



WOMEN IN CONSUMER FINANCE

# **Future-Proof Your Skills:** AI Essentials for High Performers

Tiffany Whitener | AI Strategist





## **Let me tell you a story ...**

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







- UX Manager at Cox Automotive in Atlanta area
- Founder, AI 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



Tiffany Whitener | AI Strategist



# 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.



# AI 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 ...





# AI 101: Types of AI

- **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)*





# AI 101: Generative AI (GenAI)

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

**Popular LLM-powered tools:**





# Prompting 101: What is it?

- A prompt is what you tell an AI 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 | AI Strategist

ChatGPT 5 Share

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 <span>Coquette</span>	\$\$\$\$ (expensive)	Elegant, refined space with seasonal & carefully crafted French-inspired dishes. <span>Coquette</span>
Supperland (Plaza Midwood)	Southern steakhouse with creative twist <span>Supperland</span>	\$\$\$ (mid to high)	Located in a restored church — dramatic architecture, intimate rooms, garden & bar areas. <span>Supperland</span>
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) <span>Tripadvisor +3</span>

\*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.

Copy Like Share Refresh More AI Sources





# 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.



# Prompt Exercise 1

## **Topic: Crucial conversations:**

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

## **Action item:**

Think about your desired output:

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."*



# Prompt Exercise 2

**Topic: Getting ready for the future:**

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

**Action item:**

Think about your desired output:

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."*



# Prompt Exercise 3

## **Topic: Team development:**

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

## **Action item:**

Think about your desired output:

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."*



# Prompt Exercise 4

## **Topic: Setting boundaries:**

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

## **Action item:**

Think about your desired output:

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!**



[linkedin.com/in/tiffanywhitener](https://www.linkedin.com/in/tiffanywhitener)

Tiffany Whitener | AI Strategist