

Episode 4 Takeout

AI and Authenticity

Key Ideas:

01

Prompt AI with distinctive information, experience and values to avoid generic content.

02

Always check AI output for accuracy and tone.

03

Consider personal chatbots to create a firmwide messaging strategy that respects individual voices

Guest:

Allison Shapira

Author, AI for the Authentic Leader



Secret Sauce:

"Speak and act in alignment with your values."

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Resources & Mentions

Allison's Website

Visit a page cheat sheet that gives access to the authenticity chatbot discussed in this episode.



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