



# Introduction to using AI in everyday life and work

A practical look at what these tools can actually do, and how to use them well.

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# Where we're going

*50 minutes, ~40 of content, the rest is your questions.*

**01**

## **The shift**

Why AI is not a search engine, and what that changes

**02**

## **What's new now**

Six months of capability you probably haven't seen

**03**

## **The big three**

ChatGPT, Claude, Gemini: when to reach for which

**04**

## **Live demos**

Three tools, three short demos, no slides

**05**

## **Specialized tools**

Three more worth knowing about

**06**

## **How to talk to AI**

The one skill that changes everything

*Questions welcome anytime. Don't share private info during demos.*

# The shift

*It's tempting to use AI like Google, you'll be disappointed. Here's why.*

## AS A SEARCH ENGINE

*"What's the population of Panama?"*

- One-shot question, one-shot answer
- You evaluate the result and click away
- No back-and-forth, no context
- AI gives you a number. You move on.

## AS A SMART ASSISTANT

*"Help me plan a 10-day trip to Panama for my parents, who are 70."*

- Ongoing conversation, refines over time
- You give context, it adapts
- Pushes back, asks for clarification
- Has read more than any human alive.

**Treat it like a brilliant assistant who has read everything but knows nothing about you yet.**

# What's new in the last six months

*If you stopped paying attention after the early ChatGPT days, you missed the interesting part.*

## Voice

Real-time conversation. Interrupt, change topics, talk back. No typing.

## Vision

Point your camera at anything. Read a menu, identify a plant, decode a bill.

## Memory

Remembers what you told it across every conversation. Yours, not generic.

## Documents

Upload a long article, manual, or research report. Ask questions. Get cited answers.

## Agents

Multi-step tasks. Research a topic, fill out a form, book something.

## Live building

Watch it write a document, build a tool, or design a slide as you talk.

*Most of this didn't exist or didn't work in November. It does now.*

# Before we go further

*Three misconceptions worth correcting before we go further.*

01

MISCONCEPTION

*AI is basically a smarter Google.*

CLOSER TO TRUE

**AI is a reasoning engine, not a search engine. Treat it like a brilliant assistant, not a database.**

02

MISCONCEPTION

*I need to learn how to code to use it well.*

CLOSER TO TRUE

**Talking to AI isn't programming. It's managing. Be clear about what you want and who it's for.**

03

MISCONCEPTION

*It produces perfect, ready-to-publish work.*

CLOSER TO TRUE

**AI cures the blank page. The first draft is yours to refine. Your taste still matters.**

*If any of these felt familiar, you're in good company. We all start there.*

# The big three

*Same family of capability. Different strengths. ~\$20/mo each on the paid tier.*

## ChatGPT

by OpenAI

**Best all-rounder.**

Voice, vision, agents, fast iteration.

Plus · \$20/mo

## Claude

by Anthropic

**Best for serious writing & thinking.**

Long documents, structured analysis, push-back.

Pro · \$20/mo

## Gemini

by Google

**Best inside Google Workspace.**

Gmail, Docs, Drive integration. NotebookLM.

AI Pro · \$20/mo

*Free tiers exist on all three. They're a fair trial. Paid is where these come alive.*

# ChatGPT

*When to reach for it: anything voice, anything visual, fast turnaround.*

## WHAT IT'S BEST AT

- **Voice mode** Talk to it like a person. Hands-free everywhere.
- **Vision** Point your phone camera. Read, identify, translate, explain.
- **Agent mode** Multi-step tasks: book travel, fill forms, compile research.
- **Deep Research** 10-30 min cited reports across hundreds of sources.
- **Memory** Remembers your context across every chat.

## USE IT WHEN

- You want to talk, not type
- You're translating a sign or menu in real time
- You need general help across many topics
- You want it to actually go do a task for you
- You want one tool that does most things

# Claude

*When to reach for it: serious writing, long documents, thinking that needs structure.*

## WHAT IT'S BEST AT

- **Artifacts** Watch it build documents, spreadsheets, even small apps live.
- **Projects** Persistent workspace. Upload your reference docs once, use forever.
- **Long context** Feed it an entire book or a long technical document. It holds it all.
- **Computer Use** It can take over your browser to do tasks (research preview).
- **Push-back** Will tell you when your reasoning is shaky. Less sycophantic.

## USE IT WHEN

- You're writing something serious
- You're analyzing a long document or contract
- You want it to actually disagree when you're wrong
- You want it to build something visual on the spot
- You're working on an ongoing project

# Gemini & NotebookLM

*When to reach for it: you live in Google's world, or you have documents that matter.*

## WHAT IT'S BEST AT

- **Workspace** Lives inside Gmail, Docs, Sheets, Drive. Already there if you have Gmail.
- **NotebookLM** The killer app. Upload docs. Get cited answers, only from those docs.
- **Health & legal** Upload years of records. Prep doctor visits. Cited answers.
- **Audio Overviews** Turns your documents into a 12-minute podcast. Listen while you walk.
- **Long context** 2M tokens. Compare three insurance PDFs and get a table of differences.

## USE IT WHEN

- You want help inside Gmail, Docs, or Drive
- You're managing medical records or insurance docs
- You want answers cited to the page
- You'd rather listen than read
- You want one Google subscription that covers it all

# Live demos

*Three short ones. The slides go away. Watch the screen.*

01

Claude · Artifacts

**Build a one week dinner plan for two**

~2.5 min

02

ChatGPT · Voice + Vision

**Live English and Spanish translator.**

~2.5 min

03

NotebookLM · Documents

**Ask an insurance policy a question, get a cited answer**

~3 min

*If a demo fails, that's part of the lesson. We troubleshoot live.*

# Three more tools worth knowing

*Specialized, not general. Each does one thing exceptionally well.*

## ElevenLabs

Voice

Reads any article, ePub, or webpage aloud in a natural voice. Free Impact Program licenses for people with permanent voice loss (ALS, stroke, throat cancer).

[elevenlabs.io](https://elevenlabs.io) · Free tier

## Wispr Flow

Dictation

Press a key, talk, polished text appears in any app. ~250 words/min. Auto-removes fillers, stutters, false starts. Mac, Windows, iOS, Android.

[wisprflow.ai](https://wisprflow.ai) · Free 2,000 words/wk · \$12/mo

## Canva AI

Design

Magic Write, Magic Design, Magic Edit, background remover. If you already use Canva, the AI features are already there. Translate Magic for bilingual content.

[canva.com](https://canva.com) · Pro \$15/mo

*Pick one. Try it for two weeks. Then add another.*

# How to talk to AI

*The one skill that separates frustration from value.*

## THE RECIPE

<b>Goal</b>	What do you want?
<b>Context</b>	Who's it for? What's the situation?
<b>Constraints</b>	Length, tone, format, do/don't.
<b>Examples</b>	Show a sample if you have one.
<b>Check</b>	Ask it to list its assumptions first.

## WORKED EXAMPLE

**Goal:** Write a polite email to my landlord asking him to fix the water heater.

**Context:** He's responsive but busy. This is the third time it's broken in six months.

**Constraints:** Three short paragraphs. Friendly but firm. English.

**Check:** Before writing, list any assumptions you're making.

*Ask for the answer in any format you want: bullets, table, checklist, email. Just say it.*

# Are these real or AI-generated?

01



02



03



# Two minutes on safety

*Three things, then we close.*

## 01

### **Privacy reality**

Claude, ChatGPT, and Gemini all train on your chats by default in 2026. To make these changes: Settings → Privacy → turn off training. NotebookLM is the exception.

## 02

### **What still doesn't go in**

Passwords and codes. And anything about other people you have a duty to protect: clients, patients, employer confidential. Those need enterprise tools.

## 03

### **Family safe word**

Voice cloning is real. Agree on a word. If 'family' calls asking for money, ask the word. If they don't know it, hang up.

*If you want a full session on AI safety, sign up at the back. That's a different talk.*

# Walking out with

- 1 AI is a smart assistant, not a search engine. Treat it that way.
- 2 The big three (ChatGPT, Claude, Gemini) cost ~\$20/mo each. Pick one.
- 3 Voice, vision, document analysis are all real now. Try them.
- 4 Tell the AI who you are and what you need. Context is the unlock.
- 5 Verify anything that affects health, money, or safety.

Questions?

# Your handout

*Scan to download. Free. No email required.*



Or visit:

[primalglobalconsulting.com/ai-handout](https://primalglobalconsulting.com/ai-handout)

# Where this could go

*If today was useful, here's what could be coming next.*



## Session 2

### AI for Daily Life

Templates, habits, hands-on practice. For everyone.

## Session 3

### AI Safety for Families

Voice cloning, deepfakes, family safe-word protocols. Especially for retirees.

## Session 4

### AI for Small Business

Working clinic. Marketing, SOPs, customer email. ~60 minutes.