



WOMEN IN CONSUMER FINANCE

Future-Proof Your Skills: AI Essentials for High Performers

By Tiffany Whitener



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, Mo.
- Alum: University of Kansas & Art Institute of Atlanta
- Enjoy fine dining, cooking, travel and mentoring



Let's connect!

Tiffany Whitener





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: Foundation

- AI helps machines learn patterns, make predictions, and solve problems the way we do — only faster.
- You're already using AI every day.



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AI 101: Types of AI

AI has grown from following rules → learning patterns → creating content:

- **Rule-Based:** Follows fixed “if-then” rules. *No learning.*
(*Phone menus*)
- **Machine Learning:** Learns from data and improves over time.
(*Netflix recommendations*)
- **Deep Learning:** Uses neural networks for complex tasks.
(*Face ID on iPhones*)
- **Generative AI:** Creates new text, images, audio, or video.
(*ChatGPT, Midjourney, ElevenLabs, Sora*)



AI 101: Generative AI (GenAI)

- **GenAI:** Uses the prompts you give it to create new content.
- **Language Models (LLMs):** A type of Generative AI trained on huge amounts of text so it can understand and write like a human.

Popular LLM-powered tools:



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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 have AI capabilities that utilize prompts. (i.e. Microsoft)

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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 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.

Copy Like Share Refresh More AI Sources



Prompting 101: Prompt in 2 Steps!

- **Step 1:** Tell AI what you want

Request content, get a critique of content, brainstorm ideas, etc.

- **Step 2:** Tell AI how you want it

Specify tone, format or role.



Prompting 101: 4 Types of Prompts

- **Prompt 1 — Ask a question:**

“What’s one new habit I could add to my morning routine to feel more energized before work?”

- **Prompt 2 — Create or compare content:**

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

- **Prompt 3 — Analyze information:**

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

- **Prompt 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:

1. You'll receive a topic.
2. You'll write a prompt.
3. 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 and write a prompt:

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: Future-Proof Your Career:

You need help preparing yourself for a career shift in the age of digital transformation.

Action item:

Think about your desired output and write a prompt:

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: Innovation:

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

Action item:

Think about your desired output and write a prompt:

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: Finding Your Voice:

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

Action item:

Think about your desired output and write a prompt:

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

Prompting Challenge:

- Write five new AI prompts this week.
- Share one AI win with your team.

Remember:

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

“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



INSIDE: 50 Prompts to Elevate Your Career

PROMPT LIKE A PRO

The AI Prompt Playbook
for Women Leaders

BY TIFFANY WHITENER
 AI AT TIFFANY'S



Elevate your AI confidence – \$29

SCAN ME

Download The AI Prompt Playbook for Women Leaders

Build AI confidence in minutes a day with 50 prompts designed for women who lead.

INSIDE:

- 50 ready-to-use prompts
- Prompt guide
- Prompt worksheet
- AI explainer