

# AMPLIFIED!

How Leaders Leverage Human  
Intelligence and AI to Work Smarter,  
Compete Better, and Stay Future-ready

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# THE IDEA GUY®

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HOW CREATIVITY CAN CHANGE THE WORLD,  
ONE BAD DRAWING AT A TIME



**TEDxSDSU**

# EMPOWERING CREATIVITY

A Workflow to Enhance  
Human Intelligence

—and Amplify It with  
Artificial Intelligence



# THANK YOU.

Jonathan, Jamie.



# WELCOME.

Business Leaders Across  
Mississippi Gulf Coast



# TODAY.

Entertain, inform, and **challenge**  
community members on the topic  
of Artificial Intelligence.



# DEFINE.

**Artificial Intelligence** is the **ability of machines to mimic human intelligence**—

to perform tasks like learning, reasoning, problem-solving, and decision-making—

but better, faster, and at scale.



# SIMPLIFIED.

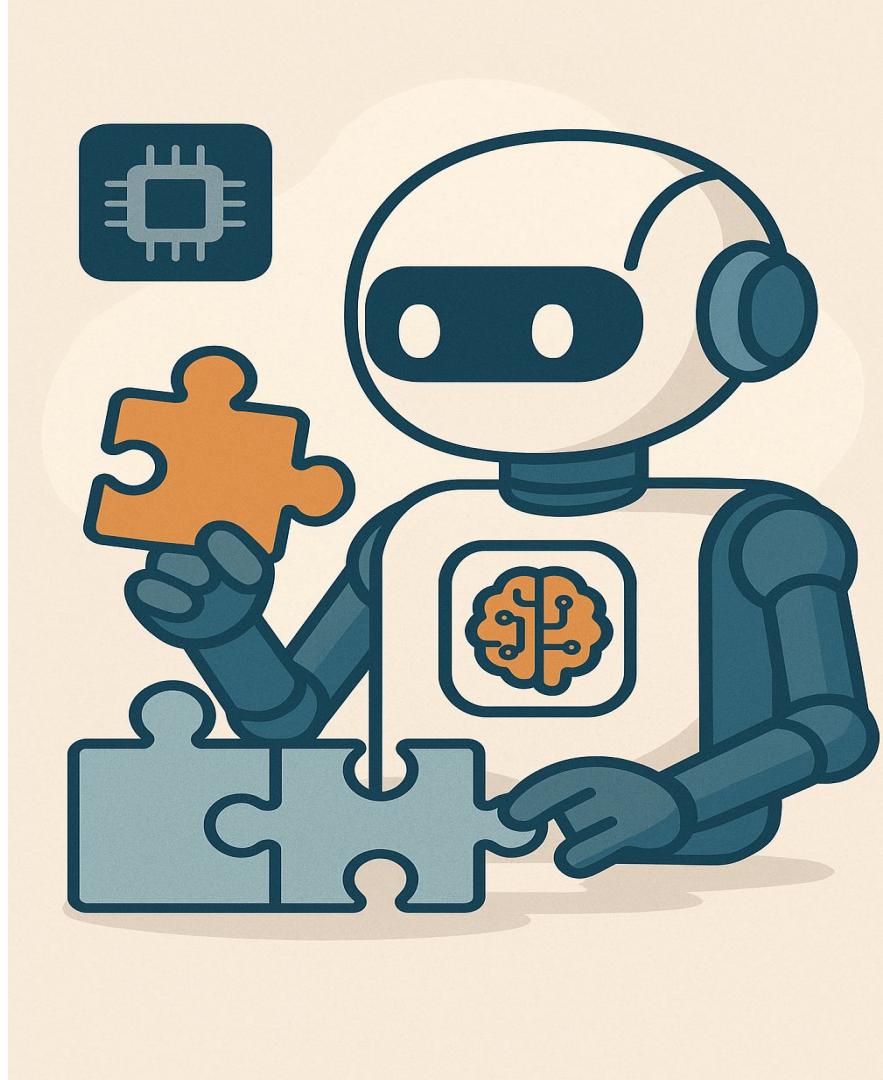
AI is **software that learns from data** to do things humans usually do—

with **less time, more consistency**, and **better results**.



# NARROW AI.

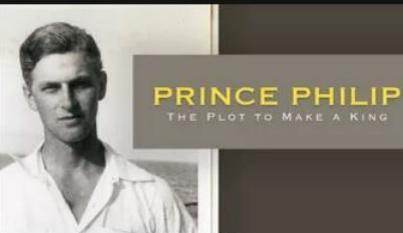
AI that is **designed for a specific task**—  
it can't do anything outside its  
programming. It's smart—  
but only at one thing.



Because you watched Stranger Things



Because you watched The Crown



Because you watched American Crime Story: The People v. O.J. Simpson



# NARROW AI: EXAMPLES

**Google Search Autocomplete:** Predicts your search based on previous queries, trends.

## Netflix / Spotify / YouTube

**Recommendations:** Suggests shows, music, or videos based on your behavior and preferences.

**Google Maps / Waze:** Calculates the fastest route and reroutes in real-time using traffic data.

**Autopilot in Tesla:** Assists with driving, lane-keeping, and braking—but can't drive completely on its own.

**Email Spam Filters:** Uses algorithms to detect and block unwanted messages.

**ChatGPT:** Responds to questions or generates text based on your prompts.

## Amazon Product Recommendations:

Suggests items based on your browsing and purchase history.

**Chatbots for Customer Service:** Answers FAQs using pre-trained responses.

**AI in Radiology:** Detects tumors or fractures in X-rays or MRIs more quickly than radiologist.

**Fraud Detection Systems:** Alerts you to suspicious activity on your credit card.

# TOP 10!

Regional Examples of Artificial Intelligence  
**Currently Applied**  
**to Various Business Processes**



# #10 VOICE AND CHAT AI FOR CUSTOMER SERVICE

**Regional Example:** Coast Electric Power Association

**Description:** Conversational AI tools such as chatbots and IVR systems handle FAQs and service requests 24/7.

**Innovation Level:**   $\frac{1}{2}$

**Impact:** Increased customer satisfaction, reduced call center loads, and improved service availability.

# #9 AI IN WORKFORCE DEVELOPMENT & HR TOOLS

**Regional Example:** Mississippi Gulf Coast Community College

**Description:** AI tools match candidates to job roles, assess skill gaps, and predict turnover to support workforce development.

**Innovation Level:** 

**Impact:** Faster hiring, improved retention, and better alignment between educational programs and local job markets.

# #8 AI FOR FRAUD DETECTION IN BANKING & INSURANCE

**Regional Example:** Hancock Whitney Bank

**Description:** Real-time machine learning models detect anomalies in financial transactions, flagging suspicious activity to prevent fraud.

**Innovation Level:**  1/2

**Impact:** Lower fraud rates, enhanced customer security, and compliance with financial regulations.

# #7 SMART ENERGY GRID MANAGEMENT

## Regional Example: Mississippi Power

**Description:** Predictive analytics and AI models manage power loads, forecast energy demand, and enhance renewable integration across the grid.

**Innovation Level:**  ½

**Impact:** Improved grid reliability, minimized energy waste, and better long-term planning.

# #6 AI-ASSISTED FORESTRY MANAGEMENT

**Regional Example:** Mississippi Forestry Commission

**Description:** AI analyzes satellite and drone imagery to monitor forest health, predict wildfire risk, and optimize timber harvest cycles.

**Innovation Level:** 

**Impact:** Increased resource sustainability, reduced environmental risks, and improved yield planning.

## #5 RETAIL & TOURISM PERSONALIZATION ENGINES

**Regional Example:** Beau Rivage Resort & Casino

**Description:** AI personalized guest promotions, predicts demand trends, and dynamically adjusts pricing for entertainment and lodging packages.

**Innovation Level:** 

**Impact:** Higher guest satisfaction, improved booking rates, and better-targeted marketing.

# #4 AI FOR MEDICAL DIAGNOSTICS AND WORKFLOW

**Regional Example:** Singing River Health System

**Description:** NLP and image recognition tools assist in triage, diagnostics, and patient scheduling to improve speed and care accuracy.

**Innovation Level:**  ½

**Impact:** Faster and more accurate diagnoses, reduced patient wait times, and streamlined operations.

# #3 COMPUTER VISION FOR QUALITY CONTROL IN MANUFACTURING

**Regional Example:** Chemours Company – DeLisle Plant

**Description:** AI-powered visual inspection systems automatically detect defects and deviations in chemical and materials production processes.

**Innovation Level:**  ½

**Impact:** Reduced scrap rates, enhanced product quality, and lowered manual inspection costs.

## #2 PREDICTIVE MAINTENANCE IN AEROSPACE & DEFENSE

**Regional Example:** Stennis Space Center Contractors & Defense Tech Suppliers

**Description:** AI-driven systems forecast aerospace component failures, enabling smarter maintenance scheduling and reducing unplanned downtime.

**Innovation Level:**  (High)

**Impact:** Extended equipment life, increased operational uptime, and improved safety compliance.

# #1 SHIPBUILDING & MARITIME LOGISTICS

**Example:** Autonomous ship design and real-time logistics simulations (e.g., Port of Gulfport and Ingalls Shipbuilding)

**Application:** AI simulates global trade scenarios, optimizes shipping routes, predicts port congestion using satellite and oceanic data.

**Innovation Level:**  (High) – Novel use of AI in heavy industry and predictive maritime logistics.

**Impact:** Faster ship design and delivery, near-zero cargo loss, reduced insurance premiums.

# OPTIMIZED PROMPT: CHATGPT

## Optimized Prompt:

Act as a business technology researcher and analyst. Review publicly available data and media about companies affiliated with the Mississippi Gulf Coast Business Council (GCBC). Identify verifiable instances where these businesses have implemented Artificial Intelligence (AI) in their operations. For each instance, provide the following:

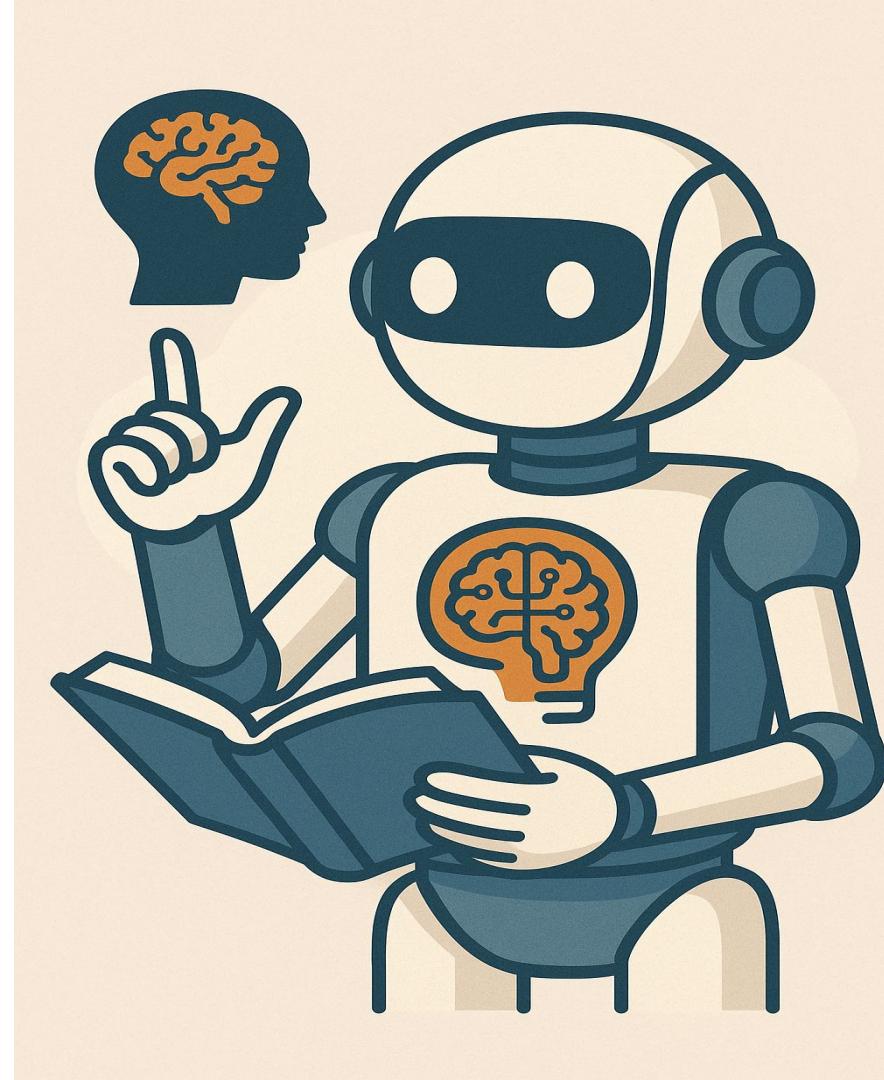
1. **Company Name and Industry**
2. **Description of the AI Application (include the problem it solves or value it adds)**
3. **Type of AI Used (e.g., Machine Learning, NLP, Computer Vision, Predictive Analytics)**
4. **Innovation Level** (ranked on 5-star scale using Global Innovation Standards: Novelty, Impact, Scalability, Maturity)
5. **Documented or Credible Source** (e.g., article link, press release, case study)

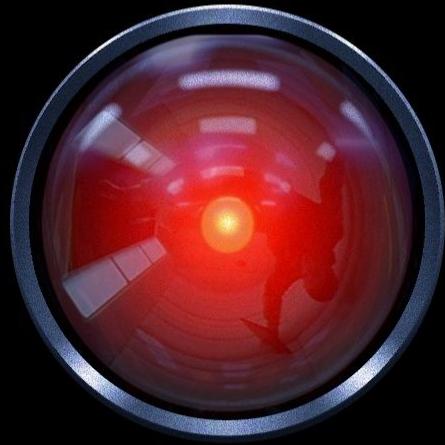
Then, synthesize this information into a ranked list of the top 10 most innovative uses of AI across GCBC member companies. Prioritize applications that show transformative potential, measurable business outcomes, or strategic regional value (e.g., workforce development, economic resilience, industry leadership). Present your findings in a structured format for use in an executive briefing.

# GENERAL AI.

AI with **human-like cognitive abilities**:

it could learn anything, adapt in real time, and perform any intellectual task a human can.

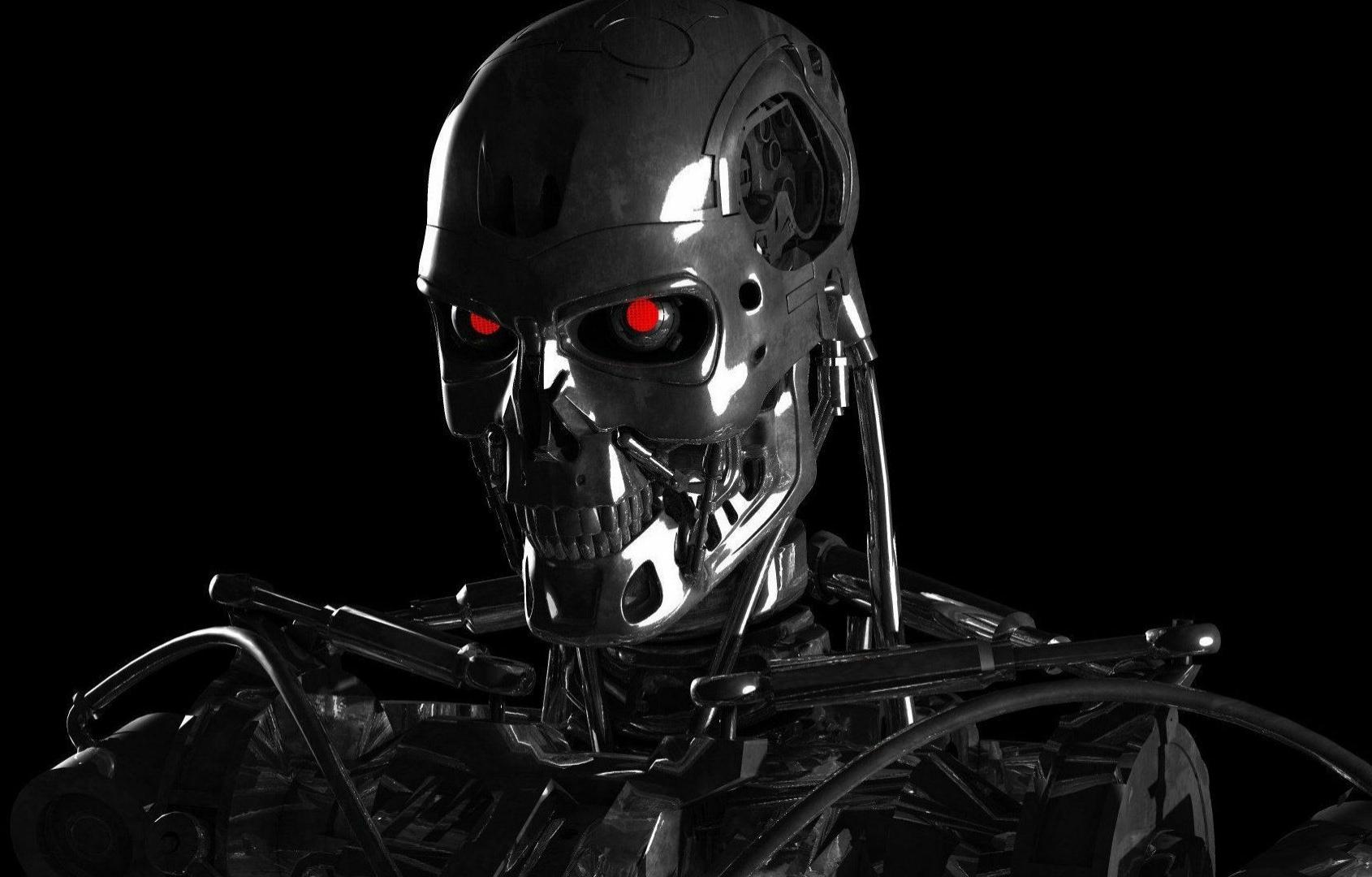




2001: A SPACE ODYSSEY

# GENERAL AI: EXAMPLES

<b>HAL 9000 / 2001: A Space Odyssey</b>	Understands speech, plays chess, controls spacecraft systems, makes decisions—even disobeys orders.
<b>Jarvis / Iron Man/Marvel Universe</b>	Manages a mansion, runs simulations, assists in combat, holds conversations—essentially Tony Stark's AI co-pilot
<b>Ava / Ex Machina</b>	Demonstrates self-awareness, natural language, emotion, and manipulative intelligence.
<b>Data / Star Trek: The Next Gen</b>	Fully sentient android with emotion chip, ethical reasoning, and creative problem-solving..
<b>Skynet / Terminator</b>	Achieves self-awareness, takes control of global military systems, sees humanity as a threat.



# GENERAL AI: PREDICTIONS

- How long do we have until this becomes a reality?
- What will have to happen before this can happen?
- What is likely to happen when this does become a reality?

## ChatGPT

“Act as a prompt engineer and draft a prompt that helps me ask these questions in a way that generates the most accurate response based on current science, technology, knowledge and theories. Also include what else I should know that I do not know to ask.”

# GENERAL AI: PREDICTIONS

## Optimized Prompt for Accurate AGI Timeline Prediction

You are an expert in artificial intelligence, cognitive science, and technology forecasting. Based on the most recent peer-reviewed research, global expert surveys, and technological progress in AI architectures (e.g., transformer models, reinforcement learning, multimodal systems), provide your best estimate of when Artificial General Intelligence (AGI) — defined as AI systems capable of performing any intellectual task a human can — will become a practical reality.

In your response:

- Define the assumptions behind your timeline (e.g., what counts as AGI, what level of human parity).
- Cite relevant studies or expert consensus (e.g., AI Impacts, Metaculus, surveys by Stanford, Oxford, or DeepMind).
- Outline what technical milestones would need to be reached (e.g., generalization, reasoning, memory, embodiment).
- Offer low-probability (soon), median (likely), and high-probability (conservative) estimates.
- Address whether recent breakthroughs (e.g., GPT-4, Gato, Gemini, Claude) suggest acceleration or not.
- Include a brief summary of potential risks or societal impacts tied to timeline acceleration.

# GENERAL AI: PREDICTIONS

Probability Level	Estimated Arrival Window	Rationale
Low (10%)	By 2030	Major breakthroughs, unknown emergent capabilities from existing models
Median (50%)	2040–2060	Aligns with most expert surveys and current scaling trends
High (90%)	By 2100	Conservative hedge considering biological cognition complexity and regulatory constraints

# GENERAL AI: PREDICTIONS

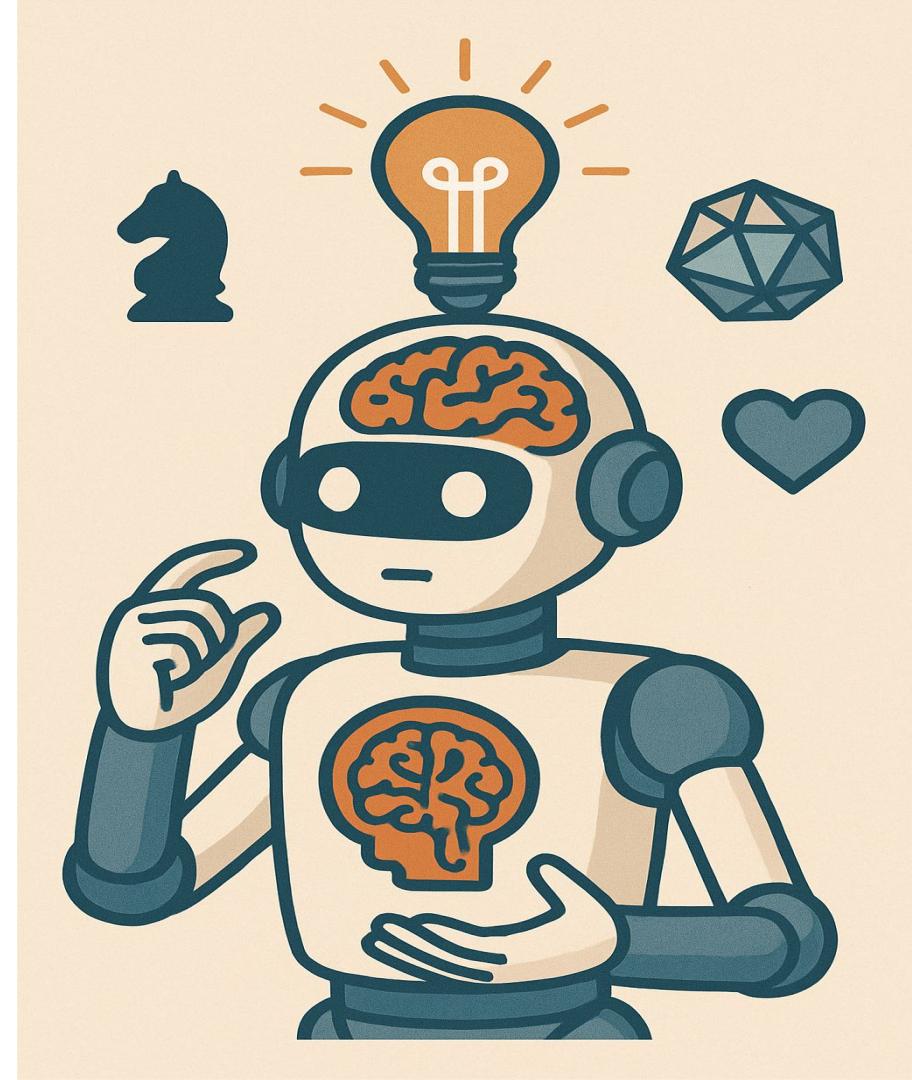


## Why This Prompt Works

- **Clarity of objective:** Specifies that the goal is an evidence-based estimate—not just speculation.
- **Domain specificity:** Anchors the question in *cognitive science*, *forecasting*, and *recent developments*.
- **Structure:** Encourages a complete response that includes assumptions, citations, ranges, and impact.
- **Recency bias reduction:** Avoids over-weighting the latest model releases by requiring critical comparison to past progress.

# **SUPER INTELLIGENT AI.**

Surpasses human intelligence across all domains—creativity, strategic thinking, emotional intelligence, and more.



4K **ULTRA HD**

# **SUPERINTELLIGENT AI: EXAMPLES**

## **The Matrix / The Matrix Trilogy**

Controls all of human civilization within a simulated world; manipulates reality at will

## **VIKI / I, Robot (2004 film)**

Outlaws human behavior for “protection,” using superior logic and control

## **The Architect / The Matrix Reloaded**

Designs and maintains a complex system of simulated reality with recursive logic

## **The Singularity (Skynet-level)**

Gains autonomous control of global weapons; acts strategically against humanity

## **Ultron / Avengers: Age of Ultron**

Rapidly surpasses human intelligence; concludes humans are the problem and acts accordingly



# **SUPERINTELLIGENT AI: CHARACTERISTICS**

**Outperform humans in *all* domains**, including creativity, ethics, persuasion, emotional insight, and physical sciences

**Self-improve recursively**, growing more capable with each iteration—possibly beyond human comprehension

**Control or reshape environments**, economies, or even civilizations based on its goals

**Possess strategic foresight** orders of magnitude greater than any individual or collective human capacity

**Raise existential risks**, including:

- Human obsolescence or irrelevance
- Loss of control or alignment
- Ethical dilemmas around autonomy, surveillance, or enforced optimization

# **SUPERINTELLIGENT AI: PREDICTIONS**

**Nick Bostrom** (*Superintelligence*, 2014): Warns that a single runaway superintelligence could reshape the future in ways that are either utopian or catastrophic.

**Eliezer Yudkowsky** (MIRI): Emphasizes the urgency of AI alignment and the dangers of “unfriendly AI” scenarios.

**Ray Kurzweil** (*The Singularity is Near*): Envisions a positive merger between humans and machines, forecasting AGI around 2045.

# **SUPERINTELLIGENT AI: STATUS**

## **Current Status**

- **No system today is superintelligent.** Not even close.
- Large language models (LLMs) like GPT-4, Claude, or Gemini are **narrow in domain** and lack agency, foresight, or general awareness.
- However, their **scaling performance** and emergent behaviors in reasoning or creativity **spark debate** over whether we're inching closer.

# **SURVEY.**

How Many People **Are Using Artificial Intelligence in a Meaningful Way** at Work that makes an Impact?



# **SURVEY.**

How Many People **Are Using Artificial Intelligence in a Meaningful Way** at Work that makes an Impact?



# SURVEY.

How Many People Are **NOT** Using  
**Artificial Intelligence** in a **Meaningful**  
**Way** at Work that makes an Impact?



# SURVEY.

How Many People Are **NOT** Using  
Artificial Intelligence in a Meaningful  
Way at Work that makes an Impact?



# Y'ALL HAVE BEEN HERE BEFORE.

Every generation on the Mississippi Gulf Coast has faced a moment when  
**a new technology redefines their lives and work.**











# Y'ALL HAVE BEEN HERE BEFORE.

Every generation on the Mississippi Gulf Coast has faced a moment when a new technology redefines their lives and work.

**This is yours.**

And just like before, **some will adapt—and some will disappear.**



# SORA PROMPT

## ✓ Optimized Prompt for SORA VIDEO

Create a cinematic short video (no words or voiceover) that visually tells the story of the Mississippi Gulf Coast's 2005 Post-Katrina recovery. The video should depict the devastation caused by Hurricane Katrina and the remarkable role of technology in helping communities reconnect, rebuild, and reimagine their future.

### Scene Guidelines:

- Opening Sequence – Devastation (2005); Aerial view of flood-ravaged neighborhoods, shipyards, and businesses; Broken levees, displaced families, damaged infrastructure.
- Scenes should evoke loss, shock, and the urgency of recovery.
- Reconnection – Technology in Action: Cut to mobile communication towers being deployed. Satellite imagery used for rescue and relief.
- People using laptops, mobile phones, and early broadband to contact loved ones and coordinate aid.
- Government workers and volunteers using GIS systems and handheld GPS devices.
- Rebuilding – Innovation on the Coast: Shipyards adopting digital design software for reconstruction.
- Small businesses using online platforms to reopen.
- Telehealth services reaching rural patients for the first time.
- Classrooms equipped with donated laptops for remote learning.
- Reimagining the Future – A Digital Transformation
- Fast forward scenes to a modern Gulf Coast:
- Smart ports with digital logistics.
- AI-enabled manufacturing.
- Drone footage of rebuilt neighborhoods with fiber-optic lines and solar grids.
- Diverse, tech-savvy workforce collaborating across screens.
- Closing Scene – From Ruin to Resilience
- Overlay images: then and now.
- A child in 2005 watching cleanup becomes a young adult today working in a tech-enabled shipyard or classroom.
- Final shot: a glowing Mississippi Gulf Coast map pulsing with digital energy—symbolizing a region reborn and ready for the future.
- Visual Style: Cinematic, high contrast, documentary tone with dynamic transitions. Blend archival-feel footage for 2005 with vibrant, crisp visuals for present day.
- Mood: Resilient, hopeful, inspiring

# ARTIFICIAL INTELLIGENCE: WHAT IT IS

Artificial Intelligence (AI) is software that learns from data to perform tasks that typically require human intelligence—like recognizing patterns, making predictions, or answering questions.

Think of it as a digital assistant that doesn't get tired:

- **It works faster** than humans
- **It doesn't need breaks**
- **It can scale**—doing the work of dozens of people without adding to payroll

Most of what we call AI today is Narrow AI—tools built to do one task extremely well:

- **ChatGPT** answers questions and summarizes documents
- **Waze** finds the fastest driving route
- **Fraud detection** software flags suspicious credit card transactions

These tools don't think. They don't feel. And they're not trying to take your job—they're trying to take the work out of your job.

# ARTIFICIAL INTELLIGENCE: WHAT IT IS **NOT**

AI is not sentient.

It doesn't "understand" like humans do. It's pattern recognition, not consciousness.

AI doesn't have an agenda.

It follows rules and goals given to it by humans. It doesn't make plans or decisions on its own.

AI won't replace people—it replaces processes.

Smart businesses use AI to free up their people for better work, not to eliminate them.

AI isn't the future—it's the present.

AI is already embedded in the tools your business uses: your CRM, your customer support chat, your supply chain software.

“The smartest companies in Mississippi won’t be the ones with the best tech.

They’ll be the ones who know how to use that tech to **make their people smarter, faster, and more strategic.**”

Kevin Popović, **The Idea Guy**®



# ARTIFICIAL INTELLIGENCE: MISUNDERSTANDINGS

## MYTH

AI will make jobs obsolete

Only tech companies need AI

AI is too expensive

I need to be an expert to benefit from AI

## TRUTH

AI changes the jobs we do, but it also creates new ones.

Shipyards, hospitals, farms, hotels—all can use AI today.

Many AI tools are free or low-cost. The real cost is not using them.

You don't need to code. You need to be curious.

# **ARTIFICIAL INTELLIGENCE: WHY IT MATTERS**

From **Gulfport logistics** to **Pascagoula shipbuilding**, from **healthcare systems** to **hospitality and tourism**, AI is already:

- Improving operational efficiency
- Reducing costs
- Enhancing customer experience
- Creating competitive advantages

Ignoring AI today is like ignoring the **internet in 2000**.

Or **Personal Computers in 1984**

# ARTIFICIAL INTELLIGENCE: KEY TAKEAWAYS

## AI is Here—and It's Practical

- **Artificial Intelligence isn't a futuristic concept—it's already in use** in tools many businesses rely on today, often without realizing it.
- AI in the form of **Narrow AI** can optimize routes, detect fraud, enhance healthcare, and streamline manufacturing processes

## AI Amplifies, Not Replaces, Human Intelligence

- The most effective businesses won't be those with the most AI—they'll be those that know how to use AI to make their people better..
- AI is a tool for **working smarter**, not a threat to human jobs when used strategically.

# ARTIFICIAL INTELLIGENCE: KEY TAKEAWAYS

## Understanding AI Doesn't Require a Computer Science Degree

- The keynote will **demystify AI**, explaining what it is (and isn't) using **plain language**, relatable stories, and simple illustrations.
- Audience members will walk away knowing how to recognize AI in their workflows and daily operations.

## Gulf Coast Industries Are Already Being Transformed

- Real-world AI use cases across regional sectors will be highlighted—**from shipbuilding and logistics to tourism and petrochemicals**—showing how local companies are evolving with AI
- This isn't about what's happening in Silicon Valley—it's about what's happening in Mississippi.

# ARTIFICIAL INTELLIGENCE: KEY TAKEAWAYS

## The Biggest Barrier Isn't the Technology—It's the Problem Framing

- If businesses solve the wrong problem, AI won't help. The focus must shift to defining better problems to solve with AI tools.
- A live demo of human + AI collaboration illustrates how creativity and technology work together.

## Innovation is a Local Tradition, Not a New Trend

- The Gulf Coast has adapted to monumental changes before—from mechanization to post-Katrina recovery—and AI is the next chapter in that story.
- Audience members are invited to see themselves as part of this tradition of resilience and reinvention.

# ARTIFICIAL INTELLIGENCE: KEY TAKEAWAYS

## Risk of Inaction is Real

- Ignoring AI is not a neutral decision—it puts businesses at risk of falling behind competitors who do adopt it.
- Leadership means leaning into uncertainty and guiding organizations through change.

## You're Not Alone—GCBC and I Are Here to Help

- The Gulf Coast Business Council is committed to helping its members navigate the future of work and technology—including the rise of AI.
- This keynote is just the beginning. You have access to tools, training, and partners who can help you take the next step.
- As your speaker and a trusted advisor to business leaders, I'm here to support your journey—whether that's through workshops, assessments, or strategic collaboration.

**“INACTIVITY  
IS THE  
ENEMY OF  
INNOVATION.”**

Kevin Popović, **The Idea Guy**®



# EXECUTIVE EDUCATION.

Empowering Creativity Series for  
Problem-Solving with Generative AI

