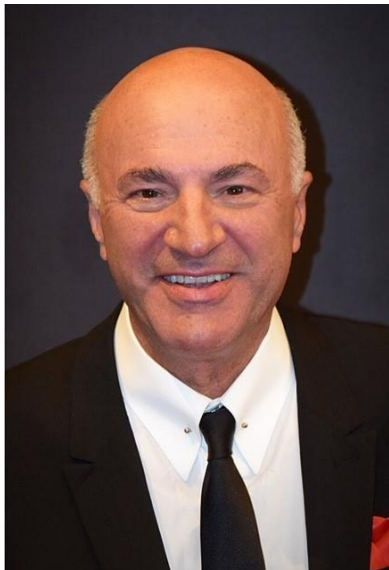


# The Art of Digital Storytelling

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Skills of the Future – Brian Meegan



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# Businesses Hire for Impact!

“Hire writers, videographers, editors because telling stories in a digital format is a more important skillset to growing businesses” Kevin O’Leary

Yesterday it was Engineering or Computer Science!

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# Businesses Hire for Impact!



“AI is not going to take your job – the person who uses AI is going to take your job. Use AI as fast as you can so that you can stay gainfully employed”

Jensen Huang – co-founder and CEO of NVIDIA

Parents used to encourage their kids to study computer science.

Now because of AI everybody is a programmer!

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# AI is Changing the Landscape of Labor

Jobs & Companies will either be replaced or assisted by AI

- Lawyers, Doctors, Scientists, Accountants, Marketeers, Sales Professionals
- Tech Companies – NVIDIA, Microsoft, & others are already reliant on AI
- Educational institutions will need to pivot (IBM plans to cut 8,000 HR jobs and universities are still advertising careers in HR on their websites without changing the verbiage or the curriculum).
- McKinsey & Company predicting increases in the trillions in global corporate annual profits

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# AI and HI and EI = Success

## Artificial Intelligence + Human Intelligence + Emotional Intelligence

- Sell yourself in an interview (Resume of the Future)
- Building your personal brand (Brand Ambassadors)
- Sell your ideas within your own company
- Remaining relevant – reinventing yourself in continuum
- Ability to make a positive contribution to your company or the company you work for

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# If A Salesperson Can – You Can!

The Problem: An engineer was seeking to extract chat data natively from an uncommon platform. A script would be required to complete the task which would involve presenting a business plan to our Dev Team and seeking approval.

The Solution: Said Salesperson prompted Copilot on his iPad and within seconds delivered the perfect script to our engineer. The collection was successful, and the script was delivered to our dev library - mission accomplished.

# Learn to Drive! AI NOW!

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