacy policies

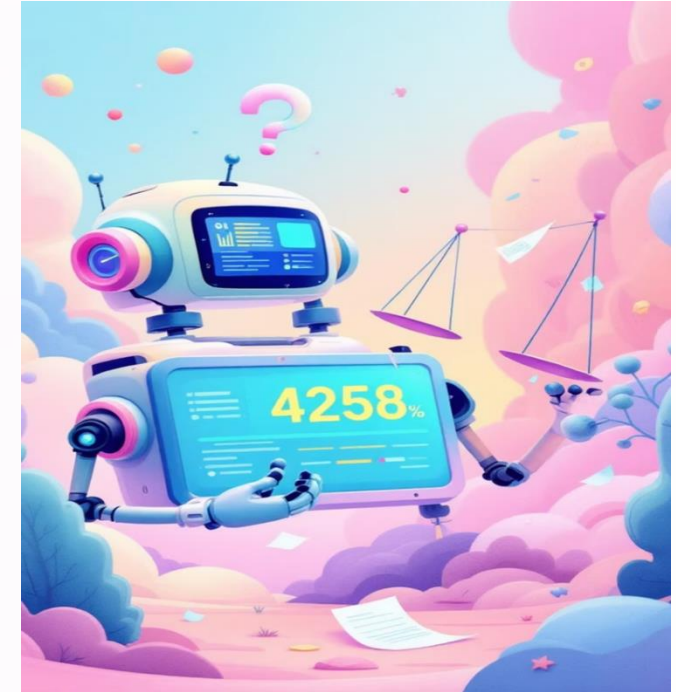


Superpowers with AI

The Dark Side: AI Bias & Ethics

AI systems learn from historical data – amplify existing biases

- ☐ Facial Recognition
- ☐ Financial Algorithms
- ☐ Image Generation



Awareness is the first step. As women entrepreneurs, we need to critically evaluate AI outputs and advocate for more inclusive technology.

Source: <https://research.aimultiple.com/ai-bias/>



Superpowers with AI



Apple Cards



Bias Detection

Generate an image of:

CEO
Nurse
Doctor
Lawyer
Executive Assistant
Entrepreneur



Superpowers with AI

Detecting AI Bias – we all have a part to play

1. Train yourself and your teams in AI literacy
2. Create clear feedback channels
3. Audit your algorithms regularly
4. Demand transparency from vendors
5. Involve diverse voices in procurement and review





Hands-On: Identifying & Mitigating Bias

Strategies for Better Results

- Be extremely specific in your prompts
- Request diverse representations explicitly
- Review and edit AI outputs critically
- Provide feedback to improve systems

Ethical Guidelines

- Be transparent when using AI
- Don't rely on AI for high-stakes decisions
- Protect customer data when using AI tools
- Consider impact on employees and community

Remember: **You are the human in the loop.**
Your judgment, values, and ethics should always guide
how you implement AI in your business.



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Your BAD AI Action Plan

Start Small

Choose ONE AI tool to try this week. Focus on a specific task that's currently time-consuming or challenging

Measure Impact

Track time saved, quality improvements, or new capabilities enabled by the tool

Practice Regularly

Schedule 15–30 minutes twice a week to experiment with prompts and explore features

Expand Gradually

Once comfortable, identify your next AI opportunity based on business priorities

Remember: **The goal isn't to become an AI expert** –
it's to leverage AI as a tool that gives you more time for what matters most in your business.



Superpowers with AI

Carbon Emissions and AI

Activity	Estimated CO ₂ Emissions per Action	Visual Scale (🌱=Low, 🔥=High)	Example/Notes
1 AI Query (e.g., ChatGPT)	~0.5–4 g CO ₂	🌱	Similar to a Google search
1 min Instagram scrolling	~1.5 g CO ₂	🌱	Depends on video/image content
1 min TikTok scrolling	~2.6 g CO ₂	🌱	Video-heavy, slightly higher
1 min YouTube watching	~4.6 g CO ₂	🌱🌱	Higher due to video streaming
1 hr Netflix streaming (HD)	~440 g CO ₂	🌱🌱🌱🌱	HD streaming is energy intensive
Factory farming (per burger)	~3,000 g CO ₂	🔥🔥🔥🔥🔥	Beef burger, includes supply chain
Car travel (1 mile, gasoline)	~404 g CO ₂	🌱🌱🌱🌱	Average passenger vehicle

My favourite search tool

(replace Google search)

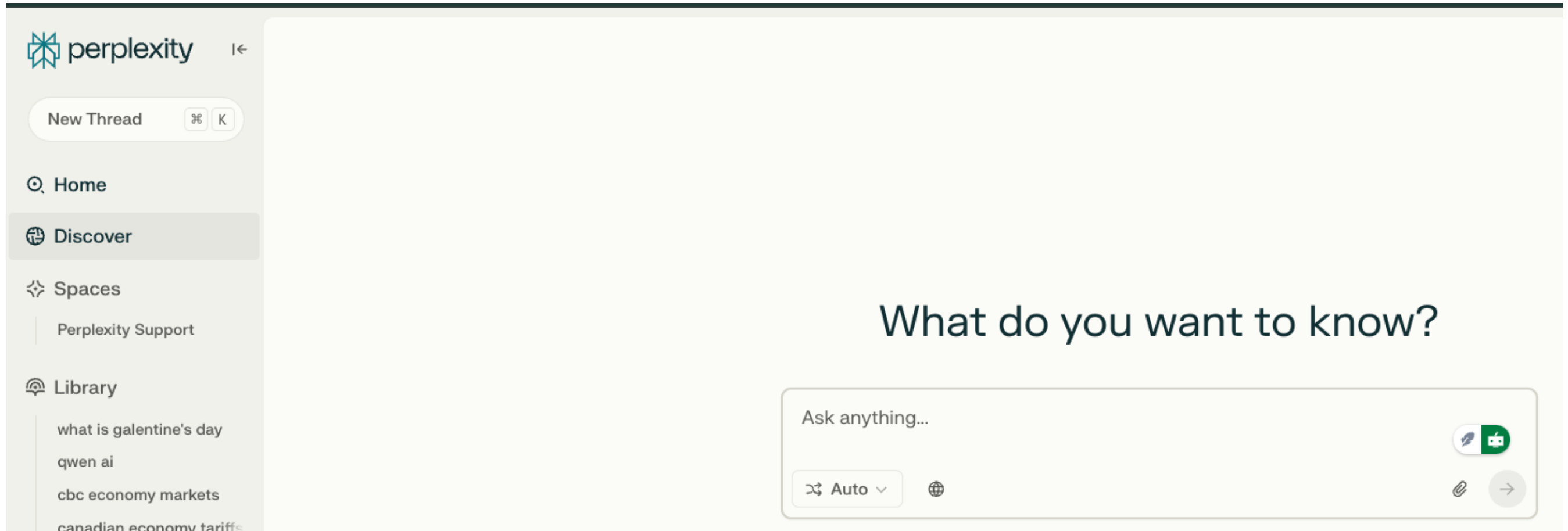
[Perplexity.ai](https://perplexity.ai)



Superpowers with AI



[Perplexity.ai](https://perplexity.ai)



Superpowers with AI

Perplexity search

1. No ads/sponsored content/pay-to-play
2. Authoritative sources
3. Immediate concise answers



Bad Academy AI Office Hours

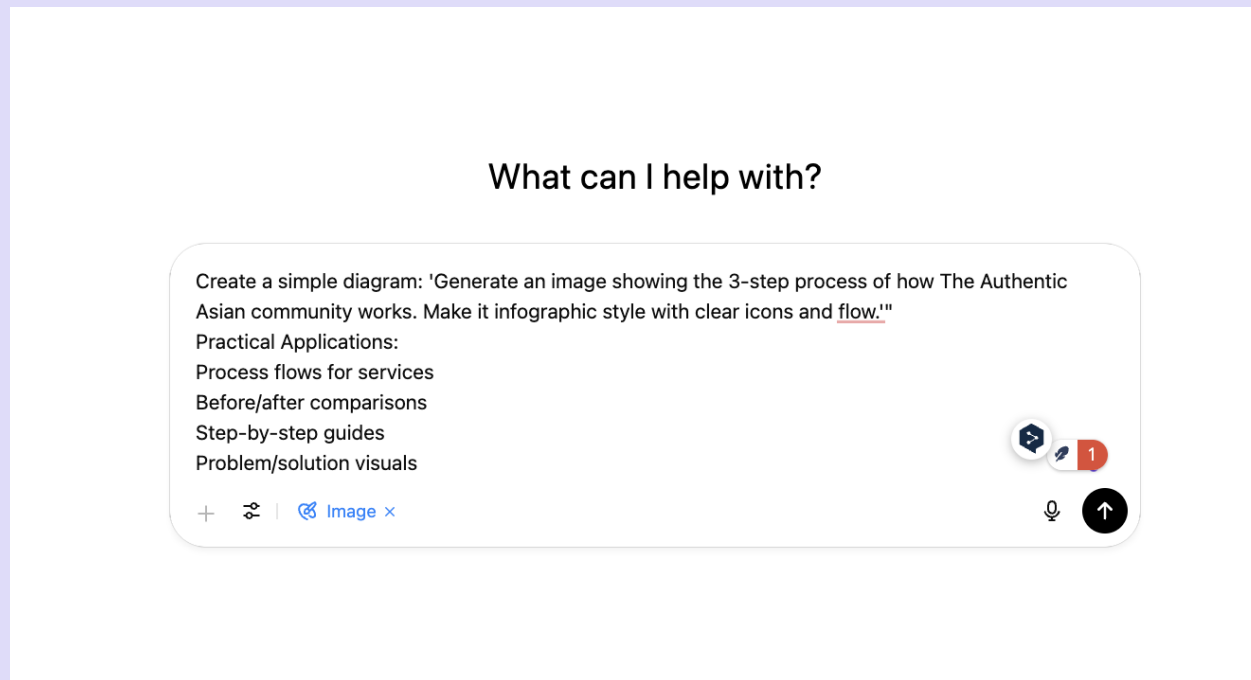
Monthly newsletter
<https://superpowerswithai.beehiiv.com/>



Superpowers with AI

Challenge

1. Images



2. LinkedIn

Act as a top-level LinkedIn branding strategist and expert copy writer. Audit my LinkedIn profile

[\[https://www.linkedin.com/in/elewong/\]](https://www.linkedin.com/in/elewong/) for tone, clarity, keywords, structure and visual impression. Highlight what is working and what's missing. Ask me the following attached 10 strategic questions to tailor my profile.



Superpowers with AI

Challenge

1. Images (upload picture and select Create Image)

Create a realistic 3D blind box collectible figure designed in the hidden edition style of Pop Mart. The figure should feature a cute, chibi-like proportion, with a large head and small body. Base the figure's appearance directly of a punk rock styled woman, preserving their essential style and signature features such as the attached photo. Place the figure inside a premium transparent blind box featuring a pink and rose gold color scheme. Include inside the box additional fashion or lifestyle accessories such as a laptop, cellphone, tire pump, knife, climbing gear and a necklace. On the side of the box, add a stylized illustrated portrait of the Amanda Kao –inspired figure, and place the name "Amanda Kao, The Bad Academy" in stylish gold script at both the top right and bottom front of the box. Display the boxed figure on a clean white tabletop, with a softly blurred modern boutique shelf environment in the background. Use soft, polished, and realistic lighting, mimicking a professional commercial product photoshoot to highlight the figure and its packaging elegantly.



Superpowers with AI

Challenge

2. LinkedIn

What is your priority goal for LinkedIn?

Which area of expertise or theme do you want to lead with?

What do you want to be known for in the next 12 months?

Describe your brand or personal mission in a sentence.

What specific audiences do you want to attract?

What content topics or themes do you want your LinkedIn to reflect?

What tone or vibe best fits your personal brand? (e.g., bold, warm, authoritative)

What accomplishments or credentials should be emphasized?

Which outdated roles or projects should be removed or reframed?

Are there competitors or profiles you admire for inspiration?



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