

AI for Business Advantage

Workshop

2026 Start Smart Accelerator Programme



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Your guide for today...

Gary Ennis
@NSDesign

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What is Artificial Intelligence?

Artificial Intelligence

Artificial intelligence (AI) is intelligence demonstrated by machines, as opposed to intelligence displayed by animals and humans.

https://en.wikipedia.org/wiki/Artificial_intelligence

Generative artificial intelligence (Gen-AI) is artificial intelligence capable of generating text, images, or other media, using generative models. Gen-AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics.

https://en.wikipedia.org/wiki/Generative_artificial_intelligence



WIKIPEDIA
The Free Encyclopedia

In other words:

Gen-AI is a computer-generated intelligent response to a request (prompt), without the need for **human effort**. The actual output could be anything – data, insight, suggestions, or even creative marketing ideas, music or art. It's typically generating that response from having already analysed and learned from **existing 'big data'**.

Artificial Intelligence – Why care?

Artificial intelligence is predicted to become one of Scotland’s primary Labour Market Drivers:

“AI is predicted to be the most important technological advancement for the foreseeable future. AI, and other technological advancements, offer significant opportunities for the economy and society but also have the potential to be disruptive. “

Knowledge and adoption of AI is on the increase - it is estimated that 60% of jobs in developed countries will be affected by AI. This is expected to be a disruptive force within the labour market, creating both challenges and opportunities, and impacting job roles and businesses. The impact of the adoption of AI remains uncertain, but could be transformative for Scotland’s economy, with the potential to impact positively across many sectors. However, careful management of AI adoption will be required to mitigate potential risks and the upskilling of the workforce could support this.

**Skills
Development
Scotland**

<https://www.skillsdevelopmentscotland.co.uk/media/n5igv3fp/scotlands-labour-market-drivers.pdf>

But before we all get carried away...

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Ethical considerations

Rights (or lack of) of the artists/authors/creators whose copyrighted content was used to train the AI models without consent or recompense.

The huge energy consumption required to power the data centres housing the AI servers etc.
600 ChatGPT queries = boiling the kettle.

<https://www.nsdesign.co.uk/chatgpt-energy-usage-and-environmental-impact/>

Bias can emerge from LLMs because they learn patterns from human-written data, which often reflects societal prejudices and inequalities.

“Will AI take my job”? What’s the impact to people’s jobs as AI is used as a cheaper, quicker alternative? A UK Gov report predicts that 30% of jobs could be gone because of AI in 20 years.

<https://www.gov.uk/government/publications/the-potential-impact-of-ai-on-uk-employment-and-the-demand-for-skills>



And some of the specific dangers?...

Hallucinations (false or made-up information)

AI can confidently generate content that sounds correct but is actually false - including facts, references, or advice. Relying on AI without checking accuracy can lead to misinformation or poor business decisions.

Data privacy and Cybersecurity concerns

Entering personal, customer, or business-sensitive data into public AI tools can expose you to data and/or cyber breaches or non-compliance with GDPR - potentially damaging customer trust or your business reputation.

Over-reliance on AI

Using AI as a shortcut can reduce your own critical thinking and judgment. This can be risky, especially when making decisions that require personal understanding, brand tone, or emotional nuance.

Perception risks

How do your customers feel about AI? How would AI generated content impact customer trust? Would they spot it? Would they care?

Artificial Intelligence



- It's NOT the answer to everything
- It can't do everything
- It doesn't know everything
- It's just predictive text on steroids
- It often gets things horribly wrong
- It can help, but also hinder.. so just because we can...

**Treat AI like a junior member of staff.
It needs your support and guidance.
It needs “Human Intelligence”.**

Discussion Time.

What concerns do you have about AI, and what worries you the most?

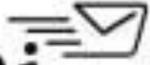
Latest Toys in the Toybox

Be aware of the various AI Tools out there that might be able to help you

Generative AI tools



Generative AI tools

Fyxr.ai 

 **Timely**


Otter.ai

 **Notion**

 **make**

 **zapier**

IFTTT

Demonstration Time!

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Generative AI for Images

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Be aware...



Can you tell reality from AI...





Can you tell reality from AI...



Can you tell reality from AI...

https://www.instagram.com/ai_whisky_art/



Can you tell reality from AI...





Can you tell reality from AI...



Can you tell reality from AI...

Both using Nano Banana from Google
The one on the right using the “Pro” model.

<https://gemini.google/overview/image-generation/>
<https://www.linkedin.com/feed/update/urn:li:activity:7398617251735642112/>



Can you tell reality from AI...





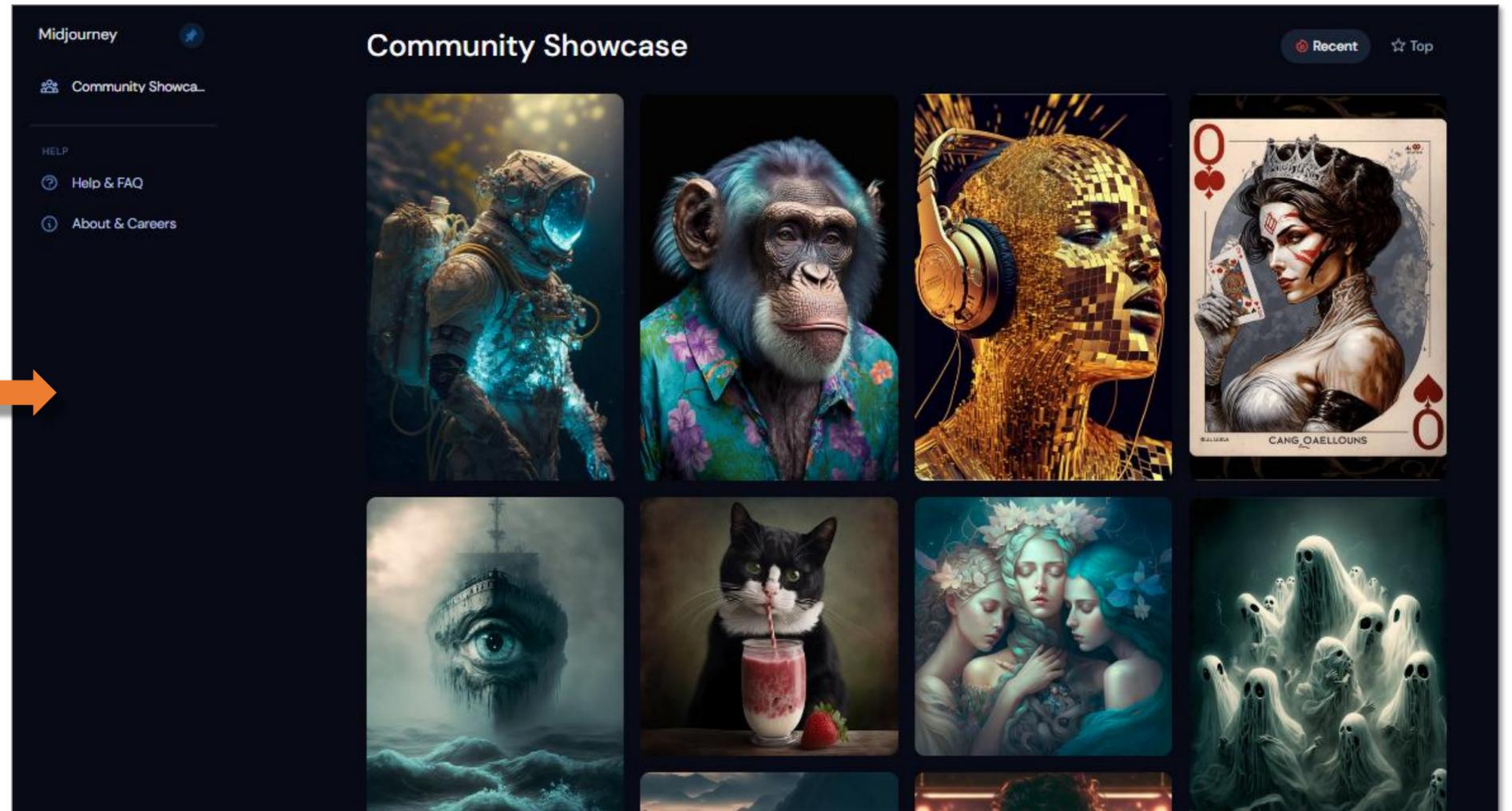
Don't try and recreate Reality!

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AI for content creation - images



ChatGPT or Google Gemini for image generation

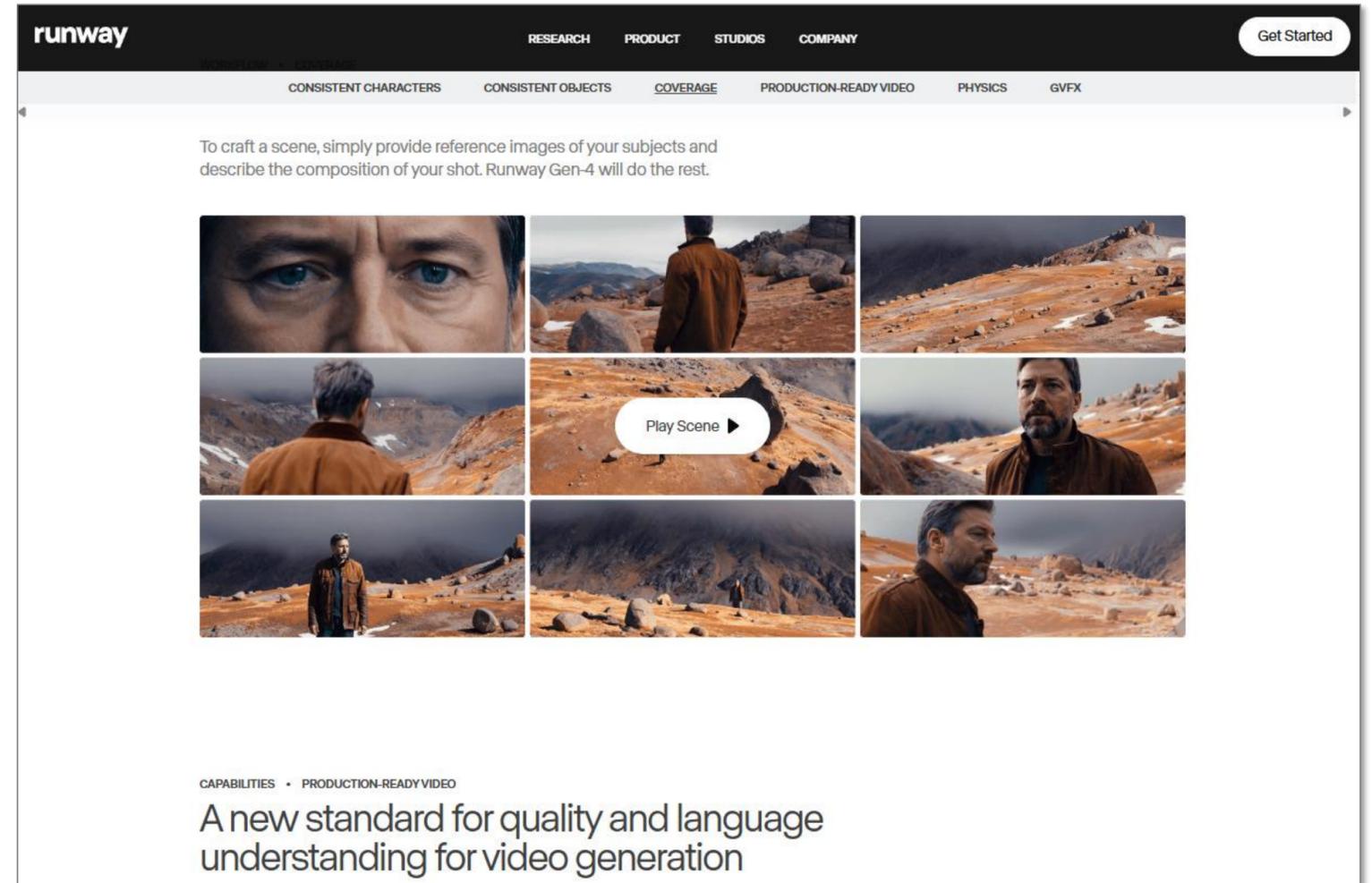
Generative AI for Video

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AI for content creation – video (from text / image)



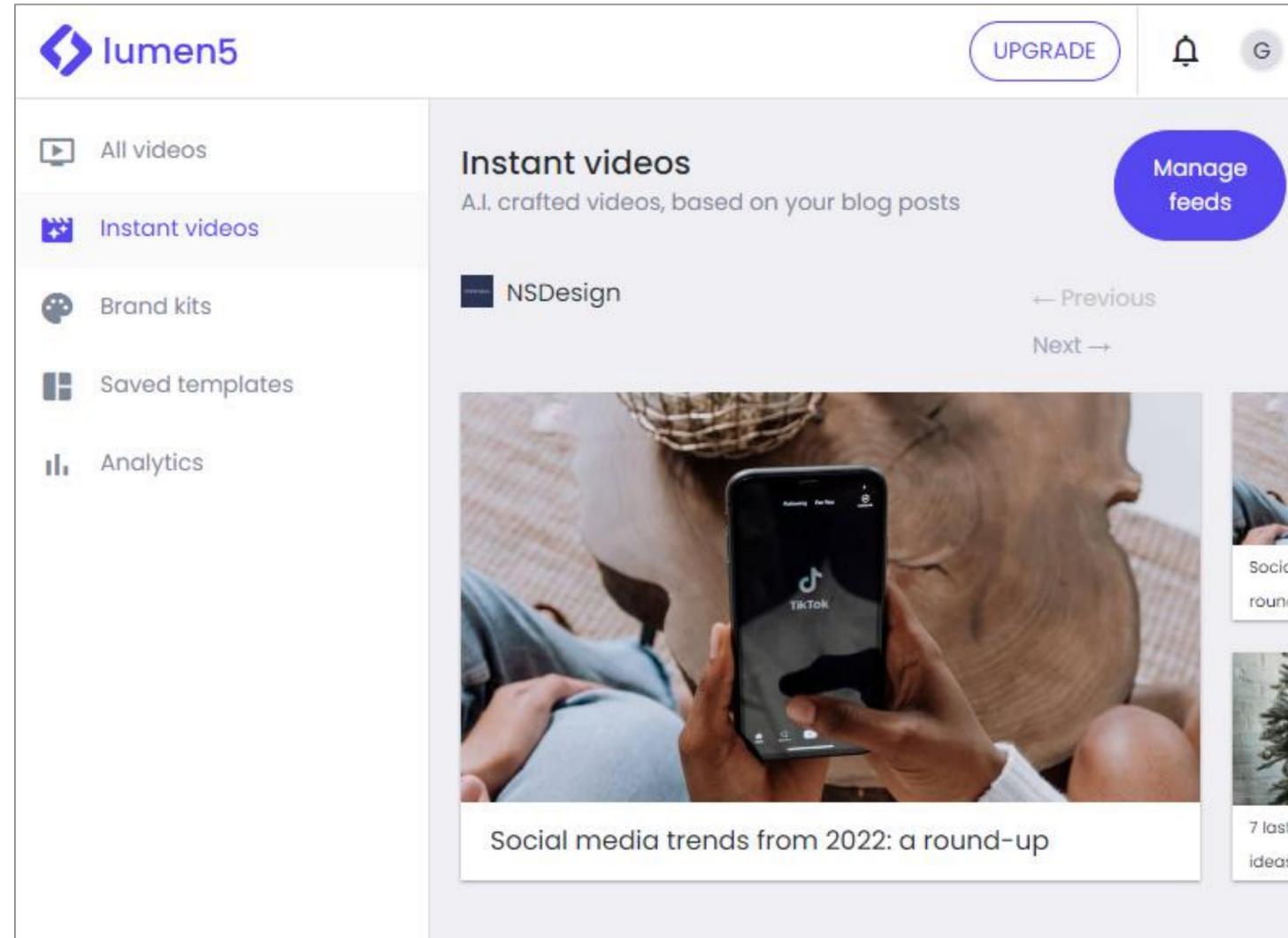
[Follow Martin Gent on LinkedIn](#)

AI for content creation – video (from text)

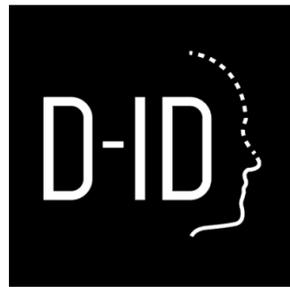


Build video content automatically from your existing text based content (blog posts etc).

 NotebookLM Video overviews

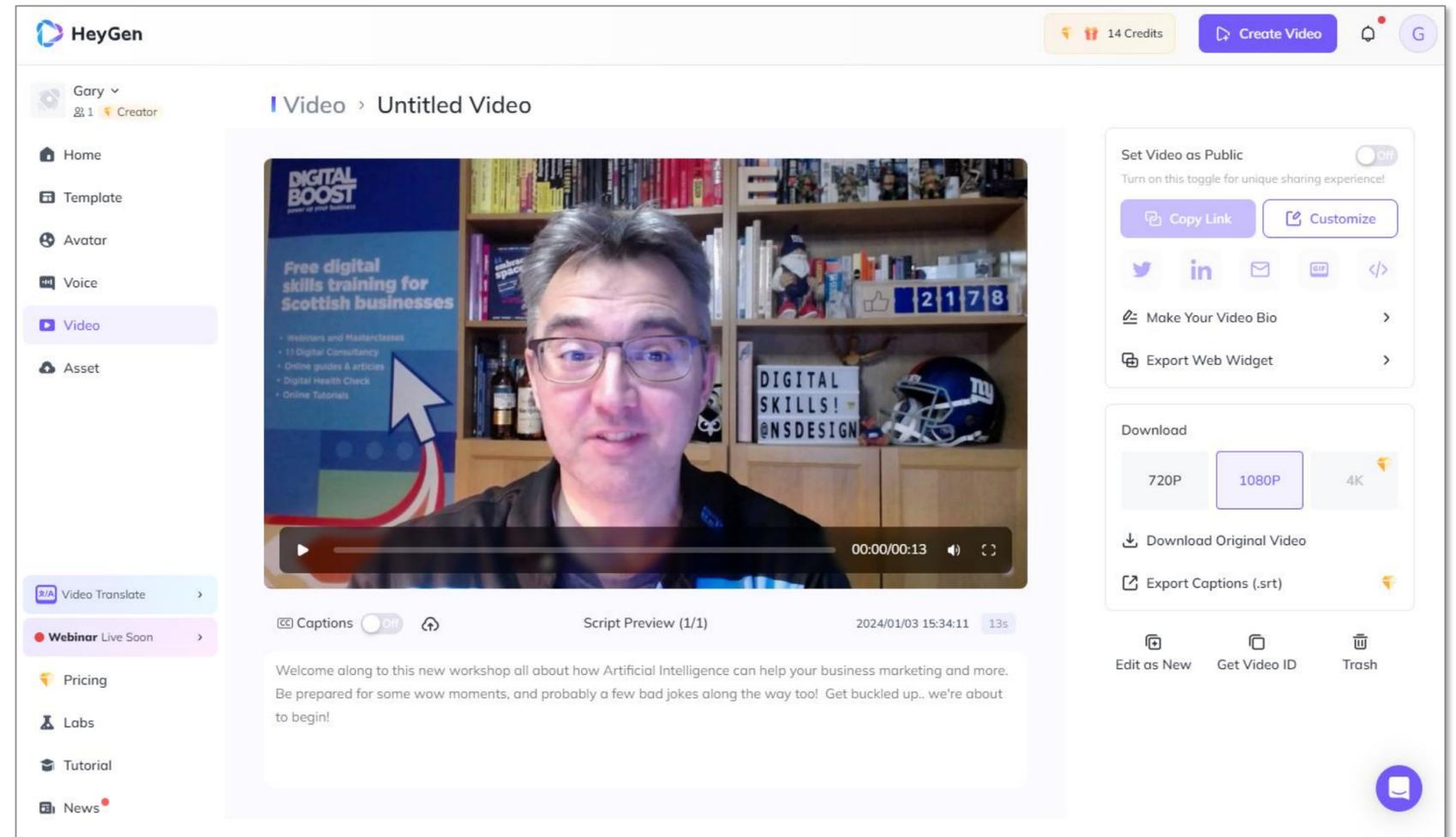


AI for content creation – video (of people)



Build 'Instant Avatars' of yourself with realistic movement and facial expressions.

Voice cloning and language translation.



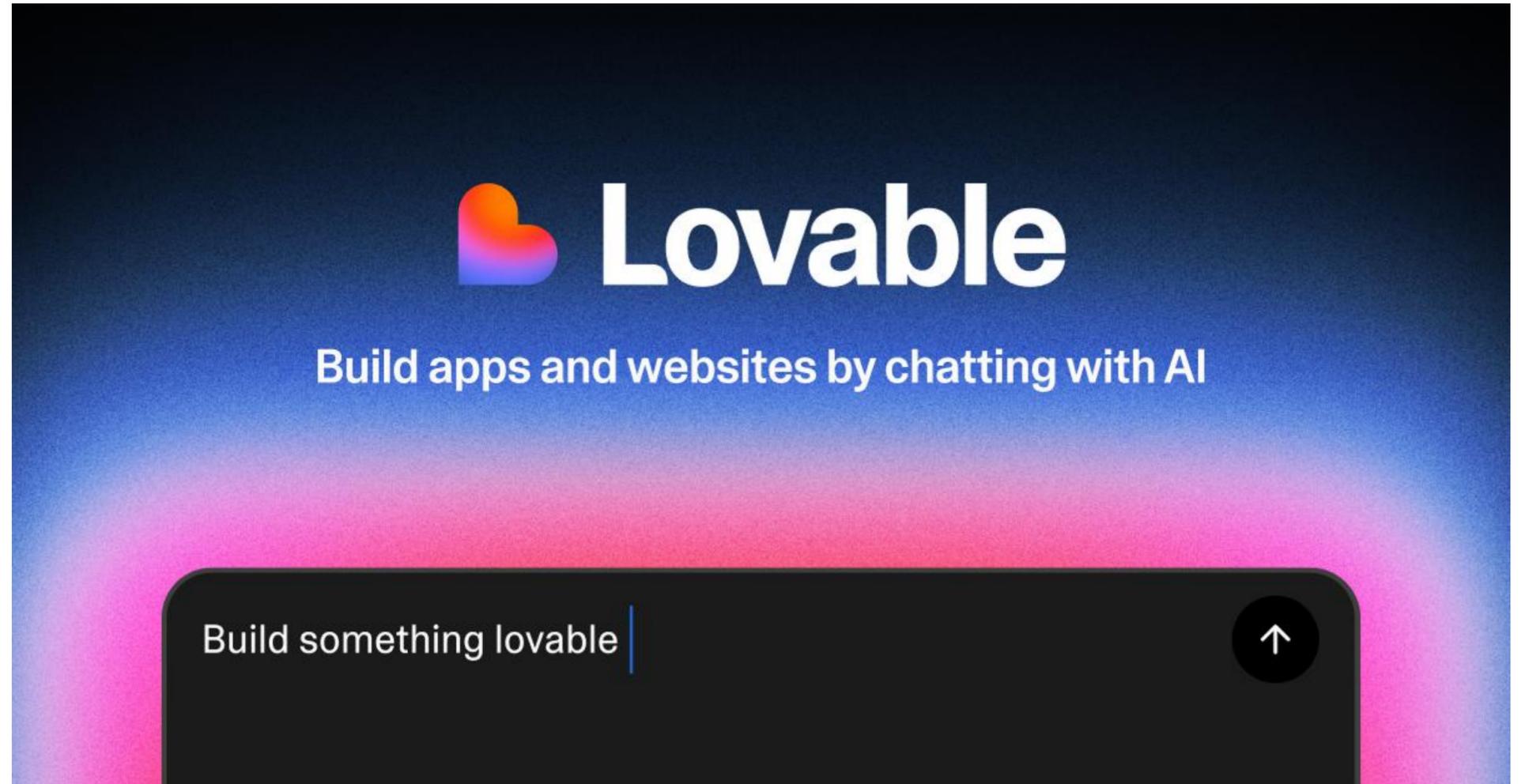
No-Code / Low-Code

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AI for building web pages, apps, presentations, faqs etc



Generative AI for Text

AI for content creation – written text



Discussion Time.

Which LLM(s) have you used and why?

Specific ChatGPT (or any LLM) Business Use Cases

Personal Assistant

- Get answers to your questions
- Increase your own knowledge
- Help explain and summarise text
- Research topics and gain insights

Marketing Content

- Get help with Social Media Biographies.
- Quickly produce Facebook or Instagram status updates.
- Write effective Email Newsletter or GoogleAds titles.
- Improve on blogs or content you've already drafted.
- Repurpose existing content and work "smarter, not harder"

Creative Business Advice

- An AI Business support adviser
- Brainstorm ideas for new services
- Business ideas: brands, straplines, logos...
- Basic Business Advice (Marketing, PR, Finance)

Ideas and Inspiration

- Stuck for something to say?
- Lacking in creative marketing ideas?
- Need ideas for the company blog or newsletter?
- Looking to differentiate?
- Draft whole content calendars.

Marketing Strategy

- Marketing is more than just promotional messages
- It's about understanding your market and giving them value.
- Get help with Customer Personas.
- Better understand 'objections to the sale'.
- Understand external marketing influences? PESTLE, SWOT

Business Support

- Company Policies, Funding applications
- Web Design Briefs
- Internal Business Strategies (Growth strategies?)
- Computer coding, Custom Software Creation
- Data Analysis (Spreadsheets and more)



ChatGPT Top Tip: Use it as an 'input' not an 'output'

Don't just copy/paste and use the text generated. Use it as your inspiration, and change to suit.

Converse with it. Challenge it. Collaborate with it. Then Change it.

Final AI Top Tip: Use it. But not exclusively.

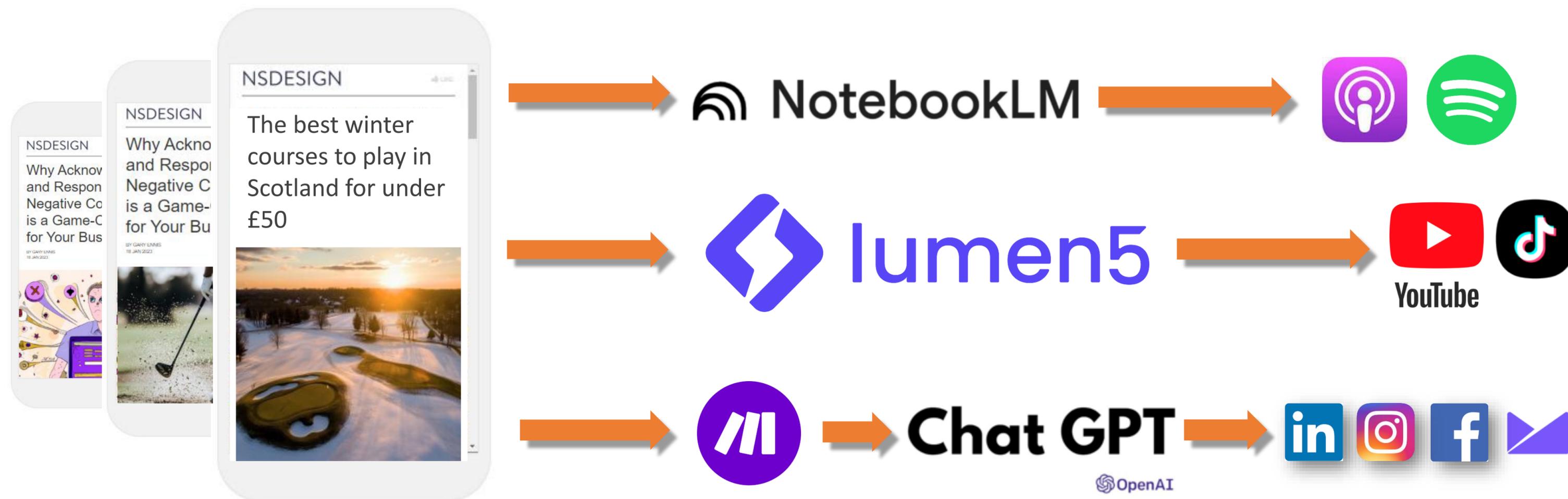
It's just another tool in the box to use in situations where it helps you.

If it can help you be more efficient, productive or creative – use it.

If not – ignore it. Don't get lazy, it should enhance YOU, not replace you.

Let's join all this up – content made easy...

What would a turbo-charged digital content strategy look like using nothing more than ChatGPT (and other AI tools)?



**“AI will not steal your job...
but a person who is comfortable
with using AI might...”**

Reflections and closing comments?

Your Follow-on Task!

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Thank you.

Gary Ennis

gary@nsdesign.net

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