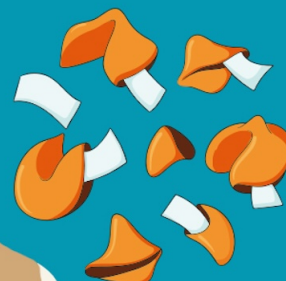
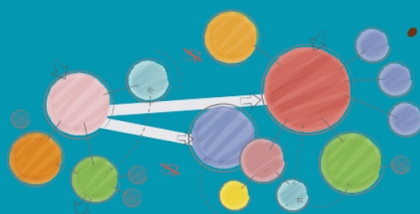


A Bold New Perspective on
Generative AI in Business



THE CURIOUS CASE OF ChatterBot GPT



MYRA ROLDAN



The Curious Case of ChatterBotGPT

**A Bold New Perspective On
Generative AI in Business**

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Foreword

**NOTE: Despite all temptations, this foreword was written entirely without AI (though you might wish I had used it after having read it).*

It was just shortly after I became formally acquainted with our dear author, Dr. Almira Roldan-- or Myra-- who was my partner on the Learning Technologies track of the Program Advisory Committee for the Association for Talent Development's International Conference and Expo (yes, that's a mouthful)-- that ChatGPT publicly launched onto the scene.

How quickly the masses went from thinking of artificial intelligence (AI) as science fiction to embracing it as a necessity of modern business operations. AI became *the* topic of conversation in nearly every industry. Seemingly overnight, AI became synonymous with large language models and generative AI-- the miracle technology that surely would change the face of the world.

Instantly, everyone had an opinion about how AI worked and what it could do. We saw the workforce fragment into different sects: the self-proclaimed experts, who had somehow learned everything there was to know about AI technologies (after a 1-month trial of ChatGPT) and could teach you all of it in an online class for a small (exorbitant) fee; the reckless adventurers, who jumped into experimenting without consideration for consequences; the cautious optimists, who felt generative AI could be a breakthrough but didn't want to lead the charge; and the resisters, who believed AI would destroy us all. How do you identify?

Of course, what we couldn't know in 2022 was how these differing approaches to generative AI would impact organizations. Today, organizations continue to grapple with major questions about how to successfully innovate with AI.

I was lucky to have Myra-- an actual AI Engineer, futurist, sought-after international speaker, and CEO of forward-thinking AI consultancy UnDesto AI-- as a friend and a guide.

With her years of experience leading higher education institutions and enterprise organizations through AI implementation, I had a true expert (though Myra doesn't like that term) to help me wade the treacherous waters of this emerging technology. Her patience, love of story, and sense of humor made learning about generative AI painless and broadened my horizons. From Myra, I came to understand not just what was and might be possible with AI technologies, but how to truly consider the ways in which I wanted to incorporate AI into my life and business. I became confident in my ability to experiment with guardrails to maintain my standards for ethical use and safety.

Unfortunately, not everyone has a Myra on speed dial, and while generative AI tools are evolving rapidly, I haven't found one to replicate Myra's brilliance and enthusiasm. So I was thrilled to learn that Myra was writing a book about AI in her unique, human-centered style and very honored to be asked to write this foreword.

Rather than another textbook-sounding "strategic guide on how to do anything with AI," our dear author, Myra, gives us a tale that is both cheeky fun and a necessary tool for anyone using or thinking about using AI. *CHATTERBOTGPT* is a story that anyone from the "non-techie" to the early adopter of all things digital can make sense of and see themselves in.

It's a story that helps us consider how to navigate, not just generative AI, but any shiny new technology. As the narrator leads us through a tale of the all-too-familiar Thad, we are immersed in the pressures of personal ambition and the challenges of corporate innovation, particularly when it comes to the ever-evolving landscape of AI implementation.

But that's not the only reason I feel everyone should read this book (which I do, by the way). *CHATTERBOTGPT* also offers a slew of practical tools, meaningful reflection activities, and wisdom for teams and individuals who want to adopt new

technology-- all built from genuine, hands-on enterprise AI experience.

So, dear reader, grab a cup of your favorite tea, snatch up your favorite pen (or stylus), and enjoy the journey. Get ready for, CHATTERBOTGPT.

Nicole Papaioannou

CEO & Founder

Your Instructional Designer

<https://yourinstructionaldesigner.com>

Preface

For as long as I can remember, I've wanted to write a book about artificial intelligence (AI). But I didn't want to write just another dry, complex tome that only a handful of experts could digest. Most AI books out there are heavy on the technical jargon, long-winded, and, let's be honest, *hella boring*. The traditional author formula is to impress you and prove how smart they are rather than actually making the technical topics accessible. That not the kind of book I wanted to write.

The idea of using a storytelling format for my AI book came to mind one weekend, and my brain just wouldn't let go. You see, when my kids were little, I read my college textbooks to them as stories, serving dual purposes – entertainment and study time. I found that I also retained the textbook information more easily. So, for this book, I played around with different ideas for over a year, trying to find the right angle and the right way to present the topics. But every time I started, I ran into some serious writer's block. Then one day I was sifting through my bookshelves and my favorite leadership parables, like *Raving Fans* by Ken Blanchard and Sheldon Bowles just fell off the shelf. I had an ah-ha moment, I should write a parable. That's when the pieces began to fall into place. What if I wrote an AI book that was less about the nuts and bolts and more about the lessons, the stories that could make AI understandable and engaging for everyone? What if I used a fun tone ala *Pushing Daisies* and *Bridgerton*? *Absolute Genius*, if you ask me.

And so, this book was born.

I've always known that my main characters would be Thad Blandly and Dr. Arym Basilia Radlon-Manjai de Fernandez (Dr. A.). The character, Dr. A, her preferred moniker, has a name that's practically a game of anagrams in itself. She serves as your background narrator. I also knew that I wanted to co-write this book with AI. After all, what better way to

explore the world of AI than by creating a book in collaboration with AI? To me, it felt like a stroke of genius.

However, life has a way of getting in the way. At the time, I was in the middle of relaunching my consulting business, UnDesto AI™ and my focus was on getting the business off the ground. Yet, the thought of this book came to mind regularly. It haunted my dreams, tugging at my thoughts. Until, on the first day of August 2024, I was jolted awake at the ungodly hour of 4 a.m. I had just dreamed about the characters and could vaguely remember a plot. Without hesitation, I grabbed my phone and asked my new collaborator, ChatGPT, if it was familiar with the TV show *Pushing Daisies*. ChatGPT, ever the eager assistant, responded with a long-winded synopsis, just to show it knew its stuff. This was exciting, I finally had an angle — whew!

And so, my collaboration with ChatGPT began.

I wrote one chapter at a time and asked ChatGPT to revise my writing in the tone of *Pushing Daisies*. Together we worked through my writing and built the foundation for this book. But the process didn't stop there. To ensure that the content was both accurate and engaging, I employed [Perplexity.ai](https://perplexity.ai) for research, diving into the latest information and insights on AI. For the visual elements, I turned to Ideogram to generate images that would bring the story to life; because what's a children's book for adults without images?

Now, you might be wondering, “*Why this story? And why AI?*” The truth is, I've been in the tech industry for over 20 years, and I've spent the last 12 years immersed in emerging technologies like AI, virtual reality, augmented reality, and cloud computing. As a Latina woman in tech, I've often been disappointed by the lack of representation in technology-focused literature. As of the writing of this book, women hold only 26.7% of jobs in the tech industry, and of that small percentage, only 2% are Latina or Hispanic in AI. These numbers aren't just statistics, they represent the barriers,

challenges, and biases that women like me face every day in this field.

The tech world is filled with brilliant minds, but it's also a space where the voices of women, especially women of color, are often marginalized or overlooked. When I look at the shelves filled with technology books, I see the reflection of this disparity. The vast majority of these books are written by men, and the perspectives shared are often narrow, technical, and to be blunt, dry and difficult to digest.

This lack of diversity in authorship not only skews the narrative but also perpetuates the idea that tech is a man's world; a perception that discourages many women and minorities from entering or staying in the field. It's not just about writing a book; it's about challenging the status quo and opening doors for others like me who have something valuable to contribute. I want to write tech books that are engaging, accessible, and, most importantly, inclusive. Books that speak to a broader audience, that break down complex ideas into relatable stories, and that inspire more women; especially Latina women; to see themselves as part of this ever-evolving industry.

Over the past six years, I've published four focused-topic books, each with the goal of making technology more approachable and understandable. These include two workbooks, an interactive augmented reality book, and my latest, *Unlocking the Power of AI*, a short 12-page guide complete with templates and an action plan. But this book is different. This book isn't just another tech manual; it's a parable; a story that's not just informative but also fun, relatable, and, most importantly, memorable. It's my way of contributing to a more diverse and inclusive narrative in tech literature, one that reflects the true diversity of the people working in this space.

This book is the next step in my journey; a parable about AI that's not just informative but also fun, relatable, and, most importantly, memorable. I hope you enjoy reading it as much

as I've enjoyed creating it. [*And just for the record, I wrote this
Preface without ChatGPT or other Generative AI tools*]

How To Use This Book

This book is designed to inspire, educate, and challenge you, whether you're a CEO or, a corporate professional, or an academic seeking to integrate AI into your curriculum. At its heart, this book is a parable, a story of innovation and its pitfalls, wrapped in humor, drama, and just the amount of chaos. But it's also a guide. A resource you can actively use to shape your own AI journey.

Here's how you can make the most of this book:

For CEOs and Professionals:

- **Read the Story First:** Immerse yourself in the journey of Thad, Cleo, and Dr. A. Reflect on their challenges and triumphs—because they might mirror some of your own.
- **Engage with Chapter Summaries:** At the end of each chapter, you'll find actionable takeaways, reflection prompts, and critical thinking questions. Use these to evaluate your current practices and uncover areas for growth.
- **Apply the Practical Exercises:** Build your risk framework, create a checklist for adopting new technologies, or simulate a crisis management scenario with your team. These are designed to make theoretical lessons immediately applicable.

For College and University Educators:

- **Incorporate into Courses:** This book makes a great companion text for AI courses or programs of study. Use it to introduce ethical dilemmas, data security challenges, or AI implementation strategies.
- **Classroom Discussions:** Use the critical thinking questions and reflection exercises to spark lively debates or group projects. Encourage students to

draw parallels between the story and real-world AI applications.

- **Team Assignments:** Assign practical applications like designing an AI strategy, crisis response plan, or a generative AI policy. These activities align with learning outcomes in data ethics, AI risk management, and innovation strategy.

For Everyone:

- **Learn Through Humor:** The humor and exaggeration in this book are very intentional. They aim to make this complex topic engaging and relatable. But the core ideas are grounded in reality.
- **Host a Book Club:** Gather your friends, teams, or peers to explore the discussion questions at the end of each chapter and the end of the book. These are tailored to help you think deeply about the broader implications of AI in your industry.
- **Revisit Key Concepts:** Highlight, flag, write your notes on the edges of the book. Then, flip back to the glossary, discussion questions, or practical applications whenever you need a quick refresher or a starting point for your own AI initiatives.

My goal is for this book is to be a conversation starter. Use it as a tool to explore not just the potential of AI, but also the responsibility that comes with using it. Whether you're trying to stay competitive in your market or guiding the next generation of innovators, this book has something for you. So, grab a highlighter and pen, dive in, and let's build a smarter, more thoughtful AI-powered future together.

Prologue

Greetings, my dear reader. I am *Dr. Arym Basilia Radlon-Manjai de Fernandez*. You can call me *Dr. A.*, your guide in this tale of technological triumphs and tribulations. With a front-row seat to the ever-evolving world of artificial intelligence, I find myself both fascinated and bemused by humanity's attempts to harness its power, although a bit ill-informed and misguided at times.

In the far corner of the technological Mecca known as Sillycon Valley, where dreams of innovation flutter like moths around a bright neon bulb, lies Widget World, a bustling hub of the globe's most cutting-edge widget manufacturers. Amongst these titans of industry, **Acme Inc.** reigns supreme, the undisputed crown jewel of widget makers. For over 25 years, Acme's secret sauce, a mix of ingenuity, daring, and perhaps a pinch of luck-has kept it at the pinnacle of the widget world, its widgets the stuff of legends whispered in boardrooms and break rooms alike.

But as with all tales of triumph, a storm brews on the horizon. The wind carries whispers of change, of challenges that even Acme Inc.'s mighty reputation may not withstand. It is here, in the shadow of this gathering storm, that our story begins.

Acme Inc., ever the beacon of innovation, is at a critical juncture. To maintain its competitive edge, the company needs to develop a revolutionary widget, something so advanced that it will outshine anything their rivals could dream of. Thad believes the weight of Acme's future rests squarely on his unassuming shoulders. It is a self-inflicted responsibility that Thad accepts. He pushes himself from order taker into an innovator extraordinaire - at least in his own mind.

But as Thad dives headfirst into his mission, he is about to learn that not all that glitters in the tech world is gold. You see, Thaddeus Blandly, or Thad to the few who bother to remember him, is a man who has spent his entire career

comfortably ensconced in the quiet corners of Acme Inc.'s research and development department. Thad's life is one of routine and predictability, his ambitions as average as his disheveled appearance. But all that is about to change.

As Acme Inc. wades through the murky waters of the digital age, Thad Blandly unwittingly steps into a minefield at the annual TechCon, where he crosses paths with Oliver Pageflip. Thad's world is about to be turned upside down. The allure of artificial intelligence, with its promises of innovation and endless possibilities, captivates Thad, sparking within him a new flame of intrigue and aims of grandiosity. But as Thad will eventually discover, Oliver's polished veneer hides half-truths and empty promises, setting in motion a series of events that will challenge not only Thad's grasp on reality but the very foundation of Acme



Chapter I

TechCon

Allow me to paint a picture of a scene that, at first glance, seems ordinary enough. It all began at the annual TechCon, a gathering of bright minds along with the latest and greatest must-have technologies, where Thad Blandly, a man with more enthusiasm than sense, found himself seeking strolling the halls of innovation. Thad, like many others, had come in search of the latest and greatest technologies, the SILVER BULLET in the tech world. The one that would solve all their problems. Thad hoped to return to Acme Inc. with tales of innovation and grandeur.

Thad roamed the Innovation Hall like a bewildered child at a carnival sideshow. He wandered from booth to booth, eyes wide. Vendors peddled their shiny wares. They thrust pens, stickers, business cards, and even candy at all who passed. Thad found himself returning several times to the blue booth with the bowl of fortune cookies, grabbing as many as he could fit in one hand.

Finding a quiet corner away from the hum and clatter of Acme Inc., Thad sat down with a small mountain of the crescent-shaped delights, each glistening under the fluorescent lights like golden promises waiting to be unwrapped. With the reverence of a jeweler inspecting rare gems, he carefully pried open each cookie, savoring the delicate *SNAP* of the crispy

shells. The fortunes fell like confetti, most as mundane as the cookies they came from:

Your smile is your
greatest asset.



Great rewards come to
those who wait.

Flimsy words, fleeting and
forgettable.

But then, one cookie stopped him mid-snap. A double fortune!
A rare finding, as rare as four-leaf clover.

His eyes widened as he read the first side:



*THE PATH TO GREATNESS IS WITHIN YOUR
GRASP*

He felt a thrill run down his spine, an electric tingle of excitement. But when he flipped it over, his brow furrowed at the second message, stark and unnerving:

The quickest path may hide the deepest pitfalls.

Thad's fingers lingered on the paper, folding and unfolding it like a secret letter. He tucked it into his pocket, the words echoing in his mind. It felt like a sign, though what kind, he couldn't quite tell; a whisper of fate, a wink from destiny, or simply a warning that refused to reveal itself.

As Thad continued his day, it was packed with sessions and presentations. His itinerary brimmed with promise, but each session felt like watching a magician flourish a handkerchief--more flash than substance. The speakers skimmed over the actual details, dazzling the audience with buzzwords, but leaving Thad hungry for more. He was left to figure out how to implement any of it back at Acme. It was all smoke and mirrors, exciting yet deeply confusing.

Restless and buzzing with excitement, Thad twirled the little fortune slip in his pocket between his index finger and thumb, anticipation sparking through him like electricity. He knew something big was about to happen; he could feel it. As he wandered through the vast conference hall, a dimly lit corridor caught his eye, almost hidden from view. Curiosity piqued, he followed it down to a small, tucked-away room, far from the main attractions. Inside, a session with the promise of unveiling a hidden world, *OLIVER PAGEFLIP'S DEFINITIVE GUIDE TO AI*, a bold claim that pulled Thad in like a moth to a flame.

In a room with more empty seats than attendees, standing at the front was the one and only Oliver Pageflip. With an audacity matched only by his questionable taste in attire, Oliver proclaimed himself an AI expert for the inexperienced. He wore a bright yellow blazer emblazoned with bizarre, AI-generated designs, clashing with denim pants that hovered

Reflection Exercise

Do you know your company's AI readiness level? Take a simple AI readiness assessment and discover your company's score. Then write a reflection regarding your score.

Access the assessment: bit.ly/aireadinesscore

Or scan the QR code:



Epilogue

As the CEO and founder of UnDesto AI, I've had the privilege – and sometimes the frustration – of witnessing firsthand the messy, complicated ways businesses approach artificial intelligence. Many of the events in this book, while fictionalized and exaggerated for storytelling purposes, are inspired by real-life scenarios I've encountered or had shared with me in my role as an Applied AI Engineer and Consultant.

I've heard executives proudly describe how they used a personal ChatGPT license to upload sensitive company data to forecast strategies or draft reports, completely unaware of the potential risks to their intellectual property and data security. I've also listened to countless employees explain how they circumvented their organization's AI restrictions by emailing work to their personal accounts, using generative AI tools on their own devices, and sending the results back to their work email. These stories may seem outlandish, but they are far more common than you might think.

According to recent data, 72% of companies do not have an AI policy or strategy in place¹. Which means that employees have no guardrails for the use and implementation of AI within their workflow

It's because of scenarios like these that UnDesto AI exists. At UnDesto, we focus on helping businesses understand their AI readiness level across four critical domains:

1. **Leadership and AI Strategy:** Ensuring leaders are equipped with the knowledge to make informed decisions about AI adoption and integration.

¹ Houter, B. K. D. (2024, November 12). AI in the Workplace: Answering 3 Big Questions. Gallup.com. bit.ly/4hokwFO.

2. **Change Management and Operations:** Guiding teams through the cultural and operational shifts required to implement AI effectively.
3. **Product and Service Innovation:** Leveraging AI to enhance offerings while staying aligned with ethical and practical standards.
4. **Customer-Focused AI Solutions:** Designing AI initiatives that prioritize customer trust, security, and value.

At UnDesto AI, we prioritize AI readiness, comprehensive staff training, and the implementation of Frugal AI strategies. Our approach encourages organizations to maximize the potential of their existing tools and systems before investing heavily in new solutions. We believe in smart, sustainable AI adoption that aligns with our clients' current infrastructure and business goals.

Our mission is to help companies transform AI challenges into opportunities for growth and innovation.

So, I hope this book serves as a conversation starter and a practical guide for businesses, educators, and students alike. Whether you're just beginning to explore AI or are grappling with its complexities, my goal is to provide you with insights, inspiration, and a little humor along the way.

Thank you for allowing me to share this journey with you. Here's to building a future where innovation and responsibility go hand in hand.

Warm regards,

Myra Roldan

Founder & CEO, UnDesto AI

Resources

Book Club Discussion Questions

1. What is the central conflict of the story, and how does it relate to the use of AI?
2. How does the book critique the tech industry and its approach to innovation?
3. What are the main consequences of Thad's actions and how do they impact Acme Inc.?
4. What are some key lessons or takeaways regarding the use of AI that are highlighted in this book?
5. How does the story explore the theme of "redemption" in the aftermath of the crisis?
6. How does the narrative style contribute to the book's overall message?
7. Discuss the role of both optimism and naiveté in the story, focusing on how Thad

About the Author



Myra is the founder and CEO of UnDesto AI™, a boutique consulting firm dedicated to helping companies harness the power of artificial intelligence. Through UnDesto, she has developed innovative tools that assess AI readiness and guide organizations in building the infrastructure, strategies, and data frameworks needed to successfully integrate AI solutions aligned with their business goals. As the co-founder of YourAcademy.ai, Myra also works to transform education, equipping learners and educators with the skills and tools for the future of work. A TEDx speaker, author, and international presenter, Myra is known for making cutting-edge technologies accessible and impactful, combining over 20 years of tech expertise with her gift for simplifying complex ideas.

Beyond her work in consulting and education, Myra is a tireless advocate for inclusive innovation and a proud mom to three talented daughters. Whether she's inspiring audiences to embrace AI, guiding organizations toward smarter decisions, or championing diverse voices in tech, Myra leads with intention, empathy, and a commitment to unlocking human potential.