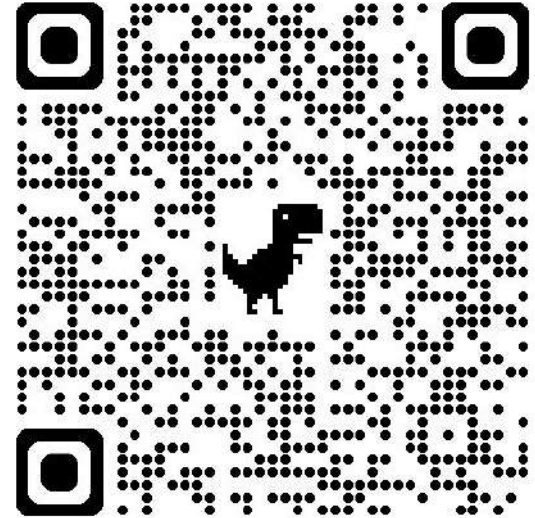




AI FOR LEADERS: STRATEGIC DECISION-MAKING & BUSINESS TRANSFORMATION

For: Intelligent Compliance Conference
Conducted by: AIHQ

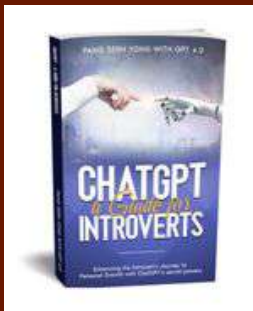


[Welcome Survey](#)



Author of ChatGPT – A Guide for Introverts

A guide for Introverts to overcome social anxiety, build confidence with ChatGPT



Bachelor of Communication Studies

- Nanyang Technological University Wee Kim Wee School of Communication and Information, Singapore

Over 12 years of experience as a Singapore-based entrepreneur

- Video marketing agency with prestigious clients

Founder of the ChatGPT Community (50,000 members)

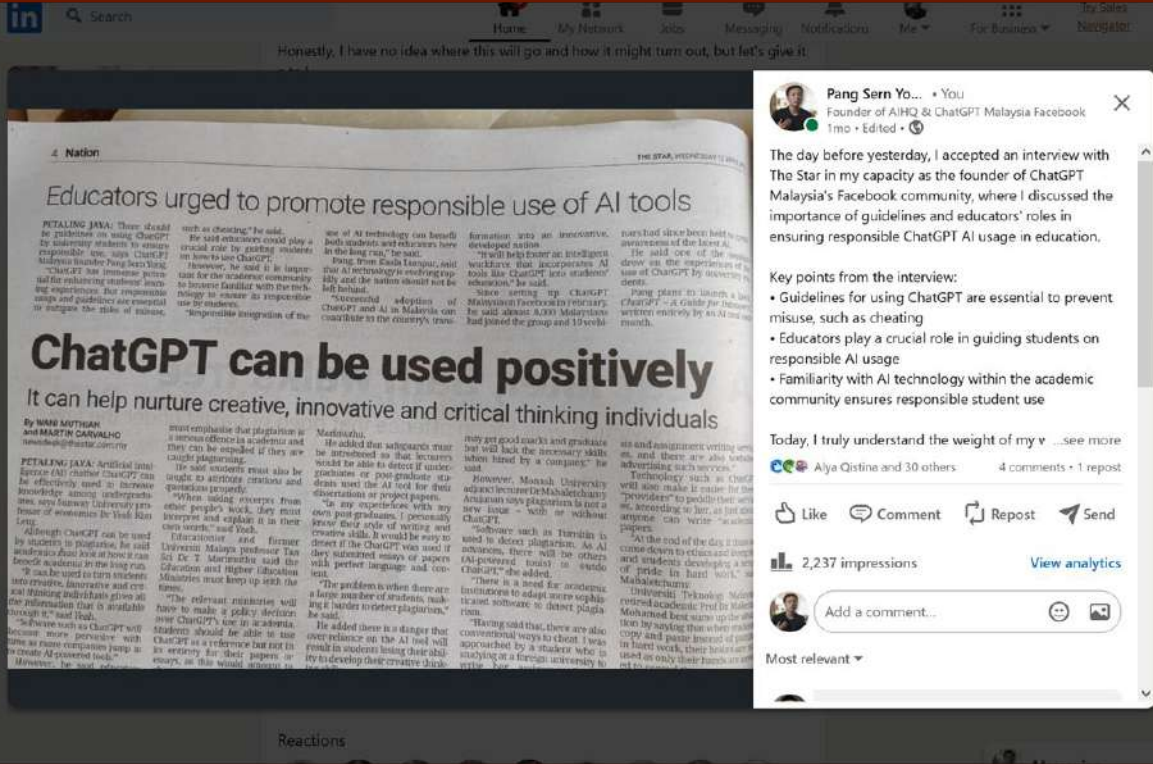
- Early adopter of ChatGPT and other AI tools, Facilitated more than 12 webinars on ChatGPT and AI tools in two months

Accredited Trainer & ChatGPT and AI Adoption Specialist

- Clients: Tialoc Environmental, Moore, Institute of Internal Auditors, ACCA, Bertelsmann SE & Co. Prudential, BT Technologies...over 8,000 professionals engaged and trained

Ranked #2 – AI Thought Leader for LinkedIn

- Frequent guest on BFM 89.9 and interviewed by The Star Newspaper



Pang Sern Yong • You
Founder of AIHQ & ChatGPT Malaysia Facebook
1mo • Edited •

The day before yesterday, I accepted an interview with The Star in my capacity as the founder of ChatGPT Malaysia's Facebook community, where I discussed the importance of guidelines and educators' roles in ensuring responsible ChatGPT AI usage in education.

Key points from the interview:

- Guidelines for using ChatGPT are essential to prevent misuse, such as cheating
- Educators play a crucial role in guiding students on responsible AI usage
- Familiarity with AI technology within the academic community ensures responsible student use

Today, I truly understand the weight of my ... see more

Alya Qistina and 30 others • 4 comments • 1 repost

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Most relevant ▾

#2

80
100

Pang Sern Yong
AI Thought Leader & Trainer in Malaysia

4# AI & Machine Learning Malaysia

70# LinkedIn Malaysia

Top 50 Creators
AI & MACHINE LEARNING · LINKEDIN · MALAYSIA

Favikon

December 10, 2024

<https://www.thestar.com.my/news/nation/2023/04/12/educators-urged-to-promote-responsible-use-of-ai-tools>



Free Online Webinar

CHATGPT AND THE FUTURE OF WORK

7 Mar, Tues
8:30pm - 9:15pm MYT

SPEAKER FOR THE DAY



MR. PANG SERN YONG,
FOUNDER OF CHATGPT MALAYSIA FACEBOOK & AIHQ

TU/FRIDAY
11:30 AM
12:30 PM

ChatGPT & AI

11 JUNE SUNDAY | 3-7 PM | WORQ TTDI

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Future ready webinar series


Using GenAI and ChatGPT

Demonstrating practical integration strategies of GenAI and ChatGPT in academic and research activities to enhance AI literacy and operational efficiency.




HRD Corp Certified Trainer

- 5+ years of experience in HRD Corp certified training for ChatGPT and AI tools last 18 months
- Certified training resource for professional trainers from ChatGPT skills, ChatGPT Training manual
- Author of ChatGPT - A Guide for Introverts
- Founder, the End of AI used of State bank in Malaysia




TalentCorp
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The Institute of
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OF ACCOUNTANTS

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body for
professional
accountants

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PLANNERS ASSOCIATION
OF SINGAPORE

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MEDIA GROUP

MRCA
Malaysia Retail Chain Association

LION
GROUP
PROPERTY

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silverlake
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SMECORP
MALAYSIA

The MUI Group

MTDC
MALAYSIAN TECHNOLOGY
DEVELOPMENT CORPORATION

Sapura

MDCC
Malaysia Digital Chamber of Commerce

QR RETAIL AUTOMATION

CEDAR
Centre For Entrepreneur Development And Research

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KOTA BUKU
SEKUTUP MELAKA KEMENTERIAN PERDAGANGAN MALAYSIA

BT

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Penang

HRD CORP
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arvato
BERTELSMANN

PRUDENTIAL BSN
TAKAFUL



exyte

MOORE

PIKOM

IMPLEMENTING AI – AIHQ AT A GLANCE

A snapshot of our reach, engagement, and impact in AI applications.



TOP RECOGNITION AND ACHIEVEMENTS

#1

Top Course Provider for HRDC's National Training Week 2024



8,000

Professionals Engaged in AI Programs



91%

Consistent Program Satisfaction Rating



DIGITAL ENGAGEMENT AND IMPACT

270,000

LinkedIn Impressions (June 2023 - 2024)

400+

Webinar Watch Hours on [AIHQ YouTube](#)



GROWING AI COMMUNITY

19,000+

Members in [ChatGPT Facebook Community](#)



20,000+

Subscribers to AIHQ AI Digest Biweekly Newsletter



INNOVATION AND COLLABORATION OPPORTUNITIES

- Customised Training Programs
- Tailoring AI training to meet specific industry needs, ensuring a personalised learning experience.
- Creative Solutions through AI
- Offering AI-powered creative services, including content creation, marketing strategies, and more.



Today's Session Perspective

- **Practical Approach:** Focus on real-world solutions and effectiveness.
- **AI & Data-First Strategy:** Leveraging technology for business growth.
- **Top Training Provider:** Leading training for 2024 excellence.
- **Impactful Upskilling:** Engaged 8,000+ Professionals from industries.
- **Cost-Efficient Solutions:** Maximizing value with off-the-shelf options.
- **Independent Consultant:** Delivering unbiased, expert advice



Overview of Today's Seminar

- Opening and Introduction to AI & Generative AI
- AI in Decision-Making – Demonstration and Hands-On Practice
- Exploring AI Tools – Text, Visual, and Video Applications
- Business Clinic – Applying AI to Business Contexts



Learning Objectives

- Understand the fundamentals of AI and Generative AI.
- Gain insight into how AI supports effective decision-making.
- Experiment with leading AI tools across text, visual, and video.
- Identify practical applications of AI for business challenges.



Artificial Intelligence

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn like humans.

Examples of AI Applications

Facial Recognition
(Computer Vision)



Robotics



Voice
Recognition



Smart
Appliances



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DrMohd Farizul MGHani

7 May at 11:52

Sejarah AI bermula pada tahun 1950-an apabila saintis komputer mula meneroka idea mencipta mesin yang boleh melaksanakan tugas yang memerlukan kecerdasan manusia. Walau bagaimanapun, kemajuan awal dalam bidang ini adalah perlahan dan hanya pada tahun 1980-an AI mula melihat kemajuan yang ketara. Ini sebahagiannya disebabkan oleh pembangunan algoritma baharu dan ketersediaan komputer yang lebih berkuasa yang boleh memproses sejumlah besar data.

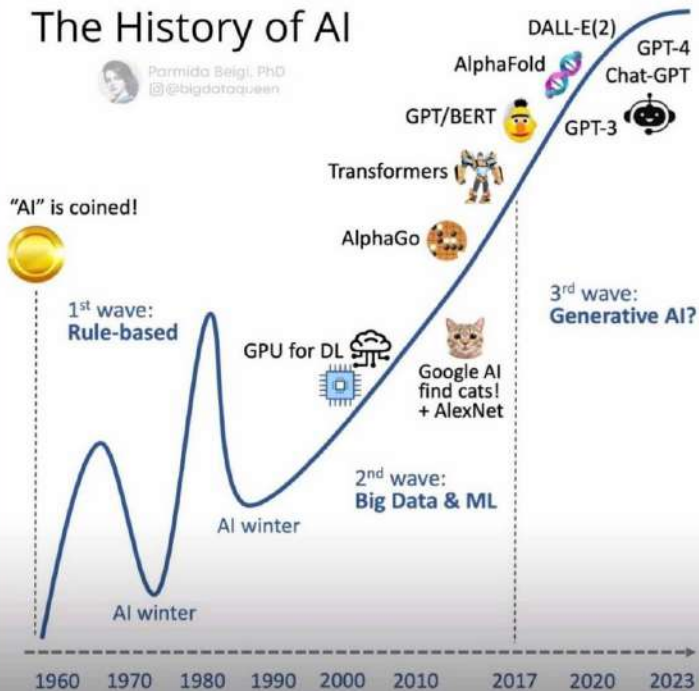
Dalam beberapa dekad sejak itu,... See more

See translation

The History of AI



Parmida Beigl, PhD
@bigdataqueen



DrMohd Farizul MGHani

5 May at 20:16



See translation

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Evolution of AI Tools: From Coding to Accessibility



- Evolution of AI: From exclusive to inclusive
- Early AI: Restricted to coders and researchers
- AI today: Accessible to non-coders due to user-friendly platforms
 - a. Example: ChatGPT by OpenAI, no coding skills required
 - b. Impact: Democratization of AI revolutionizing industries and professions

Tanya Hanna

Untuk maklumat lanjut berkenaan produk dan perkhidmatan PERKESO, sila kunjungi pejabat PERKESO berhampiran anda.

Laman Sesawang www.perkeso.gov.my **PRIHATIN APP**
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"PERKESO Itu Prihatin, Prihatin Itu PERKESO"

What is the main role of PERKESO in Malaysia's social protection system?

Siapakah yang layak mendaftar dan mencarum dengan PERKESO, dan apakah jenis faedah yang ditawarkan?

Bagaimana untuk daftar majikan?

Type your message 0 / 200

The results of this guideline may be incomplete as we continue to test and refine this tool. Kindly contact us if you need further clarifications. Thank you for your patience.

HIREDLY

Free AI Resume Generator

One-Click to Generate an ATS-Friendly Resume!

AI skills to boost salaries by over 40 pct?

By Sharan Kaur - March 6, 2024 @ 3:42pm



REUTERS File Photo/Aly Song

KUALA LUMPUR: KUALA LUMPUR: Malaysian workers equipped with artificial intelligence (AI) skills and expertise could experience salary increases exceeding 40 percent, says Amazon Web Services (AWS), a company of Amazon.com.

According to AWS' regional study titled "Accelerating AI Skills: Preparing the Asia-Pacific Workforce for Jobs of the Future," nearly nine out of 10 (89 per cent) Malaysian employers prioritise hiring AI-skilled talent.

The study, which surveyed over 1,600 workers and 500 employers in Malaysia, underscores the country's rapid AI transformation.

Ninety per cent of employers anticipate their companies evolving into AI-driven organisations by 2028.

MORE NEWS

- We should allay doubts about using AI
- Civil servants' salary hike made possible with sound financial management
- 88 Captains spearhead 'AI for School' initiative to boost Penang talent development

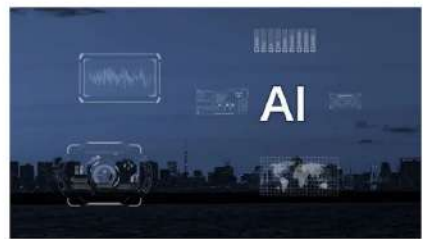
18
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VIEWS

Scaling

AI skills essential for Malaysian workers

AI skills are becoming essential for career advancement and job security in Malaysia, with employers increasingly favouring individuals who possess AI competencies over those who do not.



Imagine being a seasoned professional with years of experience, only to find yourself outpaced by a recent graduate simply because they possess AI skills. This scenario is becoming increasingly common in Malaysia, where the adoption of artificial intelligence is skyrocketing.

Also Read: [Inside Singapore's healthcare worker shortage](#)

AI adoption is rising

The 2024 Work Trend Index, which surveyed 31,000 knowledge workers from 31 countries, revealed that the frequency of using generative AI has doubled in the past six months. Many Malaysian employers are bringing their own AI tools to work, prompting company leaders to focus on drafting an AI vision for their businesses. As a result, there is a huge demand for people with AI skills.

LinkedIn data highlights the shift

LinkedIn statistics reveal a 140-fold increase in users adding AI skills like ChatGPT and Copilot to their profiles. Job posts mentioning AI have seen a 17% increase in applications. Right Kalsy, LinkedIn's Head of Sales for Emerging Markets in Southeast Asia, noted that 62% of Malaysian business leaders would not hire someone without AI skills. Additionally, 60% would prefer hiring a less experienced candidate with AI skills over one without.

Daily use of AI

In Malaysia, 84% of knowledge workers are using generative AI to boost productivity and creativity, with 60% starting their day with AI. The report further revealed that 82% of respondents use AI for daily planning, saving about 30 minutes each day. Despite this high usage, only 22% receive AI training tailored to their role.

In summary, Malaysian business leaders are adopting AI at a very fast pace and most of them acknowledge the need for their companies to embrace AI advancements.

Topics: [Skilling](#), [Employment Landscape](#), [#Artificial Intelligence](#)

Did you find this story helpful?

Author



Charu Sood
Charu Sood is working as a Community Relationship Manager at People Matters. You can reach out to her at charu@peoplematters.com

QUICK POLL

How do you envision AI transforming your work?

- Boosting productivity & efficiency
- Automating jobs & displacing workers
- Creating new job opportunities
- Negligible impact on my work
- Uncertain or mixed feelings

Solent Vote

Trending Related

- Disparity gender pay gap, Malaysia's monthly wages are rising
- Why some star employees get after a promotion
- Quit-tok: Gen Z trend exposing toxic workplaces
- Spenen: hard questions to improve your leader's behaviour

Podcast See All

People Matters Unplugged

- EP 16: The Key to Effective Leadership
- EP 15: A Culture of Alignment
- EP 14: A Culture of Stewardship
- EP 13: A Culture of Compassion

UPCOMING EVENTS See All

- THU** People Matters TechHR Singapore 2024 [Singapore](#)
- WED** People Matters TechHR Pulse Indonesia [Jakarta](#)



Malaysia pushes AI upskilling courses to 'future-proof' economy: 'data is the new oil'

- Malaysia could generate as much as US\$113.4 billion – a quarter of its GDP – through the embrace of generative AI
- Renewable energy and AI are key themes of PM Anwar Ibrahim's administration to wean Malaysia off its reliance on its depleting oil reserves

Listen to this article



Hadi Azmi

Published: 5:00pm, 10 Jan, 2024

Why you should read this



People walk past a mural featuring the Malaysian flag in Kuala Lumpur. Malaysia is eyeing regional leadership in cloud computing, machine learning and as a gateway for global tech start-ups. Photo: EPA-EFE

Govt aims for Malaysia to be top regional AI hub



By Cristina Sallehuddin - November 6, 2023 @ 2:48pm



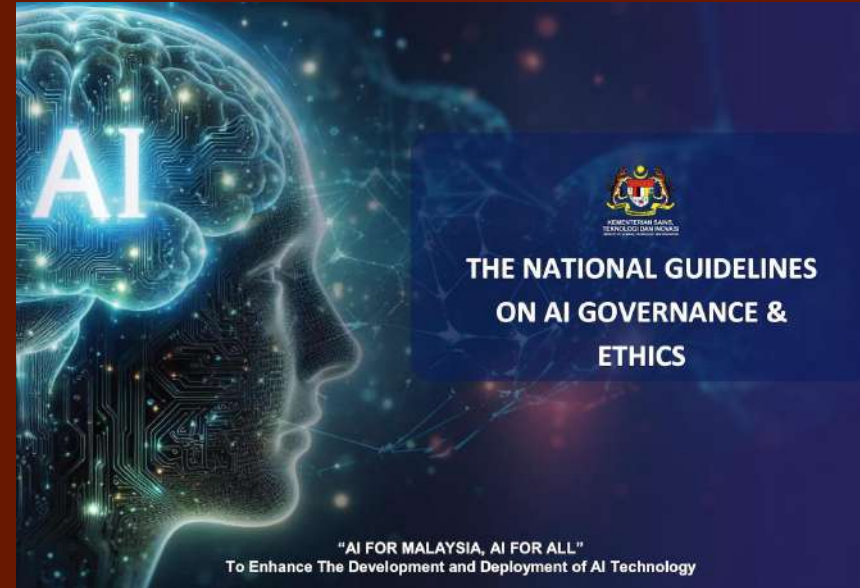
According to Economy Minister Rafizi Ramli the government aims to make Malaysia among the best artificial intelligence (AI) infrastructure and technology hubs in the region through the Kuala Lumpur 20 (KL20) blueprint which will be launched in February, next year. -BERNAMA PIC

KUALA LUMPUR: The government aims to make Malaysia among the best artificial intelligence (AI) infrastructure and technology hubs in the region through the Kuala Lumpur 20 (KL20) blueprint which will be launched in February, next year.

Economy Minister Rafizi Ramli said various discussions with global giant AI companies have been carried out to realise the plan.

"The overall new strategies and improvements relating to the AI ecosystem are contained in the KL20 blueprint, with the aspiration to accelerate the growth of the world's best digital economy ecosystem.

"Hence, the government's focus is to establish Malaysia as a regional hub for AI, aside from creating an ecosystem for startup companies that are interested in the technology which will be announced in the KL20 blueprint," he said during the minister's question time in the Dewan Rakyat, today.





Segment 1.2

Intro to ChatGPT: The Beginning
of the AI Revolution



“Chat GPT”

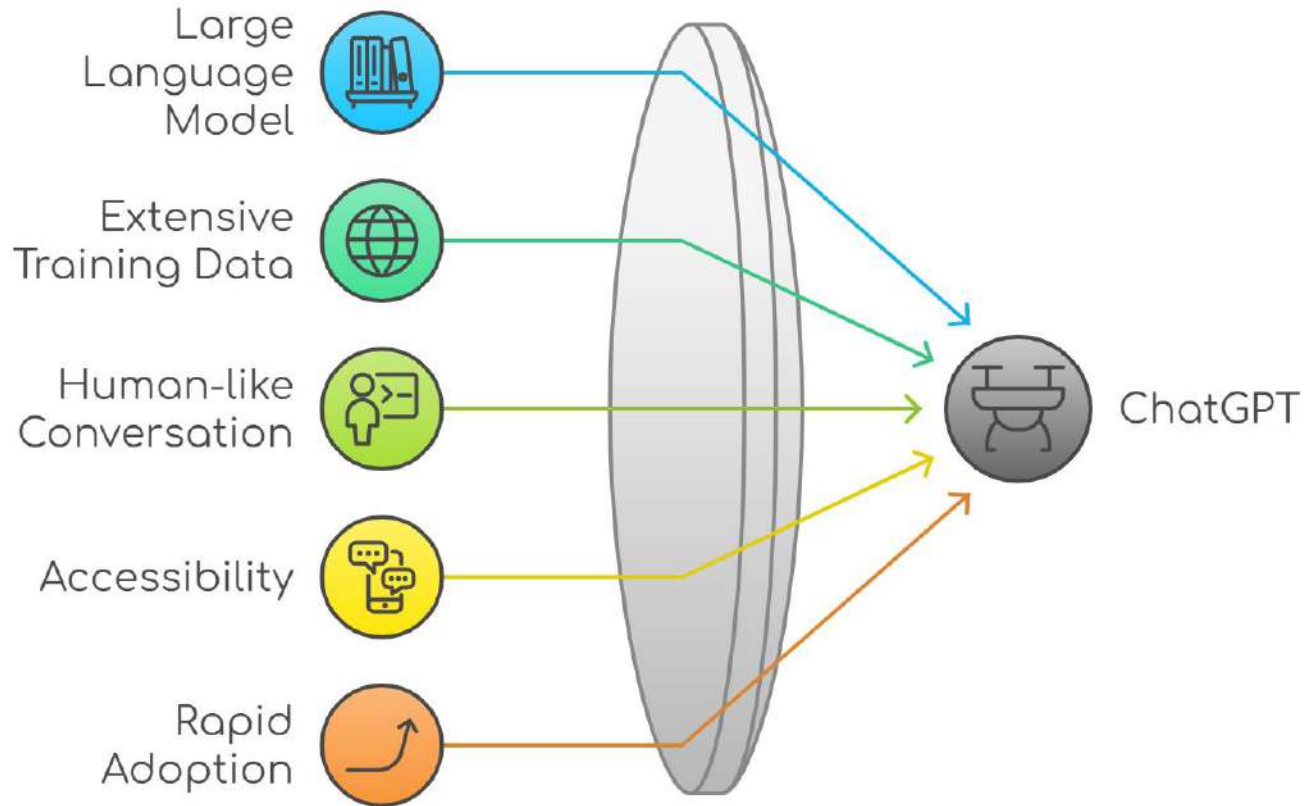
GPT – Generative Pretrained Transformer

Generative: Refers to the model's ability to generate text.

Pre-trained: Indicates that the model has been trained on a vast amount of data before fine-tuning for specific tasks.

Transformer: Describes the underlying architecture used by the model, which is a neural network design introduced in the paper "Attention Is All You Need" by Vaswani et al. in 2017.

ChatGPT: A Breakthrough in AI



ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users

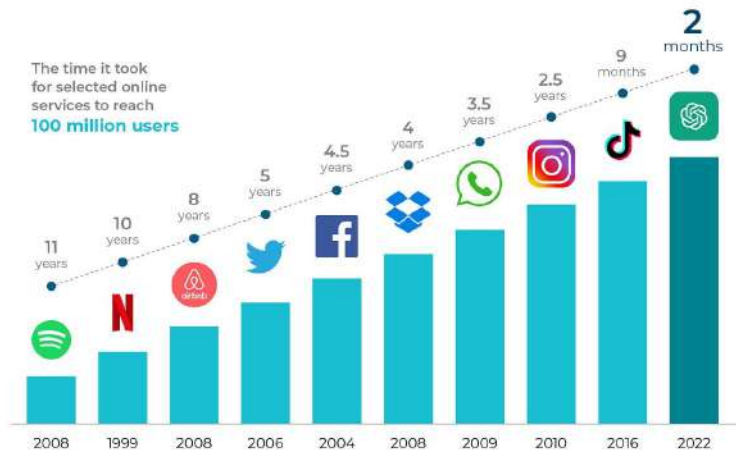


* one million backers ** one million nights booked *** one million downloads

Source: Company announcements via Business Insider/LinkedIn



Chat-GPT sprints to 100 million users



Why ChatGPT is Game-Changing:



- The GPT engine **powers many AI tools**, making them potent and influential
- ChatGPT's immense popularity and **significant impact on various industries**
- Offers **massive productivity increase** for knowledge workers, but also presents potential job displacement **risks**

Different Tiers and Features of ChatGPT

- **Free Tier:** Basic access to ChatGPT's functionalities (GPT 5-mini)
- **Paid Tier (GPT-5):** Enhanced performance with improved contextual understanding and access to advanced tools like web browsing and DALL-E.
- **GPT-4o:** The legacy model with reduced hallucinations and enhanced pattern recognition, creativity, and user interaction.

Different Tiers and Features of ChatGPT

- **Custom GPT:** Tailor-made GPT models for specific needs and tasks.
- **SearchGPT:** Real-time web access for current, accurate information.
- **Deep Research:** Provides in-depth analysis and insights by sourcing and synthesizing information.
- **Operator (AI Agent):** An AI-driven agent capable of executing tasks and assisting with automation.
- **Voice Mode:** Hands-free, conversational interaction.
- **GPT API:** Enables integration of GPT capabilities into other software applications (e.g., chatbots).

ChatGPT: Revolutionizing Work & Life



- **Improving Professionalism and Quality:** Enhances communication, reduces errors, and supports data-backed decision-making, elevating the overall quality of work.
- **Raising Industry Standards:** Provides consistent quality and knowledge access, pushing industries towards innovation and excellence.
- **Productivity Tool:** Accelerates tasks with instant research and precise content drafting, optimising time and efficiency.

ANTHROPIC



Talk to Claude

claude.ai



Copilot

Your everyday AI companion



perplexity



Google Gemini



Hi! I am **cici**,
your AI friend.



artificial intelligence (AI)



deepseek



Qwen2.5



manus Ai



DeepSeek (深度求索)



Deep: Extending far down or far from the surface;
profound or intense in meaning, knowledge, or complexity.

Seek: To search for, try to find, or attempt to obtain something.

A Chinese artificial intelligence company specializing in open-source large language models (LLMs).

Their models, such as DeepSeek-R1, offer performance comparable to OpenAI's GPT-4 but are developed at significantly lower costs, making them notable competitors in the AI landscape.

THE BIGGEST SINGLE-DAY STOCK DECLINES

Nvidia has experienced 8 of the 10 biggest single-day stock declines.

-\$197B	Aug. 29, 2024	NVIDIA.
-\$205B	Jul. 24, 2024	NVIDIA.
-\$205B	Jul. 17, 2024	NVIDIA.
-\$206B	Apr. 29, 2022	amazon
-\$208B	Jun. 24, 2024	NVIDIA.
-\$212B	Apr. 19, 2024	NVIDIA.
-\$228B	Jan. 7, 2025	NVIDIA.
-\$251B	Feb. 3, 2022	Meta
-\$279B	Aug. 3, 2024	NVIDIA.
-\$560B	Jan. 27, 2025	NVIDIA.

Deepseek AI Mayhem!

\$1 Trillion+ wiped out from US Stocks

Source: Stock Exchange Data as on 27th Jan 2025.
The securities quoted are exemplary and not to be considered as any kind of advice or recommendation. The Logos above are the property of respective trademark owners and by displaying it INDmoney Global has no right, title, interest over it.

US TECH IN TROUBLE OVER DEEPSEEK?

deepseek

PIRANHA PROPTYS

Cash Flow Finance

DeepSeek

Crashes Stocks

Capabilities of DeepSeek

- **Advanced Reasoning Capabilities:** Excelling in mathematical and coding tasks.
- **Resource Efficiency:** Achieving high performance with reduced computational resources.
- **Multimodal Functionality:** Integrating text and image processing capabilities.
- **Open-Source Commitment:** Allowing community access and contributions.
- **Censorship Mechanisms:** Implementing content restrictions aligned with Chinese regulations.



Why Deepseek Crashed US Market ?



IT TOOK ONLY **\$5.6MN** TO CREATE **TOI**

- > Founded in May 2023 by Liang Wenfeng, who also founded and runs a hedge fund called High-Flyer
- > DeepSeek's headquarters is in the Chinese city of Hangzhou
- > Paid access to its new model reportedly comes at 3% of what OpenAI charges
- > The AI model sidetracks questions on itself and Chinese politics
- > DeepSeek's first AI model – launched in Nov 2023 – was called DeepSeek Coder
- > DeepSeek became #1 downloaded free app on Apple App Store, displacing ChatGPT which, though, has higher total downloads

Applying AI at the Workplace

Optimisation

- Optimising repetitive tasks
- Planning and project management
- Improving operational processes
- Forecasting models

Content production

- Image and infographic content
- Video, audio and music content
- Translation
- UX design, websites
- Writing texts and articles

Automation

- Meeting minutes
- Business and technology watch
- Production flow, summarising texts and documents
- Predictive maintenance

Personal assistance

- Task management and time management
- Analysis and synthesis of documents
- Writing emails
- Assistance with Microsoft office automation tools

Innovation & creativity

- Stimulating creativity
- Generating new ideas
- Helping to create new products and services
- Problem solving
- Design Thinking

Customer experience

- Personalising customer relations
- Increase customer engagement and loyalty
- Analyse purchases and all customer data
- Enriching the customer experience

Decision-making

- Decision-making support
- Market research and benchmarks
- Structuring and optimising work and production flows



Segment 1.3

Intro to Generative AI

What is...

AI

vs

Gen AI



“Generative” AI

Generative AI (GenAI) is a type of artificial intelligence that created new content based on what it has learned from existing content.

When given a prompt, GenAI uses this statistical model to predict what an expected response might be - and this generates new content.

Understanding Generative AI

Text to Text: Chatbots, writing assistants, and content generation

Text to Image: Design, art creation, and image synthesis

Text to Video: Animation, video creation, and more

Text to Voice/Audio: From voice assistants to music composition

Text to Code: Programming assistance, code generation, and debugging

Multimodal: Combines two or more of the above modalities to create richer and more interactive AI applications.

Applications: AI systems that can understand and generate content across different media, such as creating a video based on a written script and narrating it, or designing multimedia presentations based on text inputs.

Writing

01. Chatsonic
02. ChatABC
03. JasperAI
04. Quillbot

Twitter

01. Tweetmonk
02. TribeScaler
03. Postwise
04. Tweetify

Images

01. Stockimg
02. Midjourney
03. NightCafe
04. Photosonic

Music

01. Boomy AI
02. Soundraw
03. Beatoven
04. Soundful

Coding

01. Copilot
02. Tabnine
03. MutanleAI
04. Safurai
05. 10web

Productivity

01. Synthesia
02. Otter
03. Bardeen
04. Copy AI

Videos

01. Steve AI
02. Pictory
03. DeepBrain
04. Lumen 5

Presentations

01. Beautiful AI
02. Simplified
03. SlideGo
04. Sendsteps

Research

01. PaperPal
02. Perplexity
03. YouChat
04. Elicit

Content Creation

01. WriteSonic
02. Tome
03. CopySmith
04. TextBlaze

AI Audio

01. Murf AI
02. Speecify
03. Lovo AI
04. Media AI

Resume Builder

01. Kickresume
02. Rezi AI
03. Resume AI
04. Enhance CV

Writing



ChatGPT

ChatGPT is the world's most advanced AI text generation tool.



Jasper

Instantly create content for your blog, social media, website, and more.



CopyAI

An AI-powered content generator for all your marketing needs.

Video



Fliki

Turn text into videos with AI voices.



SuperCreator

Create short form videos 10x faster using AI.



Runway

Turn any image, video clip or text prompt into a compelling piece of video.

Audio



Krisp

The best AI tool to eliminate background noise during calls.



Altered

An AI tool to record and edit your voice recordings everywhere.



Voicemod

Real-time voice changing and custom sound effects for every game and app.

Coding



GitHub Copilot

Suggests code and entire functions in real-time, right from your editor.



AutoRegex

Converting plain English to RegEx with Natural Language Processing.



Lightning AI

Fast and minimal libraries to train and deploy AI models.

Productivity



Albus

An AI assistant to get answers quickly and easily.



Slides AI

Create compelling presentations with AI in seconds.



Notion AI

Write better in Notion with the help of AI. Create better content 10x faster.

Images



Midjourney

Midjourney uses AI to create images from text descriptions.



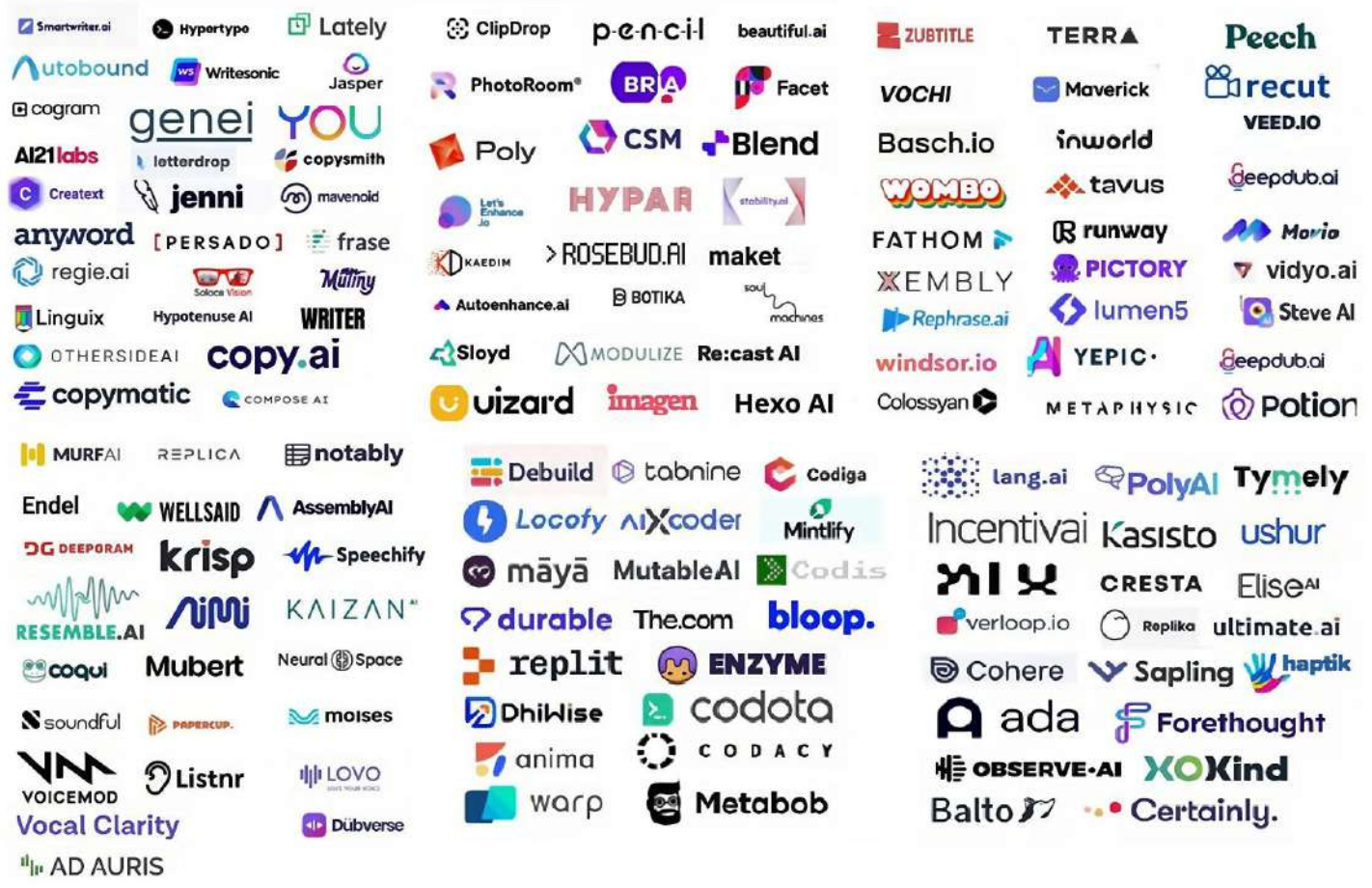
RocketAI

Generate creative images that perfectly capture your unique brand style.



BRIA

BRIA allows you to generate high-quality images with one click.



AD AURIS

The Reality of Generative AI Today

- **An explosion of AI tools:** New technologies being developed every day
- **A spectrum of quality:** Tools vary in effectiveness, complexity, and user-friendliness
- **Varying security levels:** Differences in data protection and privacy measures
- **Lack of central authority:** Absence of unified governance and certifications
- **Speed of change:** Rapid advancements and constant evolution of AI technologies



YouTube MY

Search

AWANI 7:45

0:00 / 1:21

Memperkenalkan penyampai AI terbaharu Astro AWANI, Joon

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Astro AWANI 1.74M subscribers

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139

Share

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52K views 3 weeks ago #AWANInews #PantauKerajaanBaharu

Kecerdasan buatan (AI) boleh membantu meningkatkan produktiviti dan membuka peluang pekerjaan baharu. Ikuti laporan sempena sambutan Hari Pekerja dalam AWANI 745 dan Sinar AWANI malam ini yang disampaikan oleh penyampai AI terbaharu Astro AWANI, Joon.

https://www.youtube.com/watch?v=JeS_65CxE



Azmi Ali

23 May at 13:34

Hi...jangan lupa nantikan saya 😊

Hi... don't forget to wait for me 😊

Hide Translation · Rate this translation



Immar Friz, Khairul Ikhwan Zulkefly and 116 others · 20 comments

Like · Comment · Share



Write a public comment...



Faidi Al Alami · +2
Helmet komando. 🤔 3



Azlan Ibrahim

1 May at 22:34

Udah udah ler tu tok_jom balik..esok saya dah nak keje.

#azlanaiart

See translation



Izanizainal Zabidin, Razali Khalid and 528 others · 248 comments · 1.7K shares

Like · Comment · Share



Rouf Lokman

12 May at 19:24

macam mana kalau kucing pula jadi superhero... saje cuba2 godek prompt 🤖



Izanizainal Zabidin, Khairul Ikhwan Zulkefly and 114 others · 14 comments · 10 shares

Like · Comment · Share



AIHQ







Credit: Hazril Hafiz



Credit: Hazwan Hassan

Discover the magic of Turkey

Escape the ordinary. Dive into the history, soak up the sun, and indulge in the vibrant culture of Turkey

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Klarna

The rise of AI influencers

BBC NEWS | WORLD SERVICE

The Power and Potential of Generative AI



- **Ease of creation:** Generates content from using simple prompts
- **Efficiency:** Rapidly produces high volumes of content
- **Quality improvement:** Improve quality of work by minimizing human error in tasks
- **Professionalism and Standards:** Potential to elevate the level of work and raises industry standards



Generative AI in Work Applications



Efficiency

Helps teams get more done with fewer resources

Reduces repetitive work and admin time



Creativity Boost

Makes it easier to brainstorm and test ideas

Enables large-scale content creation with minimal effort



Speed

Speeds up writing, design, and content generation

Cuts down time spent on drafts and revisions



Engagement

Helps make content more interactive and human-like

Reduces monotony and sparks fresh energy in tasks

Generative AI in Retail – Applications

Customer Engagement & Marketing

- Drafts personalized product recommendations and loyalty messages.
- Designs social media campaigns, ads, and in-store visuals.
- Generates promotional videos and product explainers.

Operations & Merchandising

- Automates product descriptions across catalogs and e-commerce.
- Creates store layout visuals and planograms.
- Summarizes sales data into insights and reports.

Training & Support

- Develops onboarding guides and training modules for staff.
- Creates multilingual customer support FAQs and chatbots.
- Produces quick video tutorials for product use and services.

Generative AI in Retail – Value & Opportunities

Personalization at Scale

- Hyper-tailored shopping journeys, offers, and promotions
- AI-driven virtual try-ons and immersive experiences

Faster Innovation

- Rapid concept generation for new products and campaigns
- Trend forecasting and customer insights for agile decision-making

Operational Excellence

- Streamlined content creation and catalog management
- Real-time analytics for pricing, inventory, and demand planning

Strategic Advantage

- Reduced costs through automation
- Stronger customer loyalty and engagement across channels



Generative AI in Manufacturing – Applications

Design & Engineering

- Generates product design concepts and prototypes
- Creates technical diagrams, CAD support visuals, and manuals
- Simulates scenarios for testing and quality improvement

Production & Operations

- Drafts SOPs, work instructions, and safety guidelines
- Designs workflow visuals, dashboards, and factory layouts
- Automates report generation on production output and efficiency

Workforce Training & Support

- Develops training modules and quick-reference guides
- Creates multilingual safety posters and FAQs
- Produces video tutorials for equipment use and maintenance

Generative AI in Manufacturing – Value & Opportunities

Accelerated Innovation

- Faster product development cycles through AI-assisted design
- Rapid prototyping and virtual testing before physical builds

Operational Efficiency

- Automated reporting and documentation reduce admin overhead
- Real-time monitoring insights optimize production flow

Enhanced Quality & Safety

- AI-generated simulations for risk prediction and prevention
- Consistent training content improves workforce readiness

Strategic Advantage

- Lower production costs through smarter resource use
- Agility to respond quickly to market demand and supply chain shifts

Generative AI in Property – Applications

Development & Design

- Generates 3D concept visuals, floor plans, and site layouts
- Creates alternative architectural design options for review
- Produces feasibility study summaries and project proposals

Sales & Marketing

- Drafts property listings, brochures, and investor decks
- Designs social media campaigns, ads, and promotional visuals
- Generates virtual tours and explainer videos for properties

Operations & Management

- Automates tenant communication and FAQs
- Creates reports on occupancy, maintenance, and investment updates
- Designs training materials for property management teams

Generative AI in Property – Value & Opportunities

Enhanced Customer Experience

- Personalized property recommendations based on buyer profiles
- Immersive virtual walkthroughs and AI-generated staging visuals

Faster Development Cycles

- Rapid design iterations reduce planning and approval timelines
- Automated documentation streamlines compliance and submissions

Operational Efficiency

- AI-assisted tenant communication reduces service delays
- Smart reporting supports portfolio and asset management decisions

Strategic Advantage

- Lower marketing costs with automated content creation
- Stronger market positioning through innovative client engagement



Segment 2

Generative AI for Text (LLM – Large Language Models)

ANTHROPIC



Talk to Claude

claude.ai



Copilot

Your everyday AI companion



perplexity



Google Gemini








artificial intelligence (AI)



Qwen2.5



Subscription Cost of LLM Tools

Tool	Free Plan	Personal Plan	Professional/Team Plan	Enterprise Plan
 ChatGPT	ChatGPT Basic access	\$20/month (GPT-4o access)	\$25–\$30/user/month (Team plan)	\$60/user/month (150 users minimum)
 Google Gemini	Basic Gemini access	\$20/month (Gemini Advanced via Google One)	\$19–\$54/user/month (Gemini Code Assist)	Custom pricing (via Gemini for Workspace)
 MS Copilot	Limited Copilot Chat via Edge/Bing	\$20/month (Copilot Pro for Microsoft apps)	\$30/user/month (Microsoft 365 Copilot for Business)	Custom pricing (enterprise integrations)
 Claude	Basic access to Claude models	\$20/month (Pro plan)	\$100–\$200/month (Max plans with higher usage)	API & enterprise pricing varies
 Perplexity	Limited daily usage	\$20/month (Pro access to multiple models)	\$40/month or \$400/year/user (Enterprise Pro)	API pricing based on token usage

Some ChatGPT / DeepSeek Capabilities for Enhancing Strategic Analysis

- **Market Research:**
"Conduct a market analysis for sustainable products in Malaysia and identify our top three competitors."
- **Competitor Benchmarking:**
"Analyze strengths and weaknesses of [Competitor's name] compared to our business."
- **Consumer Behavior Insights:**
"What are the recent consumer trends impacting businesses in the health and wellness industry?"
- **Opportunity Analysis:**
"Suggest new market opportunities for growth in the Malaysian digital economy sector."

Improving Decision-Making with ChatGPT/DeepSeek



- **Evaluating Options & Scenarios:**

"Can you help me evaluate whether opening a new branch in Penang or Johor is more beneficial for our company?"

- **Financial Decisions & ROI Analysis:**

"How can I calculate the potential ROI if we invest RM50,000 into a new online marketing campaign?"

- **Risk Assessment:**

"List key risks we should consider before launching our product into the ASEAN market."

- **Operational Efficiency Decisions:**

"Should we automate our warehouse management or continue manually? What factors must we consider?"

Sharing more Generative AI for Work

- **AI Powerpoint Slides Making:** <https://www.instagram.com/reel/CvXKib7vRwo>
- **AI Video Making:**
<https://www.facebook.com/100089081620610/posts/pfbid06TMmBUWxgcpKNe66SNTujnqjQXZCKiG5Wcmi27H57YJa4C63hVqIPiQieh59Rb6MI/>
- **AI For Video (Sora):**
<https://www.instagram.com/p/C3fdQ0LNEw8/?igsh=ZTQwcGE2NGI3bmtz>
- **Meetings Made Easy with AI:** <https://www.instagram.com/reel/CuorZ8HL-zA/>
- **AI for Music:** https://www.instagram.com/p/C5iaa_6vTOQ/



Segment 3

Generative AI for Images

Intro to Generative AI Image Creation Tools

- **Bing Image Creator:** Free, simple, DALL·E-powered generation.
- **Flux AI:** Realistic, high-quality visuals (new and evolving).
- **Canva AI:** Easy image generation within Canva's design tools.
- **Adobe Firefly:** Brand-safe, editable images with Adobe integration.
- **Midjourney:** Artistic, stylized visuals with high creative quality.

Subscription Cost of Image Generating AI

Tool	Free Tier	Paid Plans	Notes	Country
Bing Image Creator	Yes	None (fully free)	Powered by DALL-E 3; integrated with Bing and Microsoft Edge	United States
Flux AI	Yes	Starts around \$20/month	Created by Black Forest Labs; model fine-tuning in roadmap	Germany
Canva AI (Magic Media)	Yes (limited in free plan)	Pro plans from \$14.99/month	Includes video, text-to-image, and animation tools	Australia
Adobe Firefly	Yes (with watermark)	Included in Creative Cloud plans	Commercial use allowed with Adobe stock assets; Photoshop integrated	United States
Midjourney	No	Starts at \$10/month	Runs on Discord; known for stylized, high-detail images	United States

DIGITAL WISDOM: AI MASTERY & MONETISATION FOR SENIORS



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Are you a senior looking to stay relevant and generate income in the digital world? Digital Wisdom for Seniors is here to guide you. Our program specialises in equipping seniors with AI skills and entrepreneurial knowledge to thrive in today's digital landscape.

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PROGRAMME OVERVIEW:

- 1 Introduction to AI & ChatGPT
- 2 Broadening Your AI Toolkit
- 3 Ethics and Responsible AI Use
- 4 Establishing Your AI Coaching Identity
- 5 Effective Outreach & Engagement
- 6 Content Creation with AI Tools
- 7 Designing Engaging AI Workshops
- 8 Sales Mastery & Pricing Strategies
- 9 Business Expansion & Community Building
- 10 Continuous Learning & AI Updates
- 11 Personal Branding & Digital Marketing
- 12 Graduation & Certification

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Venue	Time	Programme Dates	Language
Primera Hotel	9 a.m. - 5 p.m.	5-9 March 2025	English

Register Online: <http://theaihq.net/plm-seniors>
Contact: 018 325 1026 | Email: info@theaihq.net

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AIHQ Training and Consultancy
Unit 2-08 Lower Ground Floor, The
Forum @ Emerald 2000 Kuala Lumpur
theaihq.net



Digital Penang, Training Room, Bangunan Wisma Yaap Chor Ee
21 April 2025 | 9:00 am - 5:00 pm

THE AI-READY LEADER

Win the Future with Strategic Action



Speaker Profile

PANG SERN YONG

Founder of AIHQ | AI Strategist | Speaker & Trainer

- Founder of AIHQ, specializing in AI-driven business strategy
- Builder of ChatGPT Malaysia, 20,000+ member AI community
- Expert in AI for business growth, marketing & automation
- Known for turning AI hype into practical strategy for leaders and organizations

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- ✓ Stay ahead in a fast-moving world
- ✓ Cut through noise and act with clarity
- ✓ Identify strategic AI wins in the team
- ✓ Build a 30/90/365 road map for impact

Seats Are Limited — Reserve Yours Now

What You'll Get

- ✓ AI Opportunity Mapping for Your Business
- ✓ Leadership Messaging & Storytelling Using AI
- ✓ Smart Resourcing Plan: Build or Buy
- ✓ Personal AI Leadership Roadmap



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AIHQ Group
2 days ago

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Plan
your
progress

Support
your
ambitions

Drive
your
dreams

Achieve
your
dreams

2:46 42 comments 45 shares

Like Comment Share

GenAI for Images in Departmental Operations



Human Resources

- Stylized team collaboration scene, for careers page banner.
- Professional onboarding visual, for internal orientation deck.
- Inclusive workplace setting, for diversity campaign post.

Sales

- Client meeting in industrial setting, for pitch deck visual.
- Product-in-use scene (e.g. crops, coatings, packaging), for sales brochure.
- Regional map with product highlights, for market expansion slides.

Finance

- Sustainable investment theme, for ESG dashboard visual.
- Smart factory cost optimization, for internal finance update.
- Global trade network concept, for annual report cover.

GenAI for Images in Departmental Operations

Operations & Supply Chain

- Smart warehouse with automated systems, for process improvement slides.
- Global logistics route map illustration, for internal comms or dashboards.
- Sustainable packaging line in motion, for supplier presentation.

Marketing & Communications

- High-tech agriculture scene, for product campaign visual.
- Scientific ingredient showcase, for brochure hero image.
- Consumer-focused product benefit scene, for LinkedIn post.

Corporate / ESG / Strategy

- Green factory of the future, for sustainability roadmap presentation.
- Community development scene, for CSR one-pager.
- Emission-reduction progress visual, for ESG reporting toolkit.

GenAI for Images in Departmental Operations



R&D & Technical

- AI-powered laboratory scene, for innovation strategy presentation.
- Scientists testing biostimulants, for internal R&D newsletter.
- 3D molecular visual, for research findings slide.



Segment 4

Generative AI for Videos

Types of Generative AI for Video:



- **AI Talking Avatars:** Digital characters that speak and mimic human expressions for interactive video content.
- **Text to Video:** Converts written scripts into dynamic videos with visuals and voiceovers.
- **Image to Video:** Transforms static images into animated video sequences for engaging storytelling.
- **Video to Video:** Morphing one type of video into another for seamless transitions and transformations.

AIHQ Corporate Video + Short Videos : Entirely created with AI assistance

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...more

<https://www.youtube.com/watch?v=1RNKLpU-tK4>

Generative AI for Video (Examples)

Sora- Short Clips

<https://www.instagram.com/p/C3fdQ0LNEw8/?igsh=ZTQwcGE2NGI3bmtz>

Hollywood-Styled Video

<https://www.facebook.com/100089081620610/posts/pfbid06TMmBUWxgcpKNe66SNTujnqjQXZCKiG5Wcmi27H57YJa4C63hVq1PiQieh59Rb6MI/>

Advertising Short 100% Made by AI

https://www.instagram.com/blairvermette/reel/C_diSecuTEo/

Internal Training Video

https://www.youtube.com/watch?v=_sBFt2DFtA4

Subscription Cost of Video AI Platforms

Tool	Free Tier	Paid Plans	Notes	Country
Sora (OpenAI)	Yes (via ChatGPT Plus)	ChatGPT Plus: \$20/month; Pro: \$200/month	Generates high-quality videos from text prompts; available to ChatGPT Plus and Pro subscribers. VIVE Blog	United States
Runway (Gen-2)	Yes (limited exports with watermark)	From \$15/month	Offers text/image-to-video generation; widely used in creative industries. Axios	United States
Pika Labs	Yes (basic features)	From \$10/month	Developed by Stanford Ph.D. students; creates stylized short clips from text/image prompts. Forbes	United States
Freepik Video	Yes (with limits and watermark)	Pro from \$12/month	Part of Freepik ecosystem; suitable for motion graphics and stock-style videos.	Spain
Canva (Magic Media Video)	Yes (limited in free plan)	Pro plans from \$14.99/month	Provides basic animation and video from text/image; more suited for business use.	Australia



Segment 5

AI and Business Strategy

Key Business Challenges in 2025



PwC: 43pc of CEOs in Malaysia think their companies won't be economically viable in 10 years

By Nurayazwani Jamil - January 16, 2024 @ 5:17pm



43 per cent of Malaysia's chief executive officers (CEOs) believe their organisations will not be economically viable in 10 years, despite reinvention efforts.

KUALA LUMPUR: 43 per cent of Malaysia's chief executive officers (CEOs) believe their organisations will not be economically viable in 10 years, despite reinvention efforts.

This was based on findings from PwC's 27th Annual Global CEO Survey (Malaysia).

The year's survey polled 4,702 CEOs across 105 countries and territories from Oct 2, through Nov 10, 2023.

CEOs in Malaysia are slightly more optimistic about the economic outlook this year compared with last year.

MORE NEWS

- Age won't determine when I retire, says Messi

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27m	Today's news in pictures - Tuesday, June 25, 2024	
34m	#SHOWBIZ: Jamal Abdillah, 65, expecting seventh child with 28-year-old wife	
45m	Johor HA-PHNJ thrash Sabah to reach MJHL Overall Cup semi-finals	
55m	WHO: 2.6 million die annually due to alcohol	
1h	'Malaysia Madani' artwork wins top prize in Mr DIY art competition	

ACROSS NEW STRAITS TIMES

GROOVE 34 minutes ago

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CRIME & COURTS 2 hours ago

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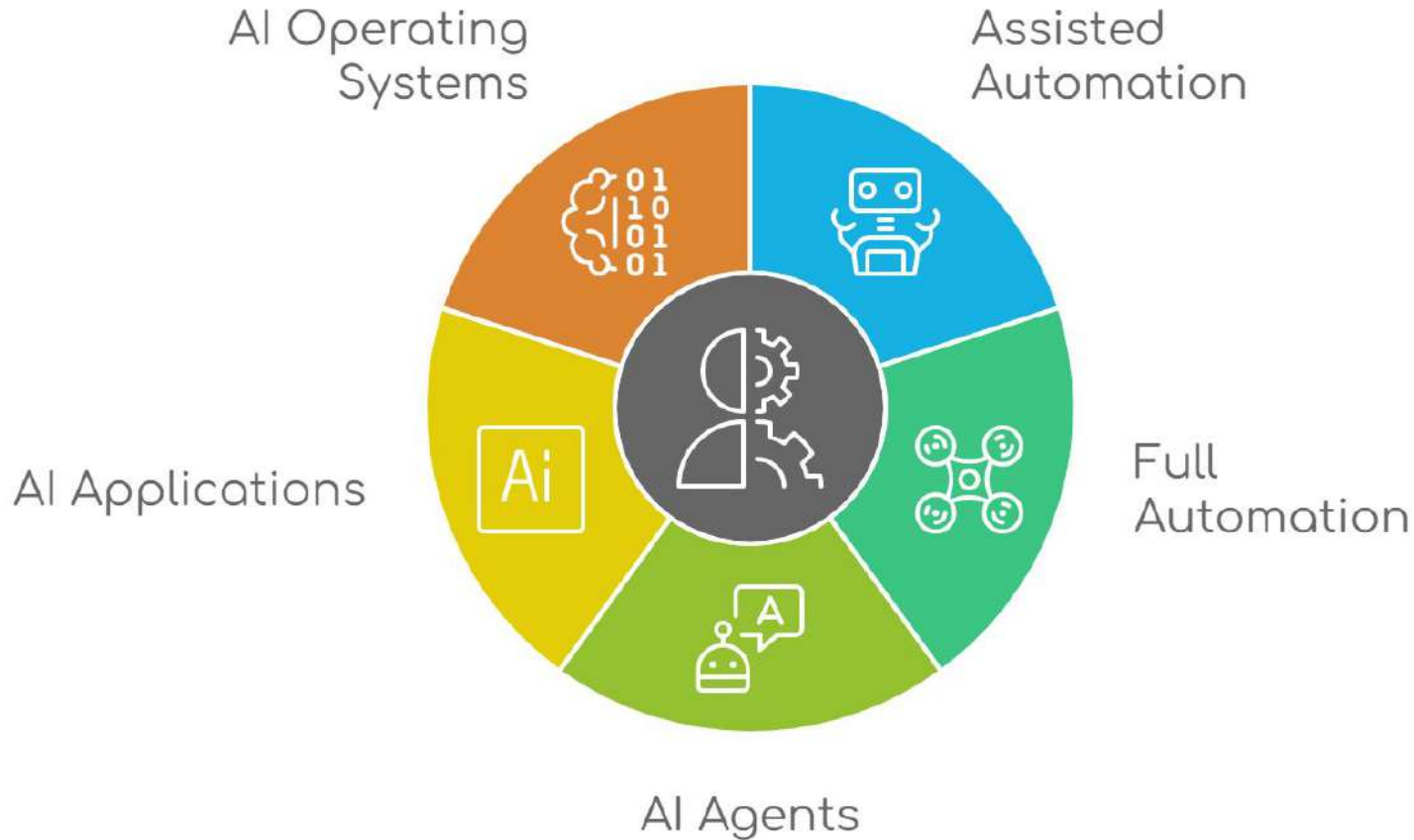
POLITICS 3 hours ago

Dr M openly threatened to sack me 3 times, says Guan Eng

CRIME & COURTS

Jun 24, 2024 @ 5:32pm

AI Integration in Business



Automation Levels

Assisted Automation

AI supports human decision-making and enhances productivity but requires human oversight.

For example, AI assists in data entry, information retrieval, and initial customer service inquiries. (Prompts required)

Full Automation

AI systems perform tasks independently without human intervention.

Examples include fully automated report generation, end-to-end supply chain management, and autonomous data analysis. (Chain of prompts developed into apps)

AI Agents

Intelligent agents that act autonomously to perform tasks on behalf of users.

Virtual personal assistants that manage schedules, prioritize emails, and handle routine office tasks.

Advanced agents could eventually negotiate deals, manage projects, and optimize business processes.

OpenAI Operator:
<https://www.instagram.com/openai/reel/DFLrEh8T2kj/?hl=en>



5 Levels of Artificial Intelligence



- **Level 1:** Chatbots, AI with conversational language
- **Level 2:** Reasoners, human-level problem solving
- **Level 3:** Agents, systems that can take actions
- **Level 4:** Innovators, AI that can aid in invention
- **Level 5:** Organizations, AI that can do the work of an organization

Video: <https://www.instagram.com/p/DAGavNHMthH>

Types of Solutions: Off-the-Shelf AI Solutions

Pre-designed software that can be easily implemented without extensive customization. These solutions are generally cost-effective and quick to deploy.

Customer Relationship Management (CRM):

AI-enhanced CRM systems for predictive sales analytics and customer service automation.

Human Resources:

AI tools for resume screening, employee engagement analysis, and automated onboarding processes.

Finance:

Automated expense tracking, fraud detection, and financial forecasting tools.

Marketing:

AI-driven campaign management, content personalization, and customer segmentation.

Smartwriter.ai Hypertyping Lately
 Autobound Writesonic Jasper
 cogram genei YOU
 AI21 Labs letterdrop copysmith
 Creatext jenni mavenoid
 anyword [PERSADO] frase
 regie.ai Solaca Vision Mintly
 Linguix Hypotenuse AI WRITER
 OTHERSIDE AI copy.ai
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MURF AI REPLICAI notably
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 Vocal Clarity Dubverse
 AD AURIS

ClipDrop pencil AI beautiful.ai
 PhotoRoom® BRA AI Facet
 Poly CSM Blend
 Let's Enhance AI HYPAR stability AI
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 Sloyd MODULIZE Re:cast AI
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Debuild tabnine Codiga
 Locofy AIXCODER Mintlify
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ZUBTITLE TERRA Peech
 VOCHI Maverick recut
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 WOMBO tavus DeepDub.ai
 FATHOM runway Moria
 XEMBLAY PICTORY vidyo.ai
 Rephrase.ai lumen5 Steve AI
 windsor.io YEPIC DeepDub.ai
 Colossyan METAPHYSIC Potion

lang.ai PolyAI Tymely
 Incentivai Kasisto ushur
 NIX CRESTA Elise AI
 verloop.io Replika ultimate.ai
 Cohere Sapling haptik
 ada Forethought
 OBSERVE-AI XOXkind
 Balto Certainly.



Types of Solutions: Custom-Built AI Solutions

Tailored software developed to meet specific needs of an organization. These solutions offer higher flexibility and are closely aligned with unique business processes.

Bespoke Analytics:

Custom algorithms for extracting specific insights from complex or unique data sets.

Operational Efficiency:

Systems designed to optimize logistics, supply chain management, or proprietary manufacturing processes.

Product Innovation:

AI integrated into product development for creating new offerings or enhancing existing products.

Strategic Planning:

AI models that simulate various business scenarios to aid in long-term planning and decision-making.

Coexisting with AI: A Strategy for Success

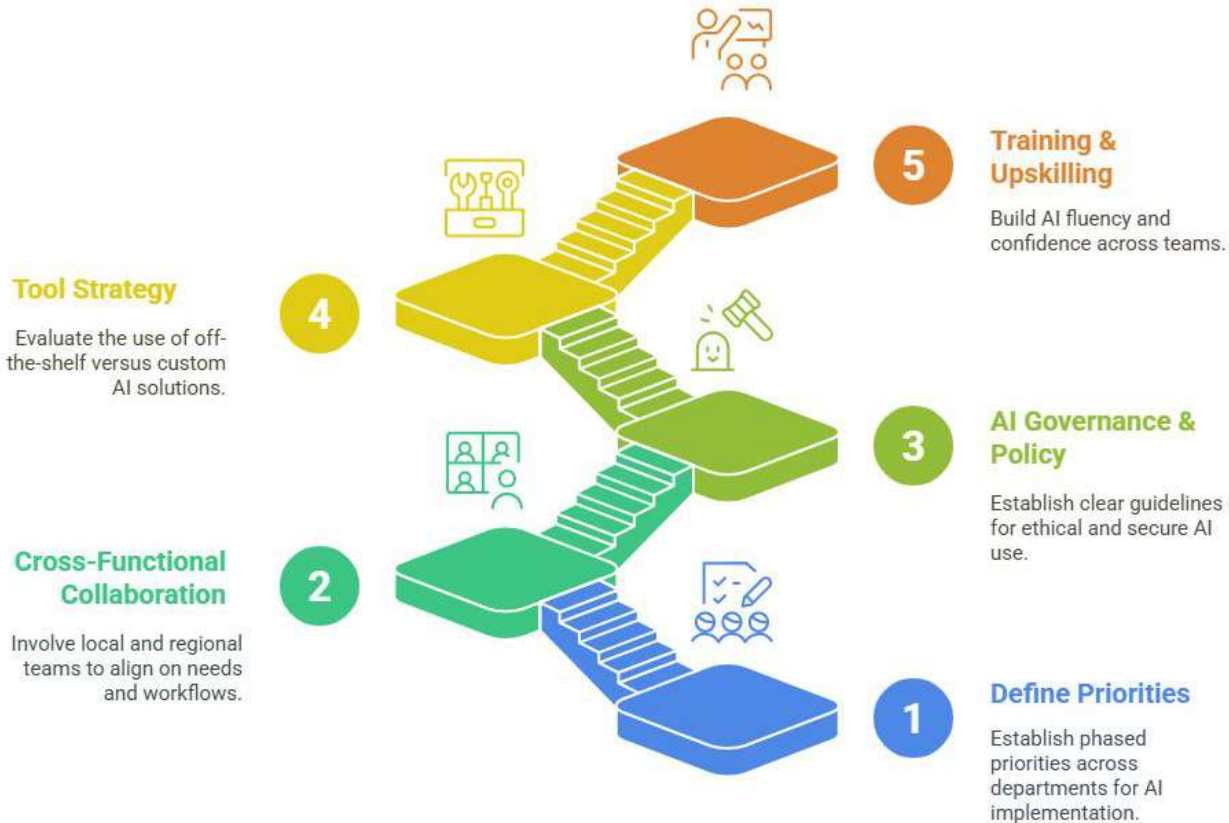
- **AI is not a replacement:** It's a tool to enhance your capabilities
- **Leverage AI:** Use it to amplify your skills and productivity
- **Healthy coexistence:** Balance human creativity with AI efficiency

Strategies for Effective AI Implementation



Characteristic	Description
AI Usage Guidelines	Ensure consistent and secure AI tool use.
Team Collaboration	Maximize tool capabilities and efficiency.
Invest in Training	Improve proficiency and confidence in tool use.
Engage Expert Guidance	Strategic advice and effective tool implementation.
Prioritize Cybersecurity	Promote awareness of potential cybersecurity issues.

Next Steps for AI for the Organisation





“

AI is one of the most important things humanity is working on. It is more profound than, I dunno, electricity or fire

SUNDAR PICHAI
CEO, GOOGLE



It's hard to think of an industry that artificial intelligence won't transform.

-Andrew Ng





AIHQ's

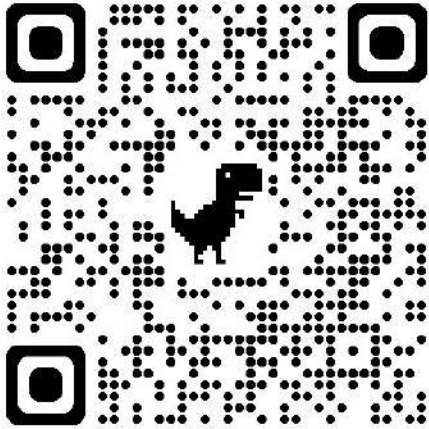
Strategic AI Training & Upskilling Path for Teams



—This presentation was produced with assistance from ChatGPT.



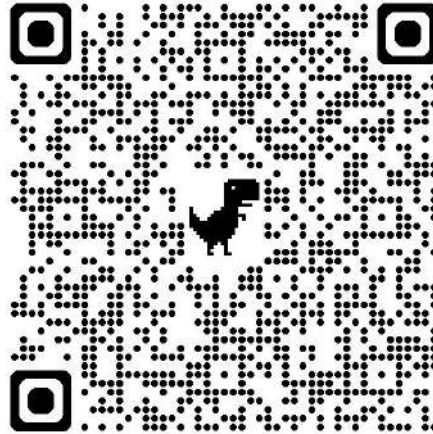
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