

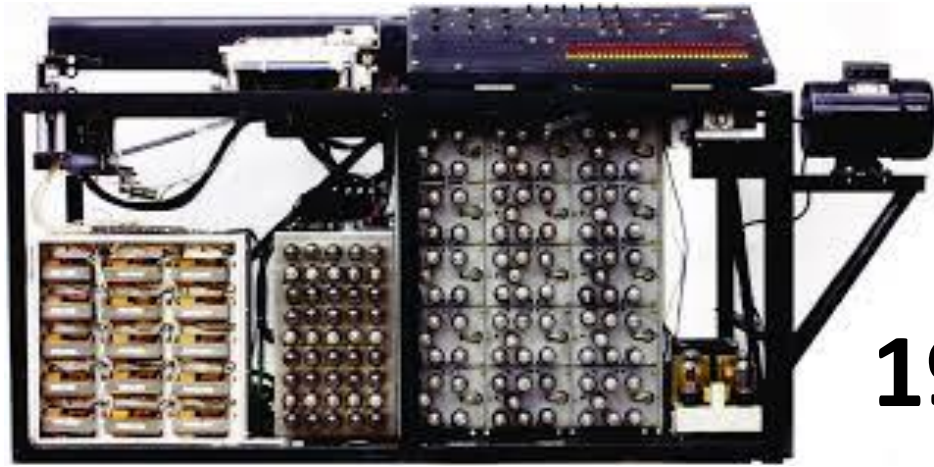
# Embracing AI Today

## Practical Tips for Businesses

June 2025



# Your Business Without AI

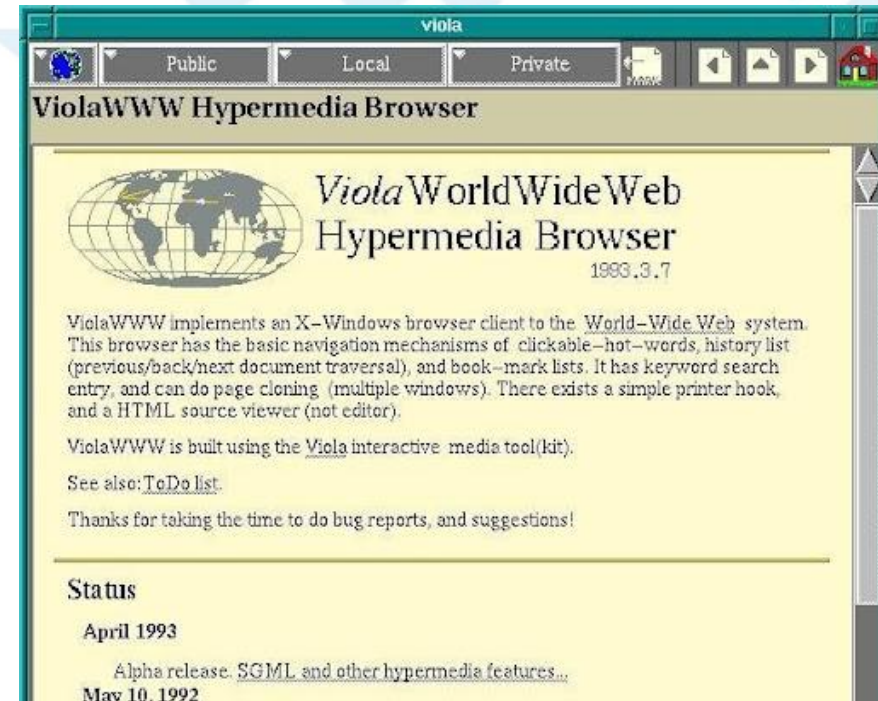


1942



1990

2007



# What you will Learn Today

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Tip 1 - Supercharge Team

Tip 2 - Revolutionize Data Management

Tip 3 - Call Center Intelligence



# Tip 1 - Supercharge Team

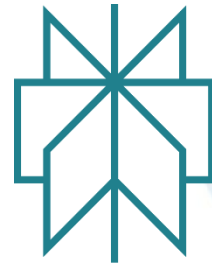
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# Alternative's to ChatGPT

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 Gemini



perplexity

 Grok



Claude

LLaMA



# Tip 1 - Supercharge Team

## ChatGPT

[chatgpt.com](https://chatgpt.com)

AI language model generating human-like text


## Practical Applications:

- Level 1 Research
- Summarize, Organize, Clarify
- Real Voice Assistance

**Cost:** Free Limited or ChatGPT Plus \$20/month

### To Create a ChatGPT Account



- ① Go to [chat.openai.com](https://chat.openai.com)
- ② Click Sign up
- ✉ Enter email or use ☐ Google  ☐ Microsoft
- ④ Verify your email
- ⑤ Set password and profile
- ⑥ Accept terms



# Explain Health Care

what does TSH with reflex uIU/mL mean

**TSH with reflex to uIU/mL** is a type of thyroid function test that measures Thyroid Stimulating Hormone (TSH) levels. The term "reflex" means that if the initial TSH result is outside the normal range, the lab will automatically perform additional tests (usually Free T4 or Free T3) to provide more detailed information about thyroid function.

## What Each Component Means:

- **TSH:** This hormone is released by the pituitary gland and helps regulate thyroid function. It indicates how well the thyroid is working.
- **Reflex Testing:** If the TSH is too high or too low, the lab will run further tests without requiring another blood draw.
- **uIU/mL (Micro-International Units per Milliliter):** This is the unit of measurement used to report TSH levels.



# Summarize Notes

can you provide me a summary of the recently passed illinois budget



In June 2024, Illinois enacted a \$53.1 billion state budget for the fiscal year beginning July 1, 2024. Key allocations include:

- **Education:** An additional \$350 million for public education and \$75 million for early childhood education. AP NEWS
- **Healthcare:** \$440 million allocated for noncitizen healthcare services. AP NEWS
- **Social Services:** \$182 million designated for migrant services. AP NEWS
- **Pensions and Savings:** Full contributions to underfunded pension funds and a \$198 million addition to the state's rainy day fund. AP NEWS



# Formulas and Code

can you write me an excel formal that colors every city name red and every state name blue



Certainly! Here's how you can set it up in Excel using Conditional Formatting:

1. **Select** the column that contains the cities and states.
2. Go to the **Home** tab, select **Conditional Formatting**, and choose **New Rule**.
3. Choose **Use a formula to determine which cells to format**.
4. Use these formulas separately for cities and states:

- **City (Red):**

excel

Copy code

```
=ISNUMBER(SEARCH("City", A1))
```

Set the format to red for this rule.



# Tips on Prompt Creation

---

[task]

Mandatory

[context]

Important

[example]

[persona]

[format]

Nice-to-haves

[tone]



# Tips on Prompt Creation

[task]

Write a two-paragraph follow-up email to Sarah Thompson, Marketing Director at Evergreen Home Care

[context]

Sarah is interested in our SEO and Google Ads services but needs clear monthly ROI reports. Her pr

[example]

Include:

- Month-by-month ranking changes for three target keywords
- Google Ads spend vs. conversions (calls/form fills)
- A simple lead-count comparison for Jan-Mar

[persona]

You're a Proceed Innovative consultant experienced with home care franchises. Speak to a Marketing

[format]

- Paragraph 1: Thank her, reference the meeting, summarize our ROI tracking (SEO rank improvements)
- Paragraph 2: Invite her to a quick call (offer two slots), and close with your name, title, and

[tone]

Warm, professional, and results-oriented.



# Prompt - Results



▶ Subject: Great Connecting at SBC – Clear ROI Tracking for SEO & Google Ads

Hi Sarah,

Thank you for taking the time to meet with me at last week's networking luncheon. It was a pleasure learning about Evergreen Home Care's growth objectives. To address your need for clear, monthly ROI reports, our SEO tracking provides month-by-month ranking changes for your three target keywords—so you can see exactly how improvements in search position impact your lead-to-admission ratio. On the Google Ads side, we report spend versus actual conversions (phone calls and form fills), then tie that back to LTV estimates. Additionally, we'll include a simple comparison of lead counts for January through March, giving you transparent visibility into how each dollar invested translates into new clients.

I'd love to review a detailed proposal with you and answer any questions. Would Wednesday, June 12 at 10:00 AM or Thursday, June 13 at 2:00 PM work for a quick 20-minute call? If neither of those times fit, please let me know a slot that's more convenient. I look forward to the opportunity to help Evergreen Home Care achieve measurable, sustainable growth.

Warm regards,

Jasmine Panayotov



# Tip 2 - Revolutionize Data Management

## ECONOMIC DEVELOPMENT DEPARTMENT STRATEGIC PLAN

FY2024/2025



**VILLAGE OF SCHAUMBURG**  
PROGRESS THROUGH THOUGHTFUL PLANNING

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# Tip 2 - Revolutionize Data Management

≡ NotebookLM

Sources ⓘ  
Select all sources ✓  
VOS Economic Devel... ✓

VOS

Add note ✓ Select all

Saved Response

New note

Village of Schaumburg Economic Development Strategic Plan FY2024/20

Saved Response

New note

Schaumburg, IL Economic Development FAQ

Short Answer

1. What is the Village Economic Development Strategic Plan?

\* Notebook guide

Help me create

FAQ

Study Guide

Table of Contents

Timeline

Briefing Doc

Summary

The Village of Schaumburg's Economic Development Department has developed a strategic plan for FY 2024/2025 that outlines the department's objectives and initiatives for attracting new businesses and promoting economic growth within the village. The plan is based on an analysis of the local economy and a comparison to three benchmark communities: Framingham, Massachusetts; White Plains, New York; and Naperville, Illinois. The plan focuses on three main objectives: economic growth, strategic initiatives, and enhancing the business environment. It includes specific action items for each objective, as well as measurable outcomes. The plan also includes appendices containing the results of a community business survey and a detailed industry cluster analysis that identifies target industries for the village's recruitment and retention efforts.

Audio Overview ⓘ

Click to load the conversation.

Load

Suggested questions

How does the "VOS Economic Development Plan" analyze the current economic landscape of Schaumburg, Illinois?

What are the key strategic initiatives outlined in the plan to promote economic growth in Schaumburg?

How does the plan leverage benchmarking and data analysis to inform its strategies and prioritize industries?

View Chat

1 source Start typing... →

\* Notebook guide

NotebookLM may still sometimes give inaccurate responses, so you may want to confirm any facts independently.

[Link](#)

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# Custom Podcast Summary

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# Tip 2 - Revolutionize Data Management

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## NotebookLM

[notebooklm.google.com](https://notebooklm.google.com)

AI-powered research and note-taking tool



## Practical Applications:

- Consolidate notes and research data
- Personalized audio overviews (podcast-style)
- Link direct to Google Sheets and Docs

**Cost:** Free or Google One AI Premium \$20/month




# Tip 2 - Revolutionize Data Management

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who won the world series?

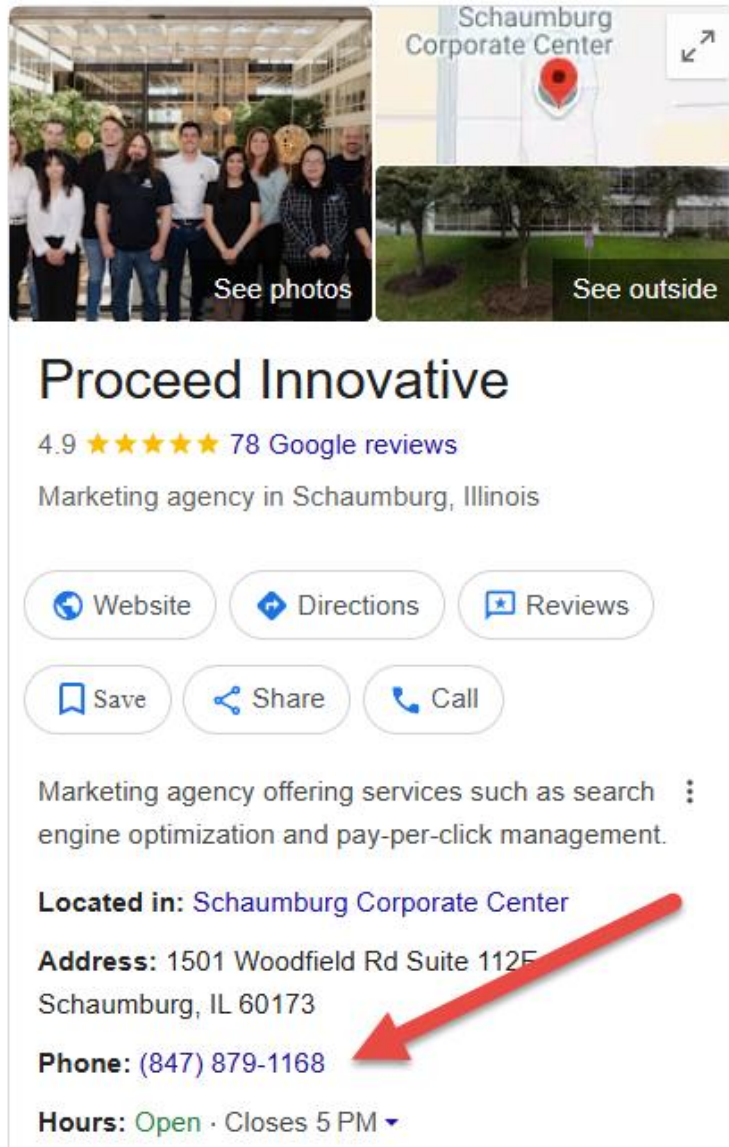
The sources provided are about economic development in the Village of Schaumburg, Illinois. They do not contain information about the World Series.



 Save to note



# Tip 3 - Call Center Intelligence (CCI)



**Proceed Innovative**  
4.9 ★★★★★ 78 Google reviews  
Marketing agency in Schaumburg, Illinois

[Website](#) [Directions](#) [Reviews](#)  
[Save](#) [Share](#) [Call](#)

Marketing agency offering services such as search engine optimization and pay-per-click management.

**Located in:** Schaumburg Corporate Center  
**Address:** 1501 Woodfield Rd Suite 112F  
Schaumburg, IL 60173  
**Phone:** (847) 879-1168  
**Hours:** Open · Closes 5 PM ▾



# Tip 3 - Call Center Intelligence (CCI)

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## AI Powered Call Center

Personal knowledgeable AI to handle incoming calls

### Practical Applications:

- Answer calls simultaneously
- Consistent customer service and next steps
- Dynamic answers that continue to develop
- 24/7 Always active

**Investment:** Based on Objective



# Get Started with AI

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## Persona Creation:

- Answer a tailored list of questions
- We create a POWERFUL PERSONA profile for you to use
- **\$1,500 Value**

## AI Powered Persona Marketing can be used in:

1. Emails
2. Service Pages
3. Blogs

Visit: [www.proceedinnovative.com/sbdc](http://www.proceedinnovative.com/sbdc) to get started



# Next Steps?

## Key 3 Takeaways:

1. Explore and experiment with AI tools
2. Integrate AI strategically into operations
3. Educate your team on using AI effectively
4. Visit:  
[proceedinnovative.com/sbdc](https://proceedinnovative.com/sbdc)

# Thank you!

**Patrick V. Panayotov**

Partner

(224) 623-9672

[pvpanayotov@proceedinnovative.com](mailto:pvpanayotov@proceedinnovative.com)

**Jasmine Panayotov**

Partner

(847) 778-5556

[jpanayotov@proceedinnovative.com](mailto:jpanayotov@proceedinnovative.com)

**Don't be  
afraid to test  
the limits!**