



# POSITIVE.

The Power of Collective Thinking

## UNLEASHING AI.

*How businesses can have confidence in  
applying AI in digital.*

Shared in confidence.

A Candid Company

**Uncertainty  
is everywhere  
right now.**



**Generative AI is  
changing EVERYTHING.**

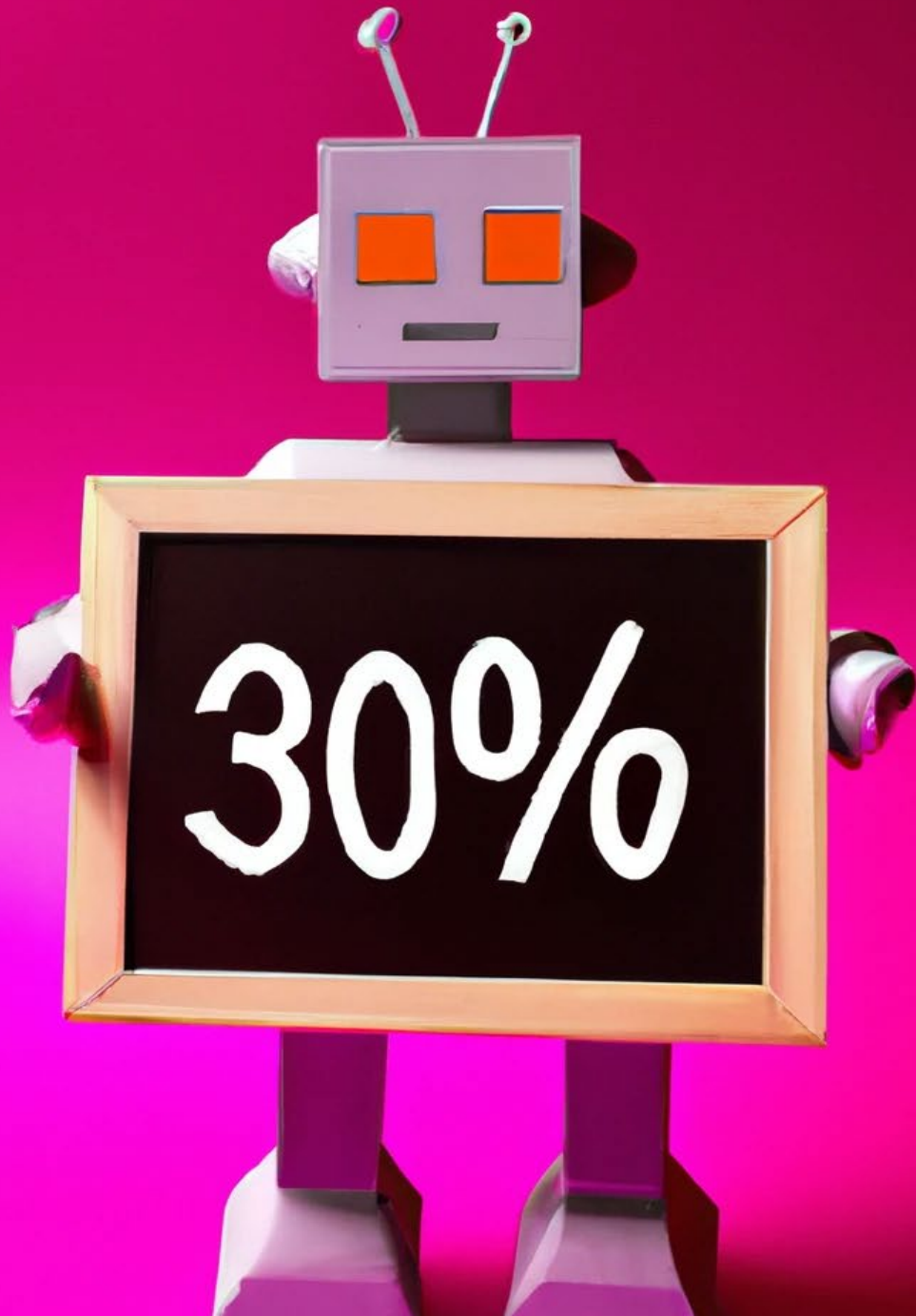


# Search cognitive load.

Search costs rising as a result of AI generated content.



**Rising search costs is  
changing the way  
music is made**

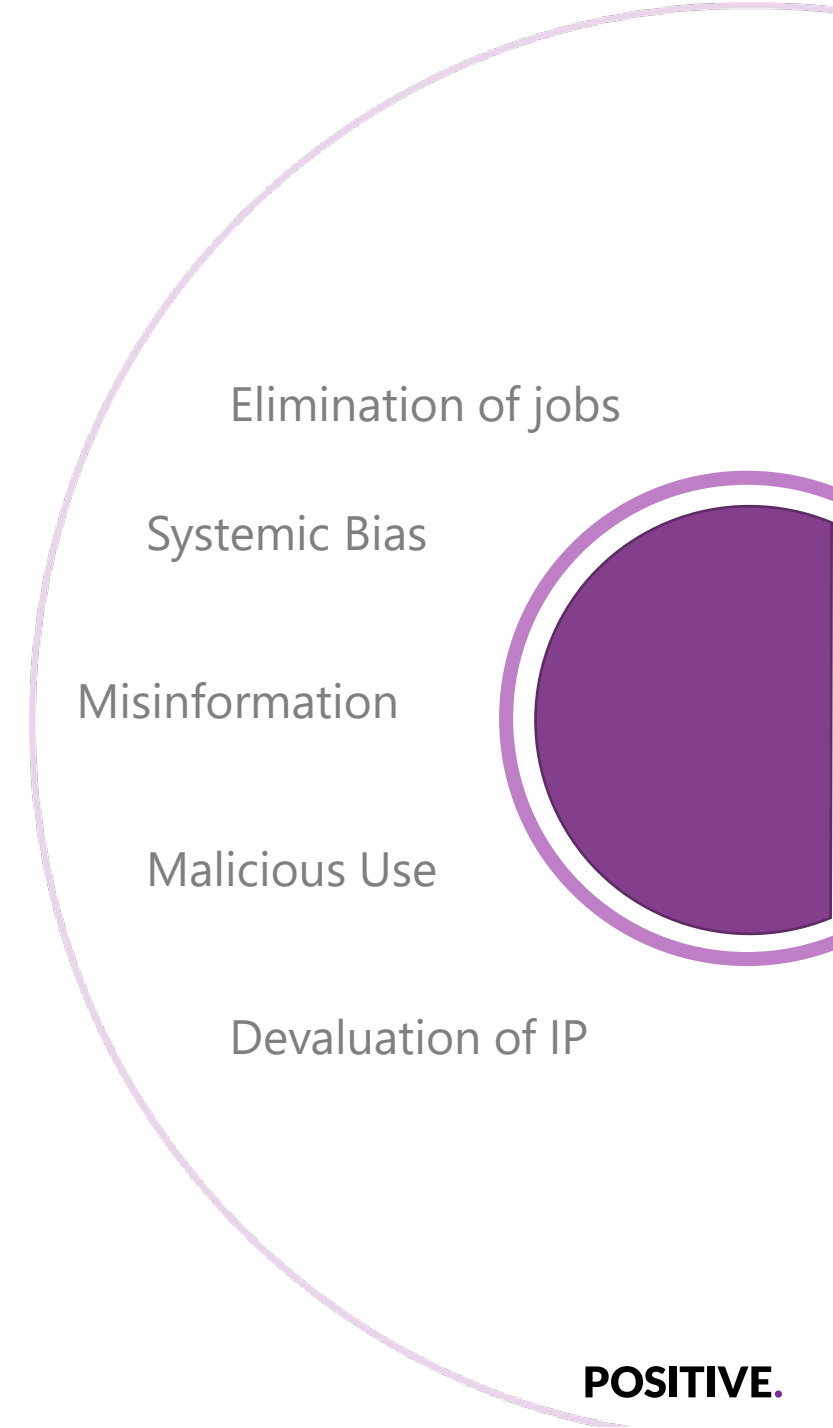


**of outbound  
marketing messages  
from large  
organisations will be  
synthetically  
generated by 2025.**

*- Gartner, May 2023*

POSITIVE.

# Generative AI creates many kinds of risks.



# Regulation incoming.

60%

of UK people want government to set rules on use of AI.

12%

of UK people said benefits of AI outweigh the costs.





**Data Privacy.**  
**Data accessibility.**  
**Training Data.**



So how can we be  
**CONFIDENT** with AI?

**Confidence = security**  
**= positive emotion**  
**= better performance**

***“The best way to build confidence in a given area is to invest energy in it and work hard at it.”***

Find security by:

**Establishing POLICY  
and WORKING  
PRACTICES.**

Home > News > AI

# Samsung Software Engineers Busted for Pasting Proprietary Code Into ChatGPT

In search of a bug fix, developers sent lines of confidential code to ChatGPT on two separate occasions, which the AI chatbot happily feasted on as training data for future public responses.



By [Emily Dreibelbis](#)

April 7, 2023



Find security by:

# **Establishing POLICY and WORKING PRACTICES**

- Set ground rules and communicate with your team
- Don't upload sensitive data
- Work with your agency partners to ensure they're doing the same

Find security in:

**QUALITY** at **SPEED** with  
**EXPERT** guidance.




A DJ is shown from the back, performing at a concert. He has his arms outstretched and is wearing a black t-shirt. The background is a large, bright, out-of-focus crowd of people. The entire image has a purple color overlay.

**POSITIVE.  
emotion.**




**Better**  
Some examples of how  
**performance.**  
we're already using AI.

# Chat-GPT for website developers.

MI


When using the repository pattern in c#, how can I cache the result of each method in a repository? 



One approach to caching the result of each method in a repository is to use a caching library such as MemoryCache or RedisCache. Here's an example of how to implement caching using the MemoryCache library:   

1. First, add a reference to the `System.Runtime.Caching` assembly to your project.
2. In your repository class, create an instance of the `MemoryCache` class:


vbnet

 Copy code

```
private static readonly MemoryCache _cache = MemoryCache.Default;
```

3. Modify each method in your repository to check the cache for the result before executing the method. If the result is in the cache, return it immediately. If not, execute the method and store the result in the cache before returning it. Here's an example:

csharp

 Copy code

```
public List<MyEntity> GetAllEntities()  
{  
    const string cacheKey = "MyRepository_GetAllEntities";  
  
    if (_cache.Contains(cacheKey))  
    {  
        return (List<MyEntity>)_cache.Get(cacheKey);  
    }  
}
```

# Chat-GPT for Website Developers

Troubleshooting

Analysis

Code  
Generation &  
Review

Learning

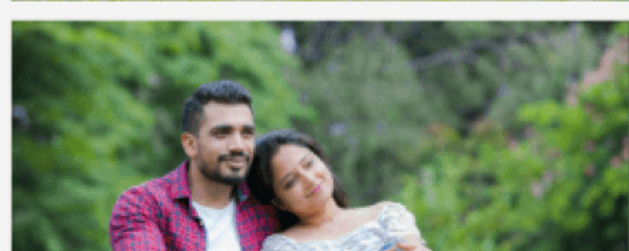
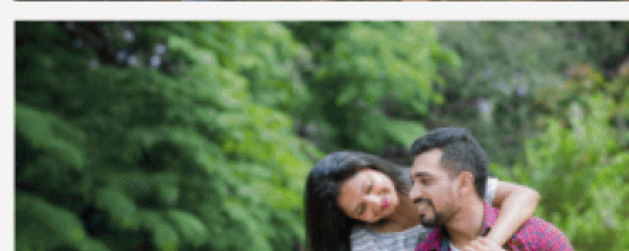
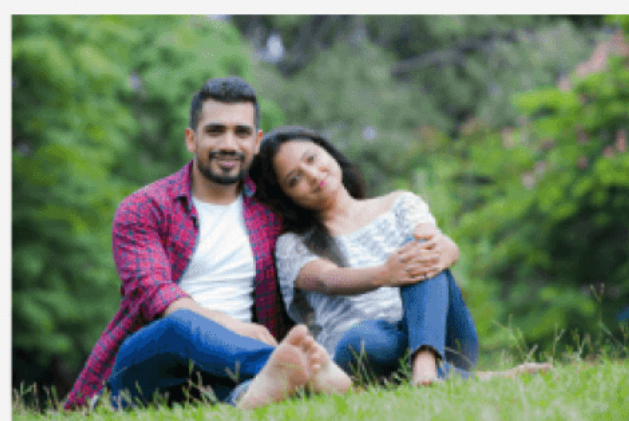
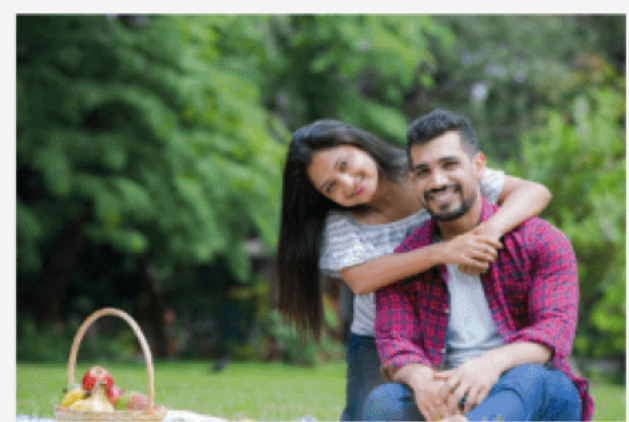
# Video Ai.

- Video tutorials and demonstrations of website functionality using avatars
- Consistent approach to content delivery
- Effective knowledge sharing
- Provides an on-going training resource for clients

The Stock challenge

**Search is DUMB!**

🔍 A middle aged couple sitting down with a picnic in the countryside



🔍 A middle aged couple sitting down with a picnic in the countryside

10 pages available



🔍 A middle aged couple sitting down with a picnic in the countryside

15 pages available

🔍 A middle aged couple sitting down with a picnic in the countryside

60 pages available





photo of 40 year old hispanic woman and 60 year old mother walking a dog, smiling, full body, dark hair, portrait style, lots of background, active, photo-realistic, 8k



realistic photo of a man and woman, looking at each other, split screen of two very different sectors in the business world coming together with a handshake, wearing corporate clothing, shot on Hasselblad X1D, natural lighting, well lit environment



# Styling.



## Film Types Fujifilm Superia 400

A multi-purpose color film that is ready for virtually any occasion. It provides particularly outstanding results in low-light photography without a flash, and fast-action sports.

# Angles.



## Low Angle

It helps to include "from below" in the prompt when looking for low-angle shots.

# Angles.



**Closeup Shot**



**Extreme Closeup Shot**



**Medium-Full Shot**



# Angles.



**Full-Body Shot**



**Centred View  
Low-Angle  
Extreme Closeup**



**Side View  
Low-Angle  
Closeup**

# Weather.



**Snowy**



**Foggy**



**Lightning**

# Time of Day.



**Sunrise**



**Morning**



**Afternoon**

# Materials.



**Leather**

**Nylon**

**High Vis**

# Age.



**20 year old**



**30 year old**



**40 year old**



**50 year old**



**60 year old**



**80 year old**

**Confidence = security**  
**= positive emotion**  
**= better performance**

AI doesn't *substitute*  
expertise.  
It ***SUPERCHARGES*** it.

**POSITIVE.**

**THANK YOU.**

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