APPLIED AI:

HOW ARE WE ACTUALLY USING IT?

QUICK FIRE ROUND ROBIN SESSION

Nov 18 2025

WHERE WE LEFT OFF LAST YEAR

- Inflection point: we need to pay attention
- Just start playing with it
- “


HEYGEN.COM
AVATAR
CREATION
BLUE JACKETS
USOPEN
GIANTS

TRUST NOTHING ANYMORE

SORA for video creation – courtesy of David Williams (Garden Center Consultants)

AI Santa Promo - Process

Prompt (ChatGPT) → Voice (ElevenLabs) → Music (Suno) → Merge → Promo

Demonstrates creative AI for holiday marketing campaigns.

JINGLE CREATION

AI Santa Promo - Playback

Step	Tool	What we did	Key prompt or setting
1. Write the Santa script	**ChatGPT**	Asked ChatGPT to draft a 15-second, jolly invite in a North-Pole voice, mentioning "DeWayne's Garden & Gift Christmas Shop in Selma, NC."	"Write a 15-sec radio spot in a classic Rudolph-era Santa voice. Welcome families to DeWayne's Christmas Shop, mention free photos with Santa this Saturday, keep it upbeat and magical."
2. Generate Santa's voice	**ElevenLabs – VoiceLab**	Imported a stock "Classic Santa" voice preset. You could also record 30 s of your own voice to train a custom Santa.	Paste the ChatGPT script → choose "Classic Santa Voice" → generate WAV/MP3
3. Add holiday music bed	**Suno.ai**	Requested a short, upbeat sleigh-bell track in 15 s length.	"Cheerful orchestral Christmas jingle with sleigh bells, 15 seconds, instrumental."
4. Merge voice + music	**Any DAW or Kapwing online editor**	Dropped Santa voice on track 1, music bed on track 2, lowered music volume -6 dB so voice is clear.	Exported final MP3
5. Post-production (optional)	Audacity / Adobe Audition	Added light compression & fade-out on music.	—

Workflow courtesy of David Williams (Garden Center Consultants)

EXTRACT DATA FROM PHOTOS

Shelf (Top → Bottom)	Product Placement (Left to Right with Facings)
Shelf 1 (Top)	Bonide Systemic Insect Control 32 oz – 4 Bonide Eight Insect Control 32 oz – 6 Ortho Home Defense 32 oz – 5 Rabbit Scram 3 lb – 1
Shelf 2	Captain Jack's Deadbug Brew 32 oz – 2 Bonide Neem Oil 32 oz – 2 Scram for Cats 3.5 lb – 2 Bonide Repels-All 32 oz – 6
Shelf 3	KleenUp Weed & Grass Killer 32 oz – 3 Bonide Deer & Rabbit Repellent 32 oz – 4 Bonide Repels-All 32 oz – 3
Shelf 4	Brush Killer Plus 32 oz – 2 Roundup Weed & Grass Killer 1 gal – 3 Roundup Poison Ivy Killer 1 gal – 2 Ortho Weed B Gon 32 oz – 4
Shelf 5 (Bottom)	Roundup Weed & Grass Killer 1 gal Refill – 2 Roundup Concentrate Plus 1 gal – 3 Gordon's Groundwork Weed & Grass Killer 1 gal – 4 Mole Scram 4.5 lb – 1

Courtesy of David Williams (Garden Center Consultants)

OTHER CURRENT USES

- Direct import of order data / product catalog descriptions into POS Systems
- SKU Rationalization (data analysis)
- Agentic actions: when X happens, send Y report
- Using ChatGPT to diagnose/repair mechanical issues faster or with lower-skilled people
- Notetaking, summaries

CHRIS ROBINSON: NOTETAKING

- Otter.Ai for audio recording
- Drop into Chat GPT to get summaries

BAILEY®

AI TOOLS IN MONDAY.COM
EAGL DELTA TRACK – NOVEMBER 2026

ANDY MCNITT – “THE BURRO”

ANDY MCNITT – “THE BURRO”

JEFF OLSEN - BTN

- FULFILLMENT FORECASTING AT RETAIL – USING CHATGPT 5

MY PROMPT…

- I would like to upload an excel file and have you predict daily unit sales for the balance of the season based on the 2024 daily unit sales. The ratio of sales over the balance of the season should follow the ratio shown in the first few days. 2025 sales so far are on tab 1 and 2024 sales are on tab 2

RESPONSE FROM CHATGPT…

- Absolutely — please upload the Excel file whenever you're ready.
- Once I have it, I will:
- Read **2025 daily unit sales (Tab 1)**.
- Read **2024 daily unit sales (Tab 2)**.
- Calculate the **ratio of remaining-season sales vs. first days** based on 2024.
- Apply that ratio to the **2025 first-days actuals** to produce a **daily forecast for the balance of season**.
- Return a clean table + optional downloadable Excel/PDF.

- ✅ **Option A — Copy/paste the data**
- If the sheets are small, just:
- Open Tab 1 (2025)
- Copy the **date + units** columns
- Paste them here
- Then do the same for Tab 2 (2024)
- I can work with raw text.

- ✅ **Option B — Export each sheet as CSV text**
- Open the Excel file
- Save each sheet as **CSV**
- Open the CSV in Notepad
- Copy/paste the contents here
-

- ✅ **Option C — Take screenshots**
- If the dataset is short, you can upload **images** of the two sheets.
- Images *are* supported, even when file uploads aren’t.

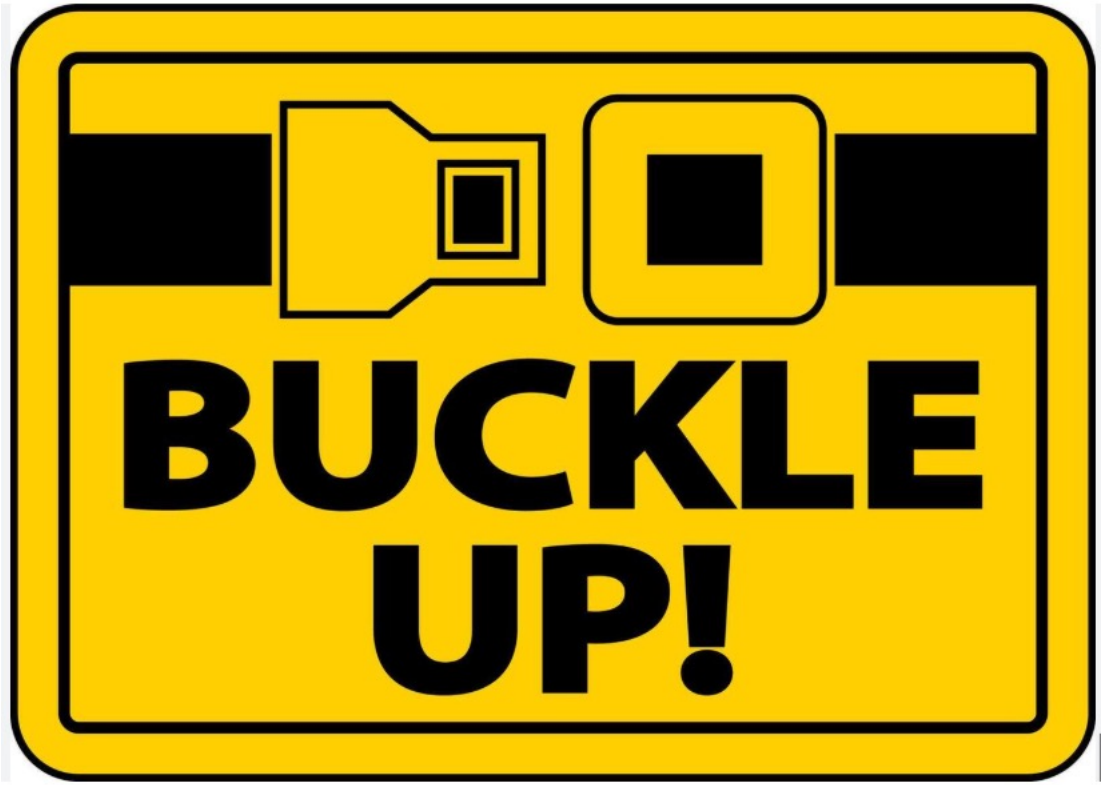
SUMMARY OF ACTIONS

- **What I did (in plain language)**
  - Used **2025 actuals** for each store from **Nov 3–10** exactly as you gave them.
  - Used **2024 by-store daily sales**:
    - Took **Nov 5–10, 2024** as the **"first few days" window**.
    - Calculated, for each store:
      - Total sales in that first window.
      - The daily pattern from **Nov 11–Dec 19, 2024**.
  - For each store:
    - Summed its **2025 Nov 5–10 actuals**.
    - Computed a scaling factor vs its **2024 Nov 5–10 total**.
    - Applied that factor to each 2024 remaining day (Nov 11–Dec 19) to generate **2025 daily forecasts**, keeping the **same shape** as 2024 but scaled to match 2025 performance so far.
  - I left any days where you already have 2025 actuals as-is; only the zeros for **Nov 11–Dec 19, 2025** are filled with forecasts.

DATA DRIVEN BY CHATGPT

Location		2025-11-03	2025-11-04	2025-11-05	2025-11-06	2025-11-07	2025-11-08	2025-11-09	2025-11-10	2025-11-11	2025-11-12	2025-11-13	2025-11-14
	Total	254	360	722	825	1262	1561	1479	1536	1976	2122	2230	2637
ORILLIA	1102	5	13	9	15	15	23	39	26	26	26	29	53
SUDBURY	2386	1	11	9	23	29	35	33	44	89	69	74	118
BARRIE	2547	13	8	26	32	39	58	27	56	60	53	91	97
NEWMARKET	4733	14	6	39	23	80	67	56	86	89	110	108	144
RICHMIND HILL	1866	3	10	18	21	27	41	30	22	33	34	0	35
MARKHAM	932	3	6	14	14	15	7	15	20	20	15	10	29
MARKHAM	1107	2	1	4	15	13	14	12	12	46	22	27	53
MISSISSAUGA	1422	3	1	9	10	6	27	12	29	35	32	25	39
BRAMPTON	1343	5	0	9	4	26	14	16	31	33	34	22	64
VAUGHAN	1896	2	9	20	10	20	27	25	38	77	43	54	42
VAUGHAN	2789	4	5	22	30	24	41	60	45	75	49	65	70
SCARBOROUGH	1133	8	0	17	9	16	11	12	22	35	13	39	32
AJAX	2012	4	4	11	12	18	42	32	28	53	44	59	76
OSHAWA	1892	6	4	11	14	44	36	35	36	60	55	49	74
NORTH YORK	1797	3	0	15	21	22	28	12	22	36	34	40	34
TORONTO	2009	5	11	19	26	14	33	34	23	49	34	30	45
ETOBICOKE	3246	11	7	28	20	33	37	47	59	70	76	75	77
ETOBICOKE	1048	0	7	9	5	15	17	21	11	31	24	21	27
MISSISSAUGA	1714	3	6	14	6	29	29	29	21	50	38	45	34
MISSISSAUGA	2674	8	14	9	25	37	50	31	44	51	51	65	75
BURLINGTON	5418	0	14	45	38	49	55	71	52	70	86	1	132
BRANTFORD	2010	0	10	8	23	26	38	38	23	49	34	30	45
ANCASTER	2629	0	8	19	17	23	38	35	31	56	48	83	84
STONEY CREEK	1554	12	4	14	9	21	22	31	30	39	40	38	44
NIAGARA FALLS	1563	4	9	4	11	16	29	26	37	25	49	46	47
WATERLOO	2037	4	9	22	29	45	47	30	31	55	56	77	68
KITCHENER	1984	0	13	9	24	19	45	29	37	22	57	65	53
GUELPH	2067	0	18	19	15	37	47	42	36	62	50	62	43
WINDSOR	2653	20	5	25	27	24	45	41	68	108	55	75	74
LONDON	2436	4	9	18	19	23	30	32	47	56	57	72	69
LONDON	1842	11	4	14	27	21	23	39	37	47	61	55	56
KINGSTON	2178	8	11	32	23	30	49	34	18	16	73	90	83
PETERBOROUGH	1551	5	1	11	14	27	41	23	30	39	59	53	42
OSHAWA	2171	15	11	24	19	32	36	34	41	51	76	54	78
GLOUCESTER	1631	4	8	18	13	41	17	23	26	21	55	59	45
GATINEAU	641	0	3	16	10	8	22	18	14	14	21	20	15
NEPEAN	1308	9	0	4	9	20	20	28	27	24	29	22	32
OTTAWA	1825	8	5	21	6	35	32	37	53	34	56	59	59
KANATA	1625	7	19	8	25	20	32	22	22	41	28	69	12
SHERBROOKE	279	0	0	2	7	7	4	0	2	2	3	6	3
DRUMMONDVILLE	194	0	4	4	4	4	8	7	2	6	6	2	2
0	243	2	1	2	4	3	7	11	5	6	8	6	10
LEVIS	180	0	0	4	6	4	11	6	4	2	5	3	6
QUEBEC	131	0	6	2	3	1	4	4	5	2	6	4	7
QUEBEC	196	0	3	5	0	4	7	6	8	8	6	3	10
CHICOUTIMI	0	0	0	0	0	0	0	0	0	0	0	0	0
MONTREAL	260	1	2	0	3	4	5	12	2	7	12	5	4
BROSSARD	246	1	0	5	5	3	5	5	2	6	10	5	12
CANDIAC	415	1	4	1	4	13	17	5	3	10	8	2	14
0	448	0	6	5	6	7	12	10	8	16	6	15	15
BOUCHERVILLE	399	0	7	0	0	8	9	15	19	5	6	11	13
ANJOU	5	0	0	0	2	0	1	2	0	0	0	0	0
ANJOU	183	0	8	2	1	4	3	3	0	6	4	7	7
TERREBONNE	322	0	7	5	4	9	6	11	12	6	8	9	17
LAVAL	537	4	3	3	2	15	11	22	14	8	11	17	17
BOISBRIAND	470	6	1	0	4	19	20	7	11	14	15	13	8
0	241	2	8	1	4	6	9	15	6	3	3	5	6
0	609	3	1	0	13	29	10	10	9	15	25	25	19
0	389	0	1	5	5	4	17	21	7	11	12	9	14
HALIFAX	915	9	4	10	18	17	20	22	13	0	39	25	34
DARTMOUTH	1332	0	6	12	20	18	15	24	20	0	45	34	44
MONCTON	810	6	4	4	10	26	28	31	28	0	14	32	45
FREDERICTON	419	5	0	0	0	7	15	10	10	0	12	13	15
SAINT JOHN	579	0	0	7	7	11	12	9	11	0	14	22	20

JOHN BEAUFORD – SILVERFERN/AGS




iea

OTHER RESOURCES

- Ethan Mollick: https://www.oneusefulthing.org/p/using-ai-right-now-a-quick-guide

IN CLOSING …

Pace of change is INSANE.

Massive shift in <u>how</u> we work:

AI isn't going to take your job.

Someone who knows how to use AI better than you will take your job.


The best time to plant a tree was 20 years ago. The second best time is now.
— Chinese Proverb