

WOMEN IN CONSUMER FINANCE

Future-Proof Your Skills:

Al Essentials for High Performers





Let me tell you a story ...

My Al journey started with a pan of cornbread ...





- UX Manager at Cox Automotive in Atlanta area
- Founder, Al at Tiffany's
- 30+ years in design industry
- Experience spans print and digital mediums
- Employers: Fortune 500 companies, industry leaders
- Roles: Manager, designer, architect, developer, editor
- Started career as a designer/editor in newspapers
- Originally from Kansas City area
- Alum of the University of Kansas, and the Art Institute of Atlanta, with degrees in Journalism, English, and Web Design & Interactive Media
- Enjoy fine dining, cooking, travel and mentoring





Today's Agenda

- AI 101
- Prompting 101
- Prompt Exercise
- Call to Action

Today's Goal:

Be comfortable prompting so you can elevate your personal and professional life.



Al 101: Foundations

Artificial Intelligence (AI) is the ability
 of machines to perform tasks that
 usually need human intelligence,
 such as learning, recognizing
 patterns, and making decisions.

You're already using AI in your daily life ...











Tiffany Whitener | Al Strategist



Al 101: Types of Al

Rule-based: Follows fixed 'if-then' rules. No learning involved.

Example: Automated Phone menus

Machine Learning: Learns from data and improves over time.

Example: Netflix recommendations

Deep Learning: A type of ML that uses neural networks to handle complex tasks.

Example: Face ID on iPhones

Generative AI: Creates new content like text, images, music, audio or video.

Example: ChatGPT (text), Midjourney (images), ElevenLabs (audio), Sora (video)



Al 101: Generative Al (GenAl)

- Generative AI (GenAI): AI that creates new content based off prompts.
- Language Models (LLMs): Type of GenAl trained on massive text datasets to understand and generate human-like language.

Popular LLM-powered tools:









Give me three restaurants for a night out for a couple, with nice atmosphere and great food in the Charlotte area. I need it in a table format with cuisine and budget information.

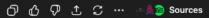
Here are **three** restaurants around Charlotte that are great for a date night — good food + ambiance — with cuisine style and rough budget estimate:

| Restaurant | Cuisine / Style | Approx. Budget* | Notes & Atmosphere Highlights |
|----------------------------------|--|-------------------------|---|
| Coquette (Uptown) | French / Contemporary / Fine dining Coquette | \$\$\$\$ (expensive) | Elegant, refined space with seasonal & carefully crafted French-inspired dishes. Coquette |
| Supperland (Plaza Midwood) | Southern steakhouse with creative twist Supperland | \$\$\$ (mid to high) | Located in a restored church — dramatic architecture, intimate rooms, garden & bar areas. Supperland |
| The Fig Tree Restaurant | American / Seafood / Fine dining | \$\$\$\$ | In a historic bungalow, known for upscale cuisine & romantic setting. (Often listed among Charlotte's top romantic / fine dining restaurants) Tripadvisor +3 |

*Budget key (for two, dinner, excluding drinks):

- \$ = inexpensive / casual
- \$\$ = moderate
- \$\$\$ = upper-mid
- \$\$\$\$ = high / fine dining

If you tell me which part of Charlotte you're in (or willing to drive), I can pick ones near you.





Prompting 101: What is it?

- A prompt is what you tell an Al tool, such as Copilot, or ChatGPT, to get a response.
- You can brainstorm ideas, analyze information and more!
- Note: Some of the work tools you already use likely have AI capabilities that utilize prompts.

Tiffany Whitener | Al Strategist



Prompting 101: Prompt in 2 Steps!

Step 1:

Tell AI what you want.

Example: Request content, a critique of content, brainstorm ideas, etc.

Step 2:

Tell AI how you want it.

Example: Specify tone, format or role.



Prompting 101: 4 Types of Prompts

1. Prompt type 1: Ask a question

"What's one new habit I could add to my morning routine to feel more energized before work?"

2. Prompt type 2: Create or compare content

"Create two dinner ideas under 500 calories, one with meat, and compare nutritional benefits."

3. Prompt type 3: Analyze information

"Here's my weekly schedule: [paste activities]. Analyze where I might be overcommitting and suggest two time-saving strategies."

4. Prompt type 4: Get a perspective from a role

"Act as a life coach. What three steps would you suggest I take this week to reduce stress?"

Let's try it!



Prompt Exercises:

- You'll receive a topic.
- You'll open up Copilot or ChatGPT and write a prompt.
- We'll share and discuss.

Pro tip: The more specific you are in your prompts, the better the response.



Topic: Crucial conversations:

You need to have a crucial conversation and need to prepare your talking points.

Action item:

- 1. What do you want?
- 2. How do you want it?



Result 1: Crucial Conversations

Prompt example:

"I need to prepare for a crucial conversation with [insert role, e.g., CFO, peer, direct report]. Help me draft clear, confident talking points that balance empathy with accountability. Provide a structure I can follow so I stay calm, professional, and persuasive."



Topic: Getting ready for the future:

You need help future-proofing your career in the age of digital transformation.

Action item:

- 1. What do you want?
- 2. How do you want it?



Result 2: Future-Proof Your Career

Prompt example:

"As a senior leader in finance, outline three strategies I can use to future-proof my career during digital transformation. Include specific skills, executive habits, and networking strategies that will keep me relevant over the next 5 years."



Topic: Team development:

You need help mentoring a high-performing team to be innovative.

Action item:

- 1. What do you want?
- 2. How do you want it?



Result 3: Innovation

Prompt example:

"I lead a high-performing finance team that is strong on delivery but not always innovative. Give me five mentoring approaches or exercises I can use to encourage creativity, experimentation, and forward-thinking in their daily work."



Topic: Setting boundaries:

You need help setting boundaries in a male-dominated office.

Action item:

- 1. What do you want?
- 2. How do you want it?



Result 4: Finding Your Voice

Prompt example:

"Suggest practical strategies I can use to set healthy professional boundaries in a male-dominated office. Focus on communication techniques, meeting dynamics, and ways to assert my leadership presence without being dismissed or labeled negatively."



Call to Action

- 1. Write a prompt in one AI tool this week for personal or business.
- 2. Share one AI win with your team.

"You can't lead AI, if you don't learn AI."

"AI isn't here to replace, us, it's here to elevate us!" - Tiffany Whitener

Let's connect!

