

A LIVE CONVERSATION WITH LIAN (DREAMSTORM) & LARISSA (FLUX DIGITAL & 123ONLINE)

FOLLOW THE

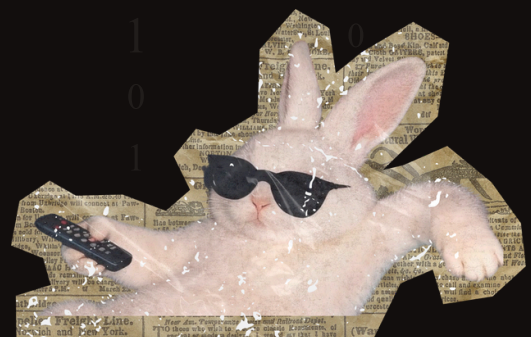
White Rabbit

WOMEN · AI · THE FUTURE OF WORK

AN EVENING FOR WOMEN CURIOUS
ABOUT AI, BUSINESS, AND WHAT COMES NEXT

You're not behind.
You just haven't had the
right conversation yet.

You belong in the *future*.



THE SHAPE OF THE ROOM

Who is sitting in this conversation tonight

07

ENERGY, UTILITIES
& Regional Council data

06

HEALTH & WELLBEING
Clinic, therapy & nursing

06

PROPERTY, REAL ESTATE
Marketing, ops & sales

06

TRAINING & COACHING
Workforce development

05

CREATIVE & DESIGN
Studios, photo & marketing

04

TRADES, INFRASTRUCTURE
Roofing, plumbing & gas

04

FINANCE & SERVICES
Banking, capability, admin

03

MAKERS & ARTS
Potters & goldsmiths

02

FOOD & TOURISM
Local cafe & active travel

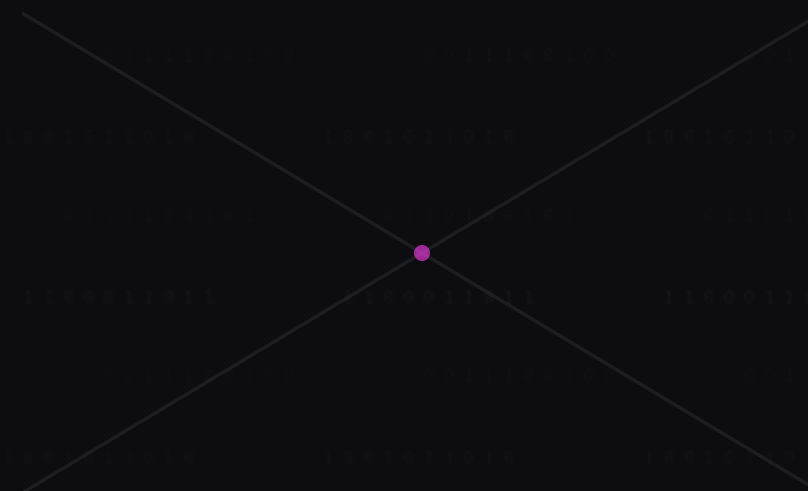
The Scope

30 Businesses

10 Industries represented

43

PEOPLE IN
THE ROOM



Turn to the people around you.

- 1. Introduce yourself with your superpower.**
- 2. Share the AI question you've been sitting on.**
- 3. Then scan and add your question.**



AI ADOPTION IN THE ROOM

Where our experience level currently sits

54%

22 PEOPLE

Use it regularly
and want to go
much deeper

24%

10 PEOPLE

Use it now
and then for
specific tasks

20%

8 PEOPLE

Have played
around with it
a little bit

02%

1 PERSON

Has never
touched or
tried an AI tool

However you walked in tonight, you are in the right room.

HOW WE'LL DO IT TONIGHT.

1. Your question is someone else's question too.
2. Curious is enough. Call “jargon alert” anytime.
3. What's shared here stays here.



HOW LONG HAS AI BEEN AROUND?

About 70 years.



1950: a mathematician asks “can machines think?”



1956: it gets the name “artificial intelligence.”

Then decades quietly working away.



2022: it learns to talk.

WHAT KIND OF AI EXISTS?

Three kinds of AI. We only have one.

ANI

Artificial *Narrow* Intelligence

Good at one thing at a time.

Everything we use today. ChatGPT, search filters, translation, maps. It acts smart by matching patterns based on the knowledge we have already cast into it.

AGI

Artificial *General* Intelligence

Human level across everything.

Does not exist today. Capable of learning, reasoning, and applying complex problem solving skills across any human domain without needing specific training.

ASI

Artificial *Super* Intelligence

Beyond all of us combined.

Pure science fiction. An intellect that vastly outperforms the collective brains of humanity combined, across practically every single field, both technical and creative.

A DEEPER EXPLORATION

He Tangata. He Karetao. He Ātārangī.
A person. A puppet. A shadow.

Dr Karaitiana Taiuru

He karetao.

A puppet, moved by many hands.

*For every 7 men in jobs at high risk of automation,
there are 10 women.*

A voice worth listening to...



Futurist Frances Valentine: Why NZ Is Running Out of Kids

Between Two Beers Podcast

“NZ HAS ONE OF
THE WORLD'S
FASTEST-
CHANGING
POPULATIONS”



FRANCES VALINTINE
FUTURIST

Watch on YouTube podcast



He ātārangī.

A shadow of the knowledge it has consumed.

It only holds what we cast into it.

You're not behind.

You just haven't had the right conversation yet.

WHAT AI ACTUALLY IS (AND ISN'T)

It's a very well-read assistant. Not a robot with opinions.

Trained on huge amounts of text

Predicts the most useful next words

No consciousness. No feelings. No agenda.

WHAT IT'S GREAT AT, AND WHAT IT'S NOT

Brilliant at words. Not a mind reader.

Great at:

Writing, rewriting, summarising;
brainstorming; turning rough notes
into something polished.

Not great at:

Very recent events (a cut-off);
being right every time (always
review); reading your mind.

Four worth knowing. Start with one.

ChatGPT

OpenAI

The popular
all-rounder

Claude

Anthropic

Lovely, natural
writing

Gemini

Google

Great if you live in
Gmail and Docs

Copilot

Microsoft

Built into Word,
Excel, Outlook

THE SECRET NOBODY TELLS YOU

Good results are a skill, not luck.

Bad answers usually mean a bad question, not bad AI

Two skills: the prompt, and the context

ANATOMY OF A GOOD PROMPT

A good prompt has five things.

• **Goal** • **Role and audience** • **Constraints** • **Inputs** • **Quality bar**

CONTEXT IS THE REAL UNLOCK

Context is everything it can't guess about you.

- **Who you are and what you sell · Your voice**
- **Your real source material · What's decided and off-limits**

MAKE IT SOUND LIKE YOU

Write it once. Reuse it forever.

Your Business Profile · Your Ideal Client Profile



Paste it in every time. Instantly on-brand.

Same agent. Same tool. Two very different posts.

Prompt 1: lazy prompt, no context → 5/10

Write a social media post for a new house listing in Kamo. It's a 3 bedroom house close to the primary school and fully fenced.

What you get:

 Just Listed in Kamo! This tidy 3-bedroom home ticks all the boxes for families, fully fenced section and a short walk to the primary school. Whether you're upsizing, downsizing or getting into your first home, this one is worth a look.  Reach out to Jess Hartley – Residential Sales to find out more or book a viewing.

Same agent. Same tool. Two very different posts.

Prompt 2: good prompt + her context → 10/10

Use the marketing-psychology and social-content skills. Write as me, Jess, using the attached documents. Goal: one Facebook post announcing a new listing, to get local families to message me or book a viewing. Audience: local Kamo families thinking about upgrading. The listing (use these facts, don't invent others): 3 bedrooms; walking distance to the local primary school; fully fenced section; Kamo, Whangārei. Length: about 80 to 100 words. If you're missing anything you need, ask me before you write.

What you get:

Just listed in Kamo, and it's a great fit for a family ready for a bit more room. Three bedrooms, plus a fully fenced section so the kids and the dog can run about safely. The local primary school is an easy walk from the door, which makes the morning routine a whole lot simpler. Kamo's a lovely family suburb to settle into. If you've been thinking about upgrading, come and have a look. Flick me a message and I'll sort a time that suits. 🏡

WHAT YOU'RE TAKING HOME

Your Starter kit.

A simple way to build your Business Profile

A simple way to build your Ideal Client Profile

One tool. One small task. This week.

You're not behind.

You just hadn't had the right conversations yet.

Now you have.

Your turn.

What would that look like in your business?

What's one thing you could try this week?

Your questions.



WHAT'S NEXT

We're not done here.

Find us. Work with us. Tell us what you want next.



Lian Passmore
dreamstorm



Larissa Daly
Flux Digital & 123 Online



You belong in the future.