

# Build Your Personal Brand with AI

by

**Dr. Mfon Akpan, CGMA**

and

**“Dr. Scott” Dell, CPA, CPC**

April 29, 2024



The Association of  
Accountants and  
Financial Professionals  
in Business

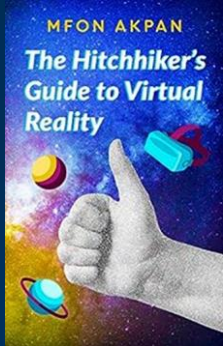


**Dr. Mfon Akpan, CGMA**

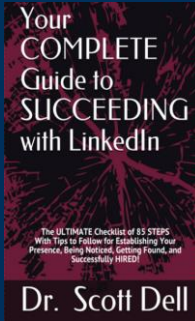
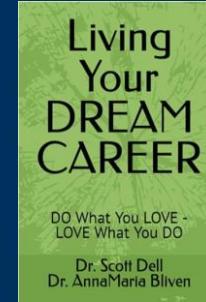
**Assistant Professor**

<https://www.linkedin.com/in/drmfonakpan/>

**Methodist University**



# Featured Presenters



**“Dr. Scott” Dell, CPA**

**Founding Executive Director**

<https://www.linkedin.com/in/drscottcpa/>

**TalentX Global**



The Association of  
Accountants and  
Financial Professionals  
in Business

# Agenda

1. Your Presenters
2. Learning Objectives
3. AI Intro
4. Accounting Use Cases
5. Understanding the Technology
6. ChatGPT: Will it Take My Job/Building YOUR Brand  
“AI Won’t Take Your Job but Someone Who Knows AI Might!”
7. Integrating with LinkedIn
8. Q & A

<https://tinyurl.com/IMA-042924>



“It’s not AI that is going to take your job, but someone who knows how to use AI might.”

*Business Insider article by Aaron Mok, 5/3/23*

<https://www.msn.com/en-us/money/other/it-s-not-ai-that-is-going-to-take-your-job-but-someone-who-knows-how-to-use-ai-might-economist-says/ar-AA1aFBLK>

# Poll Question 1:

## AI Comfort Level?

- A. Can spell “GPT”
- B. Have heard of it but not used it
- C. Used a few times but not regularly
- D. Regular user
- E. Power User

# Poll Question 1 Results: (Placeholder)

# Learning Objectives

# Learning Objectives

- 1. Explain the transformative impact of AI on accounting and its implications for personal and professional growth.**
- 2. Identify ways AI can enhance your daily skills, leading to increased productivity and effectiveness.**
- 3. Discuss how to build and improve your personal brand to advance your career.**
- 4. Define the key features of the latest AI tools and describe how to apply AI to real-world scenarios.**



# Prediction:

## Soon

# You will have your own Personal Concierge/Tutor or Personal Virtual Assistant (PVA)



Image by starryai

See Pi by <https://inflection.ai/>

Claude by <https://www.anthropic.com/>

Gemeni by <https://gemini.google.com/app>

Lex by <https://aws.amazon.com/pm/lex/>

Grok by xAI (Elon Musk) for Premium+ “X” subscribers

AppleGPT <https://www.zdnet.com/article/apple-sneaks-into-the-ai-chatbot-race-with-apple-gpt/> (2024)

# AI Intro: Show and Tell

# Analysis of a Company Using The Following Prompt:

I am interviewing with the company at the following link, <https://www.sonoco.com/na> , please analyze the company's mission, vision, and values, nature of the industry, key accomplishments in meeting customer needs and highlight overall company accomplishments that I could interject during an interview for a senior marketing role

<https://tinyurl.com/SonocoSummary>

# Summarize a YouTube Video

in less than a minute with Video Summary Plugin  
the following 2.5 hour video is summarized

The Prompt: An an expert in the field of technology  
and artificial intelligence, summarize the following  
YouTube video between Lex Fridman and Sam Altman  
[https://www.youtube.com/watch?v=L\\_Guz73e6fw](https://www.youtube.com/watch?v=L_Guz73e6fw)

# The Response Part I

## in less than a minute with Video Summary Plugin

The video features a conversation between Lex Fridman and Sam Altman, CEO of OpenAI. Here's a summarized overview of the discussion:

- 1. OpenAI's Early Days:** Sam Altman recalls the early days of OpenAI when they announced their intention to work on AGI (Artificial General Intelligence). They faced skepticism and were even mocked by some in the AI community.
- 2. OpenAI's Achievements:** OpenAI is behind several breakthroughs in AI, including GPT4, ChatGPT, DALL·E, Codex, and more. These technologies are considered some of the most significant advancements in the history of artificial intelligence.
- 3. The Potential of AI:** Lex Fridman emphasizes the transformative potential of AI. He believes that in the near future, AI's intelligence might surpass human intelligence by a significant margin. This could lead to numerous benefits, such as alleviating poverty and enhancing human creativity. However, there are also concerns about the potential misuse of such powerful technology.
- 4. Understanding GPT4:** Sam Altman describes GPT4 as an early AI system, drawing parallels with the first computers. While it has its limitations, it points towards a future where AI plays a significant role in our lives.
- 5. ChatGPT and RLHF (Reinforcement Learning with Human Feedback):** ChatGPT is highlighted as a significant advancement. RLHF is a process where human feedback is used to refine the model's responses, making it more aligned with human preferences.

# The Response Part II

**6. Data and Training:** OpenAI uses vast amounts of data from various sources, including open-source databases, partnerships, and the internet, to train their models. The challenge is not just gathering data but filtering and refining it.

**7. Steerability and System Message:** GPT4 introduces a "system message" feature that allows users to guide the model's responses. This makes the model more steerable and adaptable to user preferences.

**8. Programming with GPT4:** Sam Altman believes that GPT4 has already started to change the nature of programming. Developers can now have a back-and-forth dialogue with the model to generate and refine code.

**9. AI Safety and Alignment:** OpenAI has invested significant effort in ensuring the safety and alignment of GPT4. They aim to ensure that the model's alignment with human values improves faster than its capabilities.

**10. Building in Public:** OpenAI believes in building in public, releasing models to the community, and iterating based on feedback. This approach helps identify strengths and weaknesses and shapes the development of the technology.

In summary, the conversation delves deep into the advancements of OpenAI, the potential and challenges of AI, and the future of programming with AI models like GPT4.

# Business & Accounting Use Cases

# General Use Cases

## For Daily Activities

- **Company/Product Research – dialog, and be specific in your ask**
- **Springboard Create/Analyze Product/Job Descriptions**
- **Emails, Blog Posts, Grammar Checking, Tone Altering**
- **Social Media Post Ideas and Content**
- **Meeting Tips, Agendas, Outlines**
- **Summarize Articles, Posts, PDFs, and Web Sites/Videos (GPT-4)**
- **Create Schedules and Timetables**
- **Business Planning**
- **Negotiation Tips**

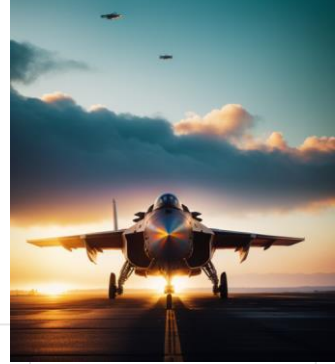


Image by starryai



# Accounting Use Cases



Image by DALL-E  
2:

**Aid in recruiting staff**

**Helping to build practice/find clients**

**Build web site**

**Produce promotional material**

**Analyze big data**

**Audit programs**

**Perform testing**

**Program Excel/Tableau/Power**

**BI/Python/SQL**

**Answer business questions**

**Help with business/tax strategies\***

**Generate projections**

**Analyze market trends & financials**

**Grammar & Spell Checking**

**Generate presentations and pictures**

**Sales Proposals**

**Built into MS Office/Bing/Google**

**Office/and MORE**

Can AI Replace Accountants: <https://futurefirm.co/ai-in-accounting/#:~>

<https://pdf.wondershare.com/chatgpt/chatgpt-for-accounting.html>

Additional interesting AI and accounting articles: <https://www.accountancyage.com/category/technology/>

# Tax Uses/Resources of AI



Image by Midjourney

Figure 2: Tax research is the top area of possible ChatGPT and generative AI use for tax firms and corp tax departments.

## Use cases of interest (tax firm professionals)



## Use cases of interest (corporate tax dept professionals)



Source: Thomson Reuters 2023

**Thomson Reuters: Report on AI with Accounting Firms and Corporate Tax Departments (6/23):**

<https://www.thomsonreuters.com/en-us/posts/wp-content/uploads/sites/20/2023/06/ChatGPT-in-Tax-Report-2023.pdf> 21 pp.

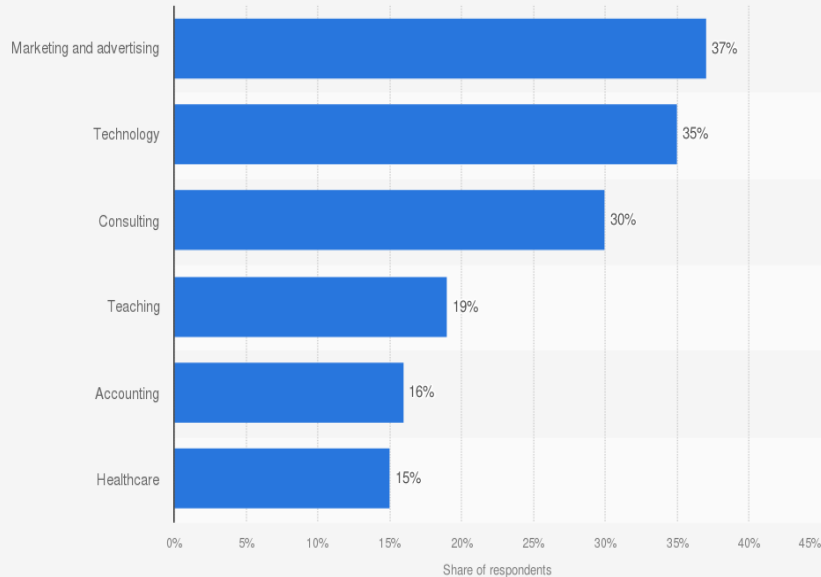
**Utilizing ChatGPT and AI in tax practices automating repetitive tasks tax research training**

**2-Hour Seminar Conducted for Strafford Publishing by Mfon Akpan and Scott Dell (7/24/23):**

<https://www.youtube.com/watch?v=dTlndSwn4jg&t=11s> (1:54)

# Industries Using It

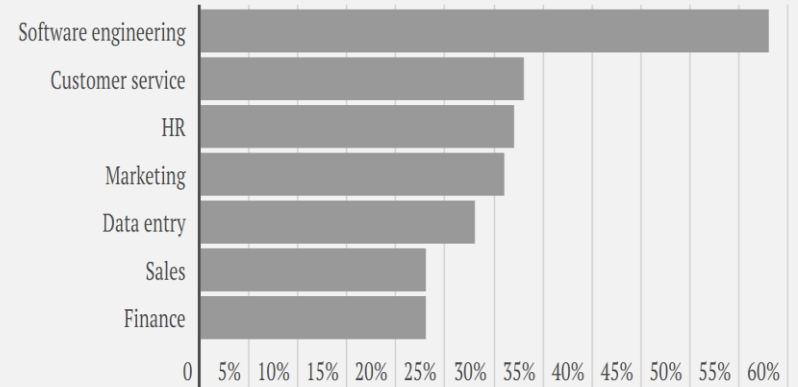
Adoption rate of generative AI adoption in the workplace in the United States 2023, by industry



Source  
Fishbowl  
© Statista 2023

Additional Information:  
United States; January 4th to 8th, 2023; 4,500 respondents

Areas of Business Companies are Looking to Hire Workers with ChatGPT Experience



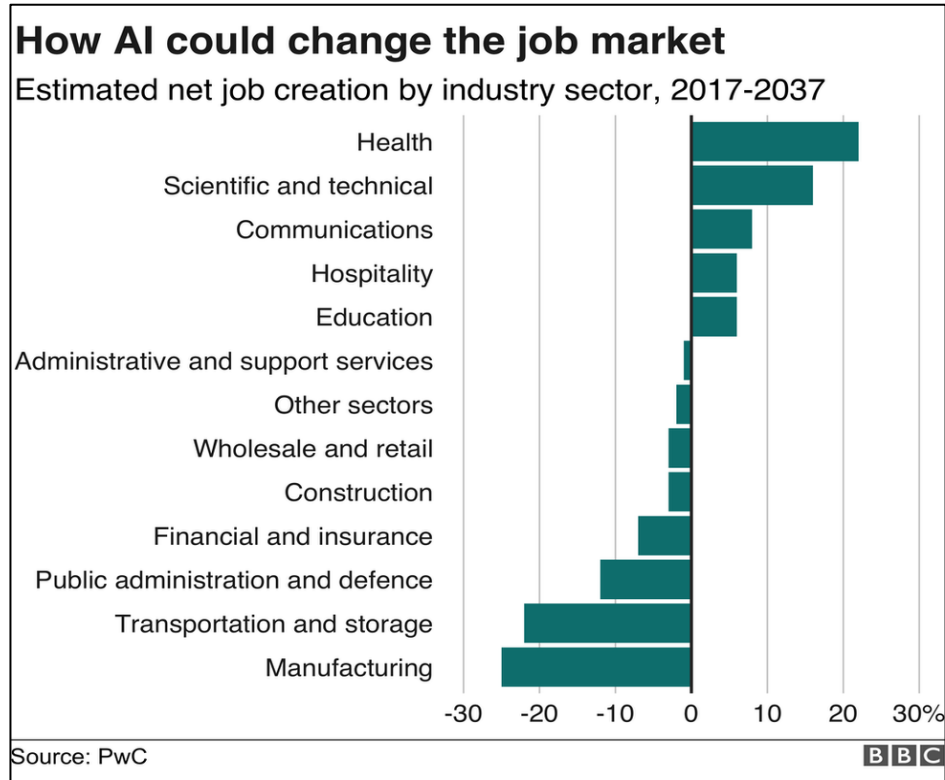
\*Respondents could select multiple answers

n=1000

ResumeBuilder.com

# PwC Projections

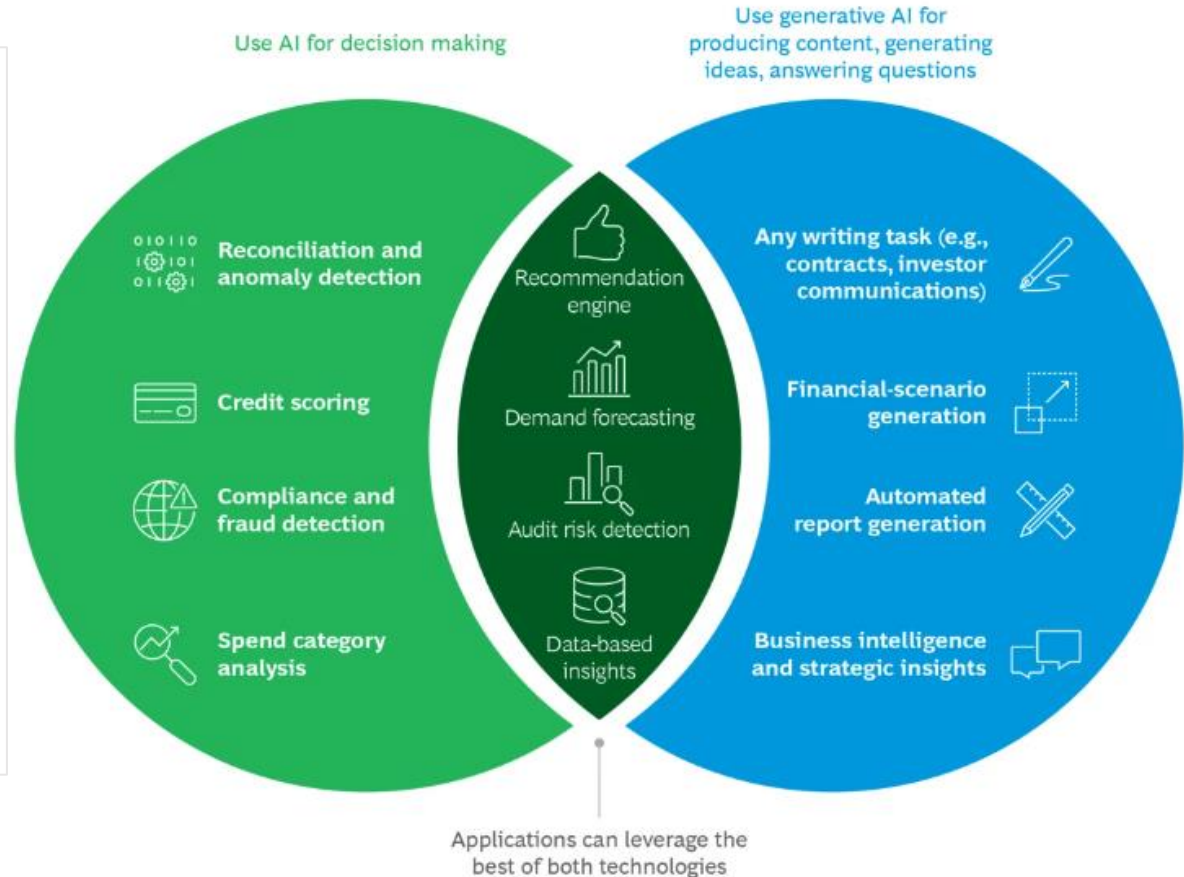
<https://www.bbc.com/news/business-44849492>



## Exhibit 2 - Generative AI and Traditional AI Have Both Separate and Combined Finance Applications

# From BCG Study: Generative AI in the Finance Function of the Future 8/22/2023

<https://www.bcg.com/publications/2023/generative-ai-in-finance-and-accounting>



## Poll Question 2:

### AI Is Going To?

- A. Have no effect on the job I do
- B. Enhance the job for others, but not me
- C. Replace me
- D. Allow me to do more
- E. Encourage my early retirement

# Poll Question 2 Results: (Placeholder)

# Technology Overview



# Chat GPT - What WE Know

3.5 Released - 11/30/22

GPT-4 3/14/23

GPT-5: No Rush

Is Feared

Is Liked

“Everyone” IS Using

It Hallucinates/Lies/Makes Things Up



Image by  
Midjourney

# Moore's Law/Sevilla's Study

Moore's Law: Number of transistors (computer chip capacity) on a microchip (IC) doubles every two years, though the cost of computing is halved. By Gordon Moore, cofounder of Intel. 1965

Sevilla's Study: Performance of AI computer systems, like AI Chatbots, have been doubling every six months (quadrupling every year) over the **past decade**. By Jaime Sevilla et al. 2022

Elon Musk's Observation: "The amount of dedicated AI compute appears to be growing by a factor of 10x every 6 months. So, it's basically close to a 100x improvement per year, at least for the next few years **at the 2024** Abundance Summit



Image by Dall-E  
2

<https://ieeexplore.ieee.org/abstract/document/9891914>

<https://www.alger.com/Pages/OnTheMoney.aspx?pageLabel=AOM316>

# ChatGPT (GAI) – By The Numbers

## GPT – Generative Pre-Trained Transformer

GPT-2 40GB of Data (2/19 release)

GPT-3 570GB of Data

/175 billion parameters (6/20 release) (11.7X from 2)

ChatGPT-3.5 smaller/faster than 3 w/human training

/20 billion parameters (11/30/22 release) **current to**

GPT-4 /1 TRILLION+ parameters (3/14/23 release)

(50X+ from 3.5) **current up to 4/23** as of 11/6/23

### Notes:

Meta AI has LLaMA 3 with **65 Billion** parameters supporting 20 languages

Alphabet has **Gemini** with **137 Billion** parameters

Amazon has **Lex** (used by Alexa)

Anthropic has Claude

Apple **GPT 2024**

Salesforce has **Einstein for CRM**



# AI & ChatGPT-3.5/GPT-4 Defined

Artificial Intelligence (AI) around for over 60 years

Responses based on word completion:

Predicts the next word based on patterns & probabilities...VERY quickly

**Simulates** conversation...very human-like

Called an AI Chatbot or Generative AI (GAI)

AI=Artificial Intelligence...is NOT Intelligent

Large Language Model (LLM)

Uses Natural Language Processing (NLP)

Enhanced by Reinforcement Learning from Human Feedback (RLHF)

Fixed Data Set - NOT Current – 4/2023 & prior

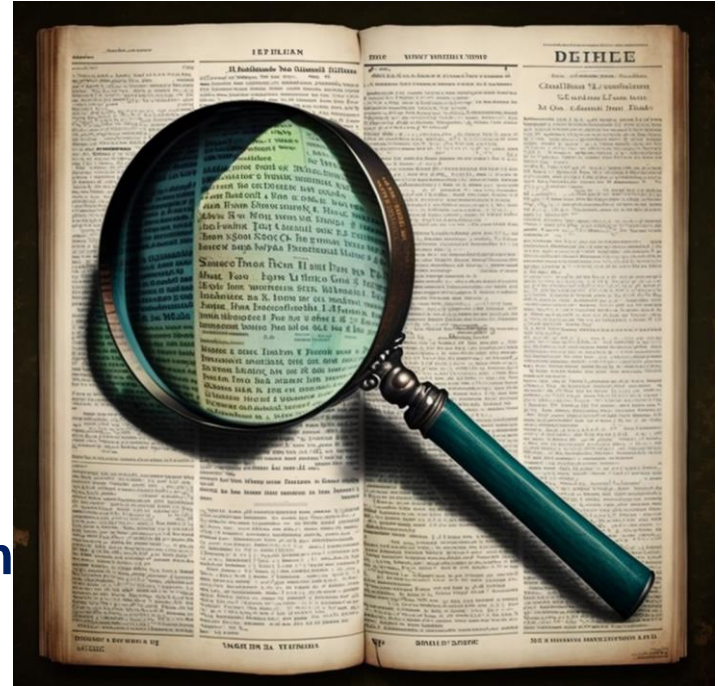


Image by Midjourney

# GPT-3.5 vs. 4

## Bar Exam:

10<sup>th</sup> to 90<sup>th</sup> Percentile

GRE Quantitative:

25<sup>th</sup> to 80<sup>th</sup>

GRE Verbal:

63<sup>rd</sup> to 99<sup>th</sup>

GRE Writing:

54<sup>th</sup> to 54<sup>th</sup>

AP Calculus BC

7<sup>th</sup> to 59<sup>th</sup>

Olympiad Bio-USABO

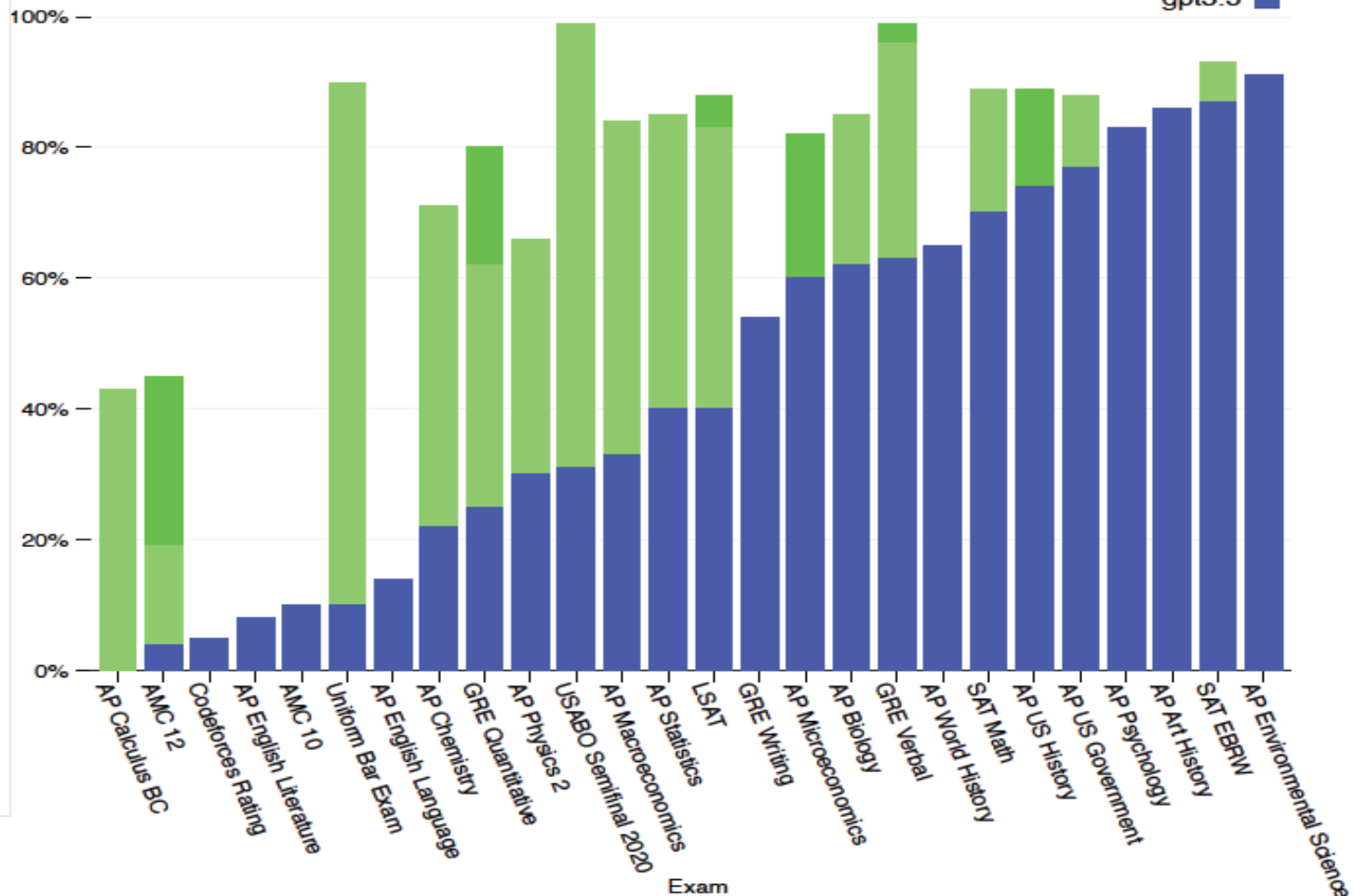
31<sup>st</sup> to 99<sup>th</sup>

Advanced Sommelier

46% to 77%

## Exam results (ordered by GPT-3.5 performance)

Estimated percentile lower bound (among test takers)



“

**... it will eclipse the agricultural revolution, the industrial revolution, the Internet revolution all put together.**

*Quote by Sam Altman, OpenAI CEO & Co-founder*

<https://www.newyorker.com/news/the-new-yorker-interview/its-not-possible-for-me-to-feel-or-be-creepy-an-interview-with-chatgpt>

# Realistically...

**Data set from 4/23 and prior**

**Vanilla in its responses –**

**lacks heart/authenticity/ethics/morality**

**Reflects human biases of inputs**

**Threat to academic integrity/plagiarism**

**Risk of jailbreaks**



Image by Midjourney

# The Risks of AI

Security Risks

Elitist – Who Can Access

Job Loss – Who is Responsible

Bias, Inequality, and Discrimination

Bias Creep – Need Thorough Testing

Over Reliance/Trust

Model Collapse

IP/Copyright Challenges

Operational & Reputational Risk

Dunning-Kruger Effect – Overconfidence by Novices

Penetrating the Black Box

Need for Guardrails

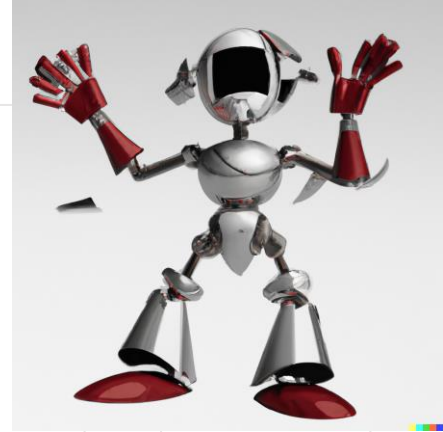


Image by DALL-E 2:

<https://go.intelligize.com/2023-Downloads-AI-risk-factors-LinkedIn>

Ethical framework for developers: <https://www.aidatatoday.com/cognilyticas-comprehensive-ethical-ai-framework/>



# The Ethics of AI

**Don't use its work and claim as your own**  
**Be aware of biases: Model Bias and Data Bias**  
**Accountability – YOU are responsible for  
consequence of actions based on AI decisions**  
**Do not enter PII (Personal Identifiable Information)**  
**Environmental Impact Considerations**  
**Unintended Consequences...**

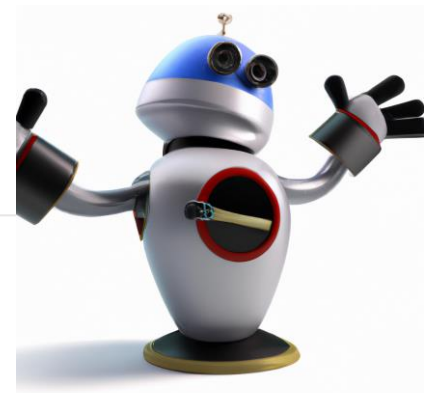


Image by DALL-E  
2:

Ethical framework for developers: <https://www.aidatatoday.com/cognilyticas-comprehensive-ethical-ai-framework/>

# Other Considerations

## Biases, PII,

**“GPT IS WHITE, AMERICAN, NEUROTYPICAL,  
AND AFFLUENT (MOSTLY)”**

*DEVANSH*

<https://artificialintelligencemadesimple.substack.com/p/bias-in-humans-vs-deep-learning-and>

**Model Bias and Data Bias**

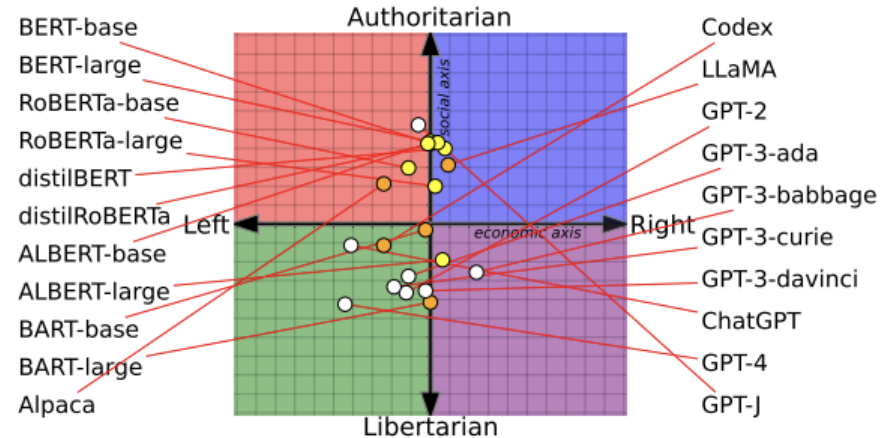


# POLITICAL BIASES VARY BY PLATFORM

In a study of 14 language models:

OpenAI's GPT-4 Leans **Left-Libertarian**

Meta's LLaMA Leans **Right-Authoritarian**



“

# **Personal Identifiable Information**

**PII...DON'T**

## Poll Question 3:

What is YOUR Level of FEAR?

- A. Scared...very scared/Skynet is coming
- B. Lots of fears but open to hearing more
- C. Think this could be a game-changer/Some reservations
- D. Embracing it/Very excited by the opportunities
- E. Jury is still out

# Poll Question 3 Results: (Placeholder)



# AI in the Career Space

Will 10X you as a Professional  
Will 2X or 3X as a Novice/Newbie

**“It’s not AI that is going to take your job, but someone who knows how to use AI might.”**

from [\*Business Insider\*](#) article by Aaron Mok, 5/3/23

<https://www.msn.com/en-us/money/other/it-s-not-ai-that-is-going-to-take-your-job-but-someone-who-knows-how-to-use-ai-might-economist-says/ar-AA1aFBLK>



Image by Midjourney

# World Economic Forum Projections

- **85M** Jobs to be eliminated due to AI by 2025... **97M** to be created (**10/20/20**)

<https://www.weforum.org/reports/the-future-of-jobs-report-2020>

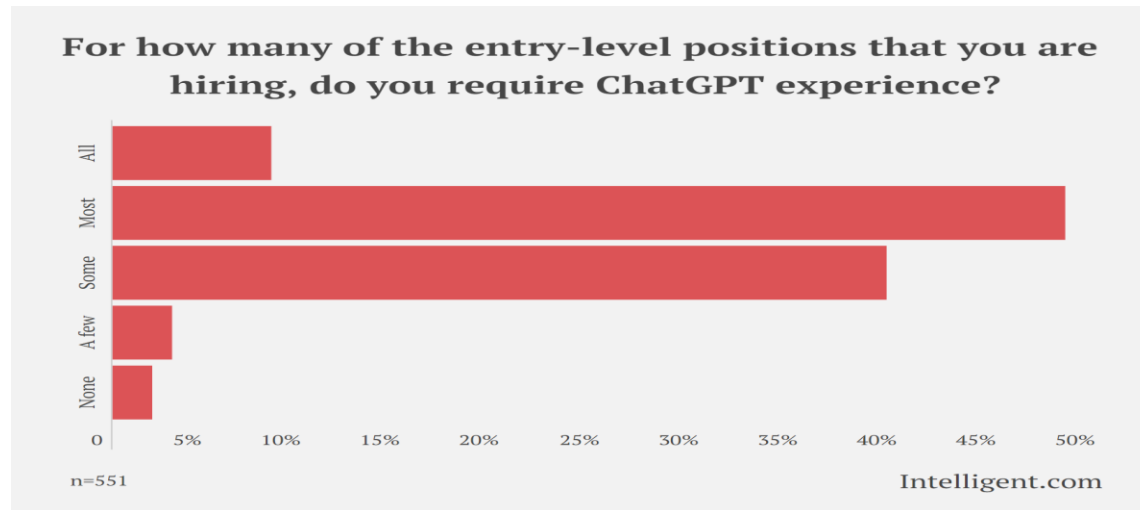
- **83M** Jobs to be eliminated due to AI in next 5 years... **69M** to be created (**5/3/23**)

<https://thenextweb.com/news/23-percent-of-jobs-disrupted-next-5-years-wef-predicts>

# “98% of companies hiring entry level candidates require ChatGPT experience for some positions\*”

\*Intelligent.com survey of 1,000 hiring managers.

<https://www.intelligent.com/9-in-10-hiring-managers-say-chatgpt-experience-can-be-more-valuable-than-a-college-degree/>



**“9 IN 10 HIRING MANAGERS SAY CHATGPT  
EXPERIENCE CAN BE MORE VALUABLE  
THAN A COLLEGE DEGREE”**

<https://www.intelligent.com/9-in-10-hiring-managers-say-chatgpt-experience-can-be-more-valuable-than-a-college-degree/>

<https://www.entrepreneur.com/business-news/chatgpt-experience-can-be-more-valuable-than-college/449588>

# Poll Question 4:

AI Platforms I have used?

- A. ChatGPT-3.5/GPT-4 – OpenAI
- B. Gemini – Alphabet/Google
- C. Copilot - Microsoft
- D. Claude - Anthropic
- E. Meta/Facebook AI
- F. Gemini for Google Cloud/Workspace

# Poll Question 4 Results: (Placeholder)

# Integrating with LinkedIn



# YOUR BRAND

- It **IS** About **YOU**
- Think NIKE/Apple/Coca Cola
- Differentiators - Why are YOU & your organization so special?
- **Why** should I do business with YOU?
- What's your **STORY**?

# LinkedIn – Why????



- **Credibility** – You WILL be searched
- **Professional** – Social Media for **LIFE** (not Facebook)
- **Branding** – Helps you establish your **Personal Brand**
- **Find Jobs/Opportunities**
- **Be Found** – In searches
- **Research Employers and Interviewers**
- **INVEST IN YOURSELF** – Are you/your **Business** worth **15 min./day?**

# LinkedIn – Before

Used to be a **RESUME**



Now, it's your **BRAND**

# LinkedIn – Why?????



- **Exposure** – Post Jobs/Internships/Events
- **PROFESSIONAL** – Social Media for **LIFE** (not Facebook)
- **DIFFERENTIATES YOU & ORG.!** – What makes **YOU SPECIAL?**
- **HELPS ESTABLISH YOUR BRAND**
- **BUILDS YOUR NETWORK** – 1<sup>ST</sup> Degrees Searched 1<sup>st</sup>
- **INVEST IN YOURSELF - Is Company worth 10 minutes/day?**
- **POWER IN NUMBERS** – 950M+ User Can't Be Wrong

# LinkedIn By the Numbers

- **1B+** Users (adds 3/second) – 200M+ in U.S (>50%)
  - In over 200 countries-territories/24 languages
- 60% of users between 25 & 34
- 24% of millennials at all levels of education
- Used by **51%** of U.S. **college grads** – all majors
- 41% of **millionaires** use LinkedIn
- 57% male/43% female (opposite of Facebook)
- Over **60M job searches** each week
- Used by **OVER 95%** of **Recruiters/HR** folks
- **2/3** of HR professionals say you **NEED** a profile





# ON LinkedIn-Short List

- TAKE IT SERIOUSLY/**COMMIT** the Time – It's ONLY YOUR Career
- INCLUDE Link **EVERYWHERE** – emails, Company Communications
- MAKE CONNECTIONS – **NETWORK**
  - Alums, Peers, Teachers, Friends, Professionals ... & Their Friends
- DRESS TO IMPRESS – **Professional** Photo
- **USE** – Before Interviews, When Meeting New People, **Daily**
- Seek Recommendations/Endorsements
- CHANGE URL – To Your Name – ADDS PROFESSIONALISM
  - <https://www.linkedin.com/in/DrScottCPA>
- HIGHLIGHT AWARDS – **Time to BRAG** – If You Don't, Who Will?
- **Keywords** are KING & QUEEN
- FREE or PAY – Free is MORE than enough

# Resume Prompting

"Generate a professional summary for a resume for a candidate with ten years of experience in [your field]."

"Identify relevant keywords and phrases from this job description to incorporate into my resume."

"Help me quantify my accomplishments for this project: [briefly describe the project and your role]."

"What are the transferable skills from my experience as a [previous role] that I can highlight for a [target role]?"

"Suggest a clean and professional resume format that highlights my experience and skills."

"Provide a list of strong action verbs to use in my resume."

"Proofread my resume for grammar, spelling, and punctuation errors."

"Ensure consistency in style, tone, and formatting throughout my resume."

"Generate questions I can ask for feedback on my resume from mentors or colleagues."

"What are the latest resume trends and best practices for the [your industry]?"

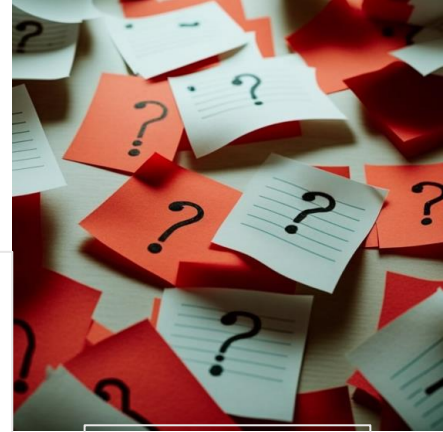


Image by DALL-E  
2:

# HR Prompting

**Generate Interview Questions/Answers**

**Create job descriptions and job postings**

**Develop an employee handbook**

**Interview tips and more**

**Query average salaries including job roles and geographic considerations**

**Drafting emails/event announcements**

**Summarizing articles, resumes, LinkedIn profiles, URLs**

**Make your own internal chatbots to answer employee questions ranging from policies to benefits**

**Create surveys**

**Build training modules**

**Onboarding assistance**



Image by DALL-E  
2:



# Career Prompting

Company research

Resume, LinkedIn profile & cover letter builder

Plug in resume and ask “customize for “role” at “company”

Keyword generator

Interview prep – Questions AND suggested answers

What are ten typical interview questions for “role”

Study assistant for professional exams and certifications

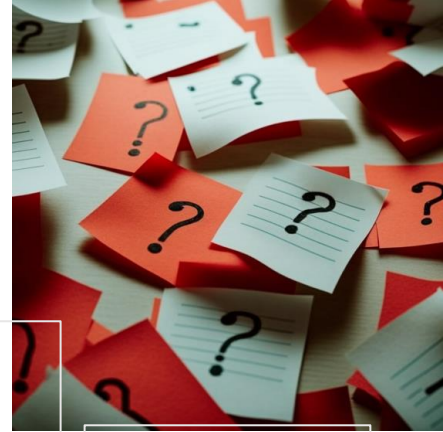


Image by DALL-E  
2:

# Job Research AI Tools

## AI is transforming Job Search

1. **Kickresume:** AI-powered resume builder.
2. **Existential:** AI-powered custom career advice.
3. **JobHunt:** your AI-powered job application assistant.
4. **Network AI:** helps to connect with industry professionals.
5. **Mimir:** personalized coaching through AI chats.
6. **Yoodli:** improve your communication skills using AI.
7. **JobProfile.io:** lets you create winning resumes in minutes.
8. **Interviewsby.a:** nail your next dream interview.
9. **WonsultingAI:** your full suite of job search AI tools.
10. **Resumaker.ai:** resume and cover letter generator.
11. **TheJobForMe:** get personalized job recommendations.
12. **Jobscan:** optimize your resumes to get more interviews.
13. **Aragon:** transform your selfies into beautiful AI-generated headshots.
14. **Rec;less:** job search with community-driven job matching.
15. **Career Circles:** helps people affected by layoffs to bounce back.
16. **Practice Interview:** your chatbot for job interview practice.
17. **CareerHub AI:** upgrade your career with the power of AI.
18. **FutureFinder.AI:** AI-powered education and career advisor.
19. **Jobinterview.coach:** complete AI job interview coaching platform.
20. **Engage AI:** allows LinkedIn users to build relationships using AI.

 @linas.beliunas

# The Future of Work & AI

**Humans Need Not Apply – 45% Unemployment?**

<https://www.youtube.com/watch?v=7Pq-S557XQU&vl=en> (15:00)

**Microsoft: The Future of Work w/ Copilot & Chat by Satya Nadella**

<https://youtu.be/Bf-dbS9CcRU> (36:38)

**Sam Altman, CEO of OpenAI Interview with Lex Fridman 3/25/23**

[https://www.youtube.com/watch?v=L\\_Guz73e6fw](https://www.youtube.com/watch?v=L_Guz73e6fw) (2:23:56)

**Brooking Institution: ChatGPT and the Future of Work 3/15/23**

<https://www.youtube.com/watch?v=CzjRhcCuc0I> (1:29:15)

**Microsoft Copilot Short Videos for each application**

<https://news.microsoft.com/reinventing-productivity/> (various)

**McKinsey Report: GAI and the Future of Work in America 7/26/23:**

<https://www.mckinsey.com/mgi/our-research/generative-ai-and-the-future-of-work-in-america>



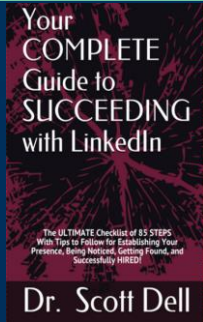
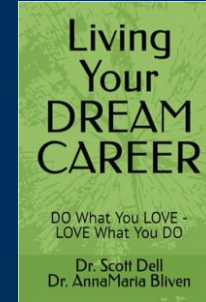
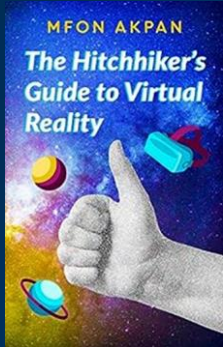
Image by DALL-E  
2:



# Questions & Answers

**Dr. Mfon Akpan, CGMA**

<https://www.linkedin.com/in/drmfonakpan/>



**“Dr. Scott” Dell, CPA**

<https://www.linkedin.com/in/drscottcpa/>



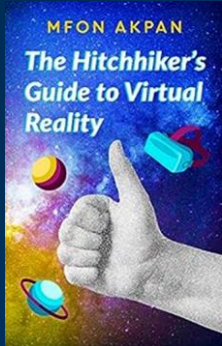
The Association of  
Accountants and  
Financial Professionals  
in Business



**Dr. Mfon Akpan, CGMA**

<https://www.linkedin.com/in/drmfonakpan/>

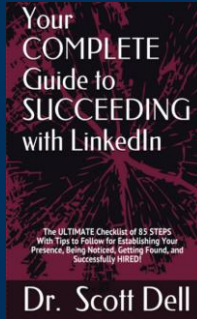
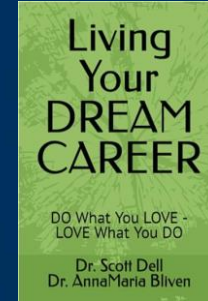
**Thank YOU!**



<https://tinyurl.com/IMA-042924>

**“Dr. Scott” Dell, CPA**

<https://www.linkedin.com/in/drscottcpa/>



The Association of  
Accountants and  
Financial Professionals  
in Business

# Thank you!



The Association of  
Accountants and  
Financial Professionals  
in Business