

How to Integrate AI into your business

2

1

IDENTIFY THE 4 DS IN YOUR BUSINESS

- What can you automate with the available tools?
 - What can you measure to assess ROI (client satisfaction, utilisation rates? Project budgets?
 - Gather data for a benchmark

LEVERAGE FREE OR LOW-COST TOOLS

- **Explore AI Tools:** Use affordable or free AI tools and platforms, like Google Analytics for insights or chatbots like ManyChat for customer service.
- **Use Online Resources:** Take advantage of free online tutorials and courses to learn how to use these tools.

3

START WITH SIMPLE AI APPLICATIONS

- **Automate Basic Tasks:** Implement AI for simple tasks first, such as automated email responses, social media scheduling, or personalized marketing campaigns.
- **Test and Learn:** Start small with one or two projects to see how AI can help and learn from the results.

4

TRAIN YOUR TEAM

- **Empower Employees:** Train your current team to use AI tools. Look for free or affordable online courses on platforms like Coursera, Udemy or NSW Tafe.
- **Encourage Learning:** Promote a culture of continuous learning to keep up with AI advancements.

5

INTEGRATE AI INTO DAILY OPERATIONS

- **Implement Gradually:** Gradually integrate AI into your daily business operations, ensuring it complements and enhances your existing processes.
- **Monitor Performance:** Keep an eye on how AI tools are performing and making adjustments as needed.

6

EVALUATE AND EXPAND

- **Review Results:** Regularly check if AI is meeting your goals and making a positive impact on your business.
- **Scale Up:** Once you see success with initial projects, consider expanding AI to other areas of your business.

7

STAY INFORMED AND ADAPT

- **Keep Learning:** Stay updated on new AI tools and trends that could benefit your business.
- **Be Flexible:** Be ready to adapt your AI strategy as your business grows and changes.

WORLD-CLASS INFLUENCE & EXPERIENCE

**KIM SEELING SMITH IS THE CEO OF IGNITE GLOBAL
AND A LEADING FUTURE WORK EXPERT.**

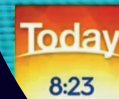


Master storyteller, passionate educator and trend translator, Kim Seeling Smith and the Ignite Global team help organisations build and retain a future-fit workforce.

Kim has literally had a seat at the table with Sir Richard Branson, was named a Top 101 Global Influencer on Employee Engagement, wrote THE how to guide on 1:1 employee check-ins, *Mind Reading for Managers*, and co-wrote a book with mega author Brian Tracy.

You will frequently see Kim on The Today Show, Forbes, the AFR and the SMH.

Kim is also an avid master SCUBA diver who cares deeply about the world's oceans. Her time spent under water helps reinforce her understanding of global connectivity and the importance of corporate sustainability.



www.igniteglobal.com
Info@igniteglobal.com

1300 858 631 AU
512-333-4587 US

ABOUT IGNITE GLOBAL



Future of Work experts helping you **HIRE THE RIGHT PEOPLE**
– **AND KEEP THEM ONCE YOU HAVE THEM.**



SPOT On Hiring System™

Hire well the first time to save yourself time, money and frustration.



Mind Reading for Managers®

The only solution you will need for engaged, motivated and high performing employees.



Future (NOW) of Work Insights

Are you fully prepared? We help you understand, and implement the 5 trends to win the Future of Work.



Bespoke culture and leadership solutions

We co-create solutions with you to make a tangible impact on your company culture and leadership capabilities.

IGNITE GLOBAL DELIVERS REAL MEASURABLE RESULTS



First Mortgage Services reduced employee turnover by 25% through the combination of the SPOT On Hiring System™ and Mind Reading for Managers® programs.

FMS
First Mortgage Services



Komatsu Australia's IT Department beat company results by 23 points in their employee engagement survey after implementing the Mind Reading for Managers® program.

Matthew Baker
BTS Applications Manager



After training all senior managers on the Mind Reading for Managers® program OMD Australia ranked No. 4 in the Great Place to Work rankings.

Martin Cowie
Chief People Officer