

MASTERING THE MACHINE

Fra generisk til genialt med AI- drevet content- produktion



Nicholas Thompson • Følger

CEO at The Atlantic
13t ·

...

Today in Open AI:

The guy who most wanted to keep AGI from giant corporations may have driven it to MSFT.

The guy who founded Quora won't answer anything.

The new CEO says he'll quit unless someone explains why he was hired.

The company that seems like it might just shut down just shipped a new product.

658

60 kommentarer · 30 genopslag

Tirsdag den 21. november 2023

KEY TAKE-AWAYS

- AI er ung. Stay agile!
- Fra tekstforfatter til redaktør
- Brug dine medarbejdernes ansigter
- Tag kontrollen over vinkel og retning.

MONTANUS

Thought Leaders

Content

B2B

AGENDA

Spørgsmål og påstande om AI-content

Vores content ideologi

Vores produktionsproces

5 påstande & spørgsmål



**“Mennesker skriver
bedst til mennesker”**



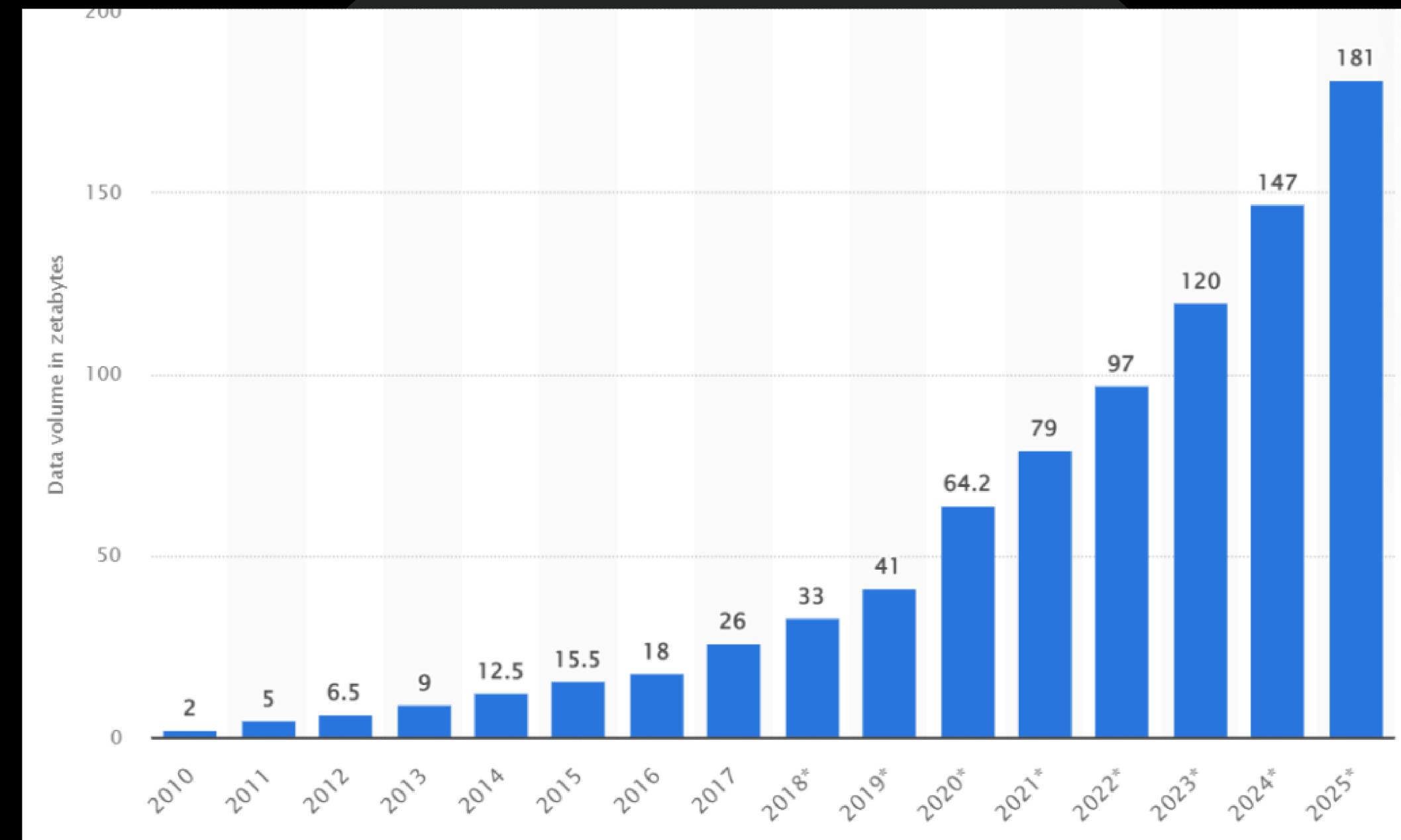
“Stjæler AI mit job?”



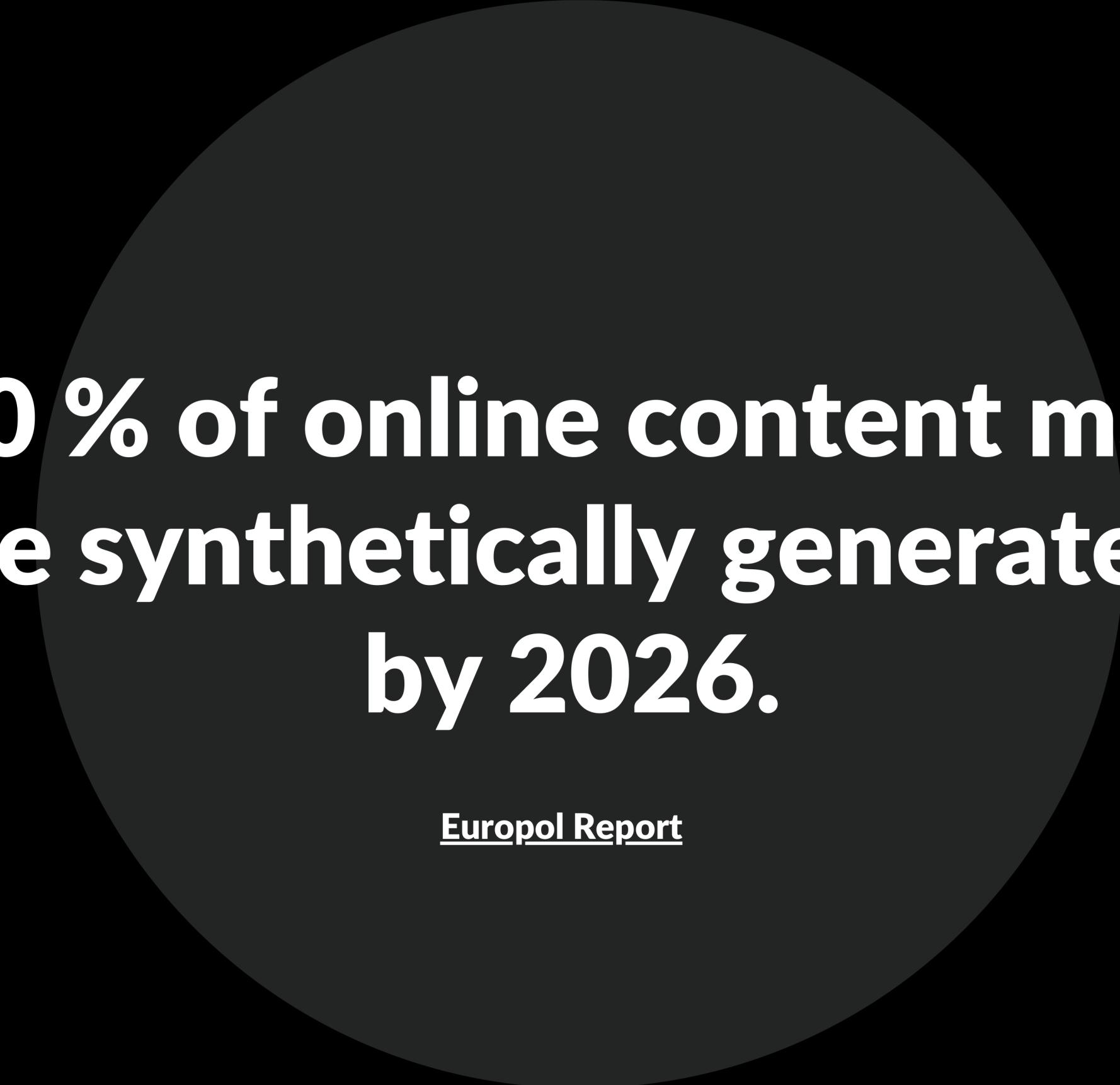
“Brug kun AI til
idéudvikling og brainstorm”



“Hvad sker der med
indholdets værdi, når
mængden ekploder?”



Statista 2023



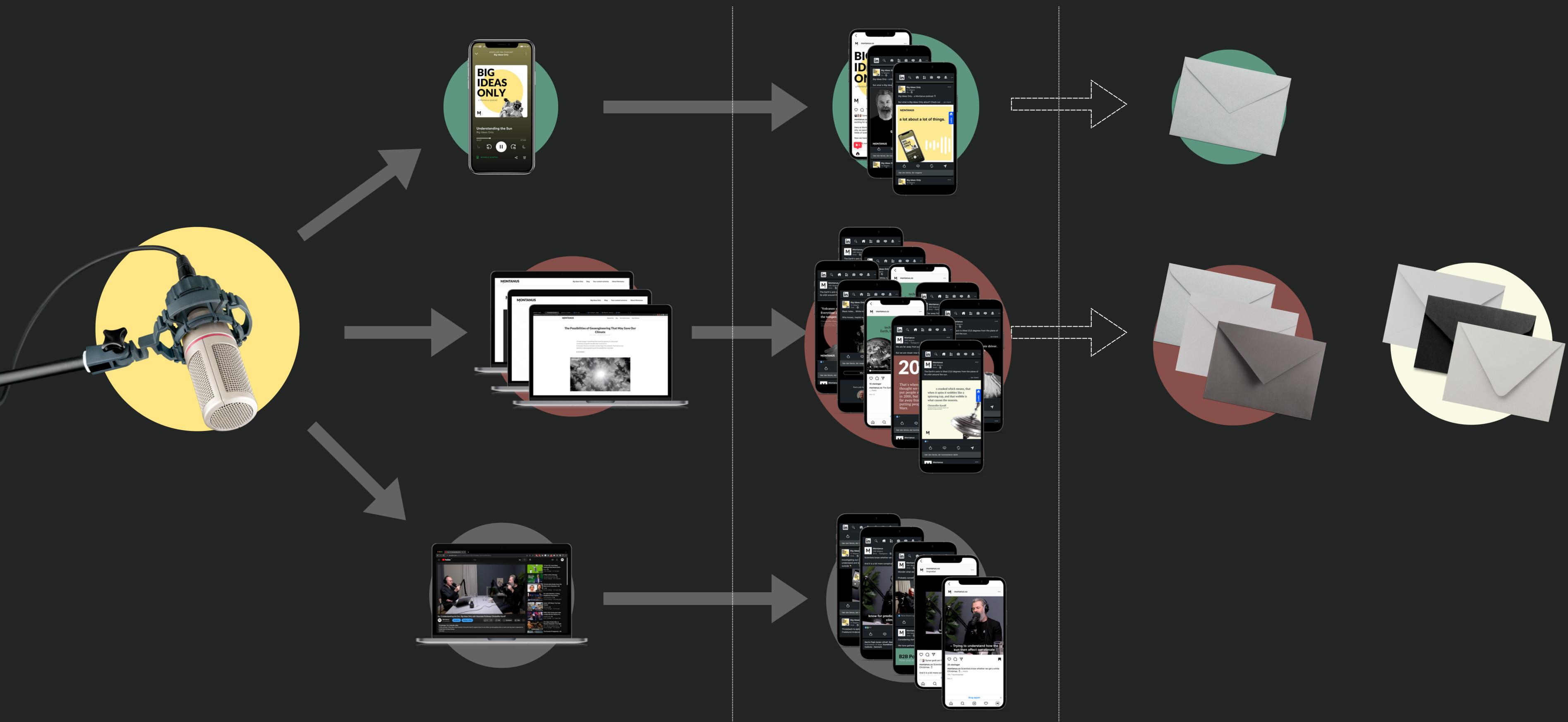
**90 % of online content may
be synthetically generated
by 2026.**

[Europol Report](#)



“Hvordan differentierer
jeg mit indhold?”

Content Ideologi



Vores content produktions- proces

Fra generisk til genialt



1. Vælg strategisk vinkel

2. Interview & research

3. Forarbejd transskribering

4. Vælg din historie

5. Input til AI

6. Rediger som en sindssyg

1. Vinkel

2. Interview

3. Transskribering

4. Historie

5. ChatGPT

6. Rediger

Virksomhedsstrategi → Marketingstrategi → Indholdsstrategi → Indhold

Markedsposition

Drømmekunde

Needs/Fears

Arbejds-
overskrifter

1. Vinkel

2. Interview

3. Transskribering

4. Historie

5. ChatGPT

6. Rediger

Prioritering

Virksomhedsstrategi ← **Marketingstrategi** ← **Indholdsstrategi** ← **Indhold**

Markedsposition

Drømmekunde

Needs/Fears

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19	A	B	C	D	E	H	I	J	K	L	M	N
	Interviewstatus	Brainstorming idea	Category	Interview angle	Rating							
20	Gennemført	Mange love og regulativer, der skal overholdes -> skaber måske s Compliance	Innovation	Compliance Versus Innovation: How Do Laws and Regulations Shape the Process?	●							
21	Gennemført	Produktoptimering	Innovation	Product Optimization: Can Hygienic Design Spur Competitiveness?	●							
22	Gennemført	Skabe nye salgsmuligheder for virksomheder	Innovation	Creating New Sales Opportunities Through Innovation and Hygienic Design	●							
23	Gennemført	Innovation og partnere	Innovation	Partnerships in Innovation: The Benefits and Challenges	●							
24	Gennemført	Optimer komunikationerne	Innovation	Optimizing Competitiveness: The Role of Innovation in Hygienic Design	●							
25	Gennemført	Knowledge sharing partner	Innovation	The Role of Knowledge Sharing in Fostering Innovation and Hygienic Design	●							
26	Gennemført	Udnytte den nyeste teknologi	Innovation	Leveraging the Latest Technology for Hygienic Design Innovation	●							
27	Gennemført	Optimer processer	Optimizing operations	Process Optimization: A Route to Innovative and Hygienic Manufacturing	●							
28	Gennemført	Hvorf skilte noget, som virker?	Optimizing operations	Why Change What Works: An Operational Optimization Dilemma	●							
29	Gennemført	Hvordan fremtidssikrer jeg min virksomhed	Strategy	Future-Proofing Businesses in the Food, Bio and Pharma Industries	●							
30	Gennemført	Hvordan ser fremtiden ud?	Strategy	Anticipating the Future Landscape of the Bio-Pharma Industry	●							
31	Gennemført	Markedsledende	Strategy	Establishing Leadership in the Hygienic Manufacturing Market	●							
32	Gennemført	Growth	Strategy	Strategic Drivers for Growth in the Hygienic Manufacturing Sector	●							
33	Gennemført	Konkurrencedygtige maskiner optimeret rent hygiinemæssigt	Strategy	Optimizing Hygienic Design for Competitive Advantage	●							
34	Gennemført	Hvordan ser vi ud om 5 år?	Strategy	Envisioning the Five-Year Future of the Hygienic Manufacturing Industry	●							
35	Gennemført	Bæredygtig produktion	CSR & Sustainability	Sustainable Production: The Next Frontier in Hygienic Manufacturing?	●							
36	Gennemført	ROI	Innovation	The ROI of Innovation: A Look at Hygienic Design and Manufacturing	●							
37	Gennemført	Competitiveadvantage – added value	Innovation	Creating Added Value: Does Hygienic Design Offer a Competitive Advantage?	●							
38	Gennemført	Leve op til de nyeste hygienske standarder	Innovation	Meeting the Latest Hygiene Standards: A Case for Continuous Innovation	●							
39	Gennemført	Skal vi ændre os (godt i gamle dage)	Innovation	Necessity of Change: Innovation vs Tradition in Hygienic Design	●							
40	Gennemført	Technical challenges when implementing new innovative solutions	Optimizing operations	Overcoming Technical Challenges in Implementing Innovative, Hygienic Solutions	●							
41	Gennemført	Economical factors related to implementation of hygienic solutions	Optimizing operations	Economic Factors in Implementing Hygienic Solutions: An Operational Optimization?	●							
42	Gennemført	Optimer eksisterende produktion	Optimizing operations	Optimizing Existing Production: A Pathway to Innovative and Hygienic Manufacturing?	●							
43	Gennemført	Standardiserede maskiner som betyder bedre indtjening	Optimizing operations	Standardized Machines for Better Earnings: A Strategy for Operational Optimization?	●							
44	Gennemført	Vil shift af leverandør betyde brug af ekstra ressourcer i R&D pga. r	Optimizing operations	R&D: Balancing Operational Optimization and Innovation	●							
45	Gennemført	Høj kvalitetsprodukt	Optimizing operations	High Quality Products: A Result of Operational Optimization in Hygienic Manufacturing?	●							
46	Gennemført	Economic Advantage	Strategy	Securing Economic Advantage through Hygienic Manufacturing Innovations	●							
47	Gennemført	Læser jeg markedet rigtigt – nye produkter?	Strategy	Ensuring Market Insight for Successful Product Innovation	●							
48	Gennemført	Manglende viden og indsigt i markedsforhold hos kunder og konk	Strategy	Bridging Knowledge Gaps in Market Conditions for Customers and Competitors	●							
49	Gennemført	Branding værdi, grøn profil, "Save the Planet"	CSR & Sustainability	Sustainability in Hygienic Manufacturing: The Road to Competitive Advantage	●							
50	Gennemført	Kvalitetssekking og kundetilfredshed	Customer relations	Quality Assurance in the World of Hygienic Manufacturing	●							
51	Gennemført	Customers approval/acceptance of innovative changes on the equ	Customer relations	Securing Customer Acceptance for Innovative, Hygienic Design Changes	●							
52	Gennemført	Hygienic design in general	Innovation	The Evolution of Hygienic Design: From Concept to Innovation	●							
53	Gennemført	Konkurrencemæssigt maskindesign (mede deres kunders behov)	Innovation	Competitive Machine Design: Meeting Customer Needs Through Innovation	●							
54	Gennemført	Påvirke sine ansatte	Leadership	Influencing Employees: Leadership Strategies for Driving Innovation	●							
55	Gennemført	Optmiser interne processer for at blive mere agile	Optimizing operations	Enhancing Agility by Optimizing Internal Processes: A Strategy for Innovation	●							
56	Gennemført	Forenkling og effektivisering	Optimizing operations	Simplification and Efficiency: A Strategy for Operational Optimization in Hygienic Manufacturing	●							
57	Gennemført	Kan en ny leverandør betyde problemer rent montagemæssigt og c	Optimizing operations	New Supplier Impact: Operational Optimization or Increased Assembly Time?	●							
58	Gennemført	Minimer omkostninger	Optimizing operations	Cost Minimization: A Strategy for Operational Optimization in Hygienic Manufacturing	●							
59	Gennemført	Optmiser profit	Optimizing operations	Profit Optimization: A Key Objective in the Journey of Operational Optimization	●							
60	Gennemført	Spareparts på eksisterende udstyr (1:1 kompatibel?)	Optimizing operations	Spare Parts for Existing Equipment: A Hidden Factor in Operational Optimization?	●							
		Optimisering med funktion/design optimisering ikke billigt? Optmiser operations		Enhancing Profitability with Functional Design Optimizations								

AI assistance

- Find på flere emner
- Kategoriser emner
- Udvikl arbejdsoverskrifter

1. Vinkel

2. Interview

3. Transskribering

4. Historie

5. ChatGPT

6. Rediger



AI assistance

- Udvikl spørgeramme
- Løft fagligt grundniveau

Multimedia AI

- Optimer lyd
- Klip mellem kameravinkler
- Fjern støj

1. Vinkel

2. Interview

3. Transskribering

4. Historie

5. ChatGPT

6. Rediger

This transcript was exported on Sep 18, 2023 - view latest version [here](#).

Søren Hammer Pedersen (00:08):
Hello everybody, warm welcome to this S&OP MasterClass from [inaudible 00:00:13], and from Perito IBP. My name is Søren Hammer Pedersen and I'll be your host for this podcast here today. The purpose of these S&OP MasterClasses is to dive into hot and trending topics within supply chain planning, give you our perspective on this. What do we see from our clients, the companies that we talk to, and hopefully give you some tips and tricks along the way that you can utilize in your own planning. Today's topic is no different. We are going to talk about inventory reduction, working capital reduction, something that's really hitting a lot of companies out there and also supply chain professionals, and how to do that in a balanced way. But you are in luck. It's not just going to be me here talking in the studio today, I brought in a true supply chain planning expert, my good colleague Benjamin Obling, who's going to help us talk about this exciting opening. Very welcome, Benjamin.

Benjamin Obling (01:08):
Thank you.

Søren Hammer Pedersen (01:09):
People might not have touched upon you before, so before we get into it, maybe give a short introduction, who is Benjamin?

Benjamin Obling (01:16):
Yeah, so my name is Benjamin Obling. I'm COO with the Perito IBP. I'm been working with the Sales And Operation Planning, Integrated Business Planning for a lot of years in many different industries and companies.

Søren Hammer Pedersen (01:29):
Perfect. Benjamin, let's just get right into it. Today's topic, it's not a new thing out there. If you go five years back, we were still talking a bit about how to reduce inventories. What is it that you see at the moment in the companies that makes this, so relevant also for the supply chain planning professional

Side 1 af 12 6970 ord 38597 tegn Engelsk (USA) Fokus Tilgængelighed: Undersøg

AI assistance

- Transskribér interview

Vores tools

- Rev.com
- Spoken.fi

1. Vinkel

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Indholdsfortegnelse

Introduction to inventory optimization and balancing	2
How external factors influence supply chain planning.....	3
How internal factors influence supply chain planning	4
The importance of having a stock policy and stock strategy	5
Planning behavior has a huge impact on the success of the stocking strategy	6
Inventory optimization and balancing will be supply chain planning's responsibility: How can this problem be fixed?.....	8
Fighting the downside to inventory optimization and balancing with a fact-based approach	10
The results of choosing data-driven assessment.....	11
Automation is key to making it work in the long run.....	12
Conclusion	13

Side 1 af 12 6970 ord 38597 tegn

Side 1 af 13 7159 ord 39839 tegn Engelsk (USA) Tilgængelighed: Klar til start

AI assistance

- Transskribør interview

Vores tools

- Rev.com
- Spoken.fi

MONTANUS

The Data-Driven Strategy: Rethinking Inventory for Competitive Advantage

Indholdets påstand: You need to rethink your inventory strategy to gain a competitive advantage, because the world has changes (and is continuously changing rapidly).

Hook/introduction:

Companies fail to use data but make gut decisions. (Find data source)

Situation Before to future situation

- Før: Har haft brug for at have meget på lager pga ~~supply chain~~ problemer
- Før: Lagerføring har været ligeligt stort for alle produkter, (SLA) % strategiske valg
- Efter: strategisk behov for at bruge for ~~capital~~ til investeringer = begræns ~~working capital~~
- Efter: Høj inflation, høje renter på lån, brug for flere penge i omløb i virksomheden.
- Efter: ~~Faldende~~ demand efter produkter.

Når situationen ændrer sig, skal du tage datadrevne beslutninger

- Agilitet skabes via data (live indblik i demand etc.)
- Gut ~~feeling~~ erfaring er sat lidt ud af spil, fordi verden er så hurtigt omskiftelig (Rusland, Ukraine, Covid, Ever Given i Suez, Kina, konflikttrapning i verden)
- Erfaring kan bruges til at tolke data, men data er kernen.

What does it take to turn to a data driven approach?

- Du skal lægge en strategi omkring der er VIGTIGST for at bibeholde gode kunderelationer
- Manage relations to most affected and important stakeholders.
Accept that some will be unsatisfied.
- Setup strategic goals
- ~~Ultrakort~~: Clean and prepare data

AI assistance

- Udvikl overskrifter
- Afsøg historier/vinkler

Giv kontekst og viden

Sørg for at ChatGPT kender konteksten for det, du ønsker den skal udføre for dig.

Load eksempelvis hele eller dele af transskriberingen og/eller dit researchmateriale

(De enkelte promp-eksempler, som jeg viste under oplægget har jeg desværre ikke mulighed for at dele i denne pdf. Men tænk på ChatGPT, som om det var en freelancer, og chat med den som du ville med en freelancer. Så får du fine resultater.)

AI assistance

- Skrivemaskine

Sæt retning for indholdet

Lad ChatGPT blive kendt med din outline og vinkelt for det stykke indhold, du ønsker at lave.

Det er vigtigt, at gpt'en kender intentionen med dit indhold, inden du beder den om at skrive noget.

AI assistance

- Skrivemaskine

Start skriveprocessen

Når outline og baggrundsmateriale er loaded in, kan du bede ChatGPT om at udføre din skriveopgave.

Ofte giver det mening at den udfører opgaven i trin og ikke i ét langt svar.

AI assistance

- Skrivemaskine

1. Vinkel

2. Interview

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6. Rediger

Når du har genereret al svarmaterialet fra ChatGPT, start redigeringsprocessen.

Vær hård. Vær menneskelig. Faktatjek.

Hvis noget lyder for godt til at være sandt, så er det ofte tilfældet. Derfor bør du dobbeltjekke alle fakta – også selvom du har bedt ChatGPT om kun at benytte det materiale, du har stillet til rådighed. Chatten kan stadig halucinere!

AI assistance

- Grammatik- og stavekontrol
- Omformuleringer

1. Vælg vinkel – sikr relevans

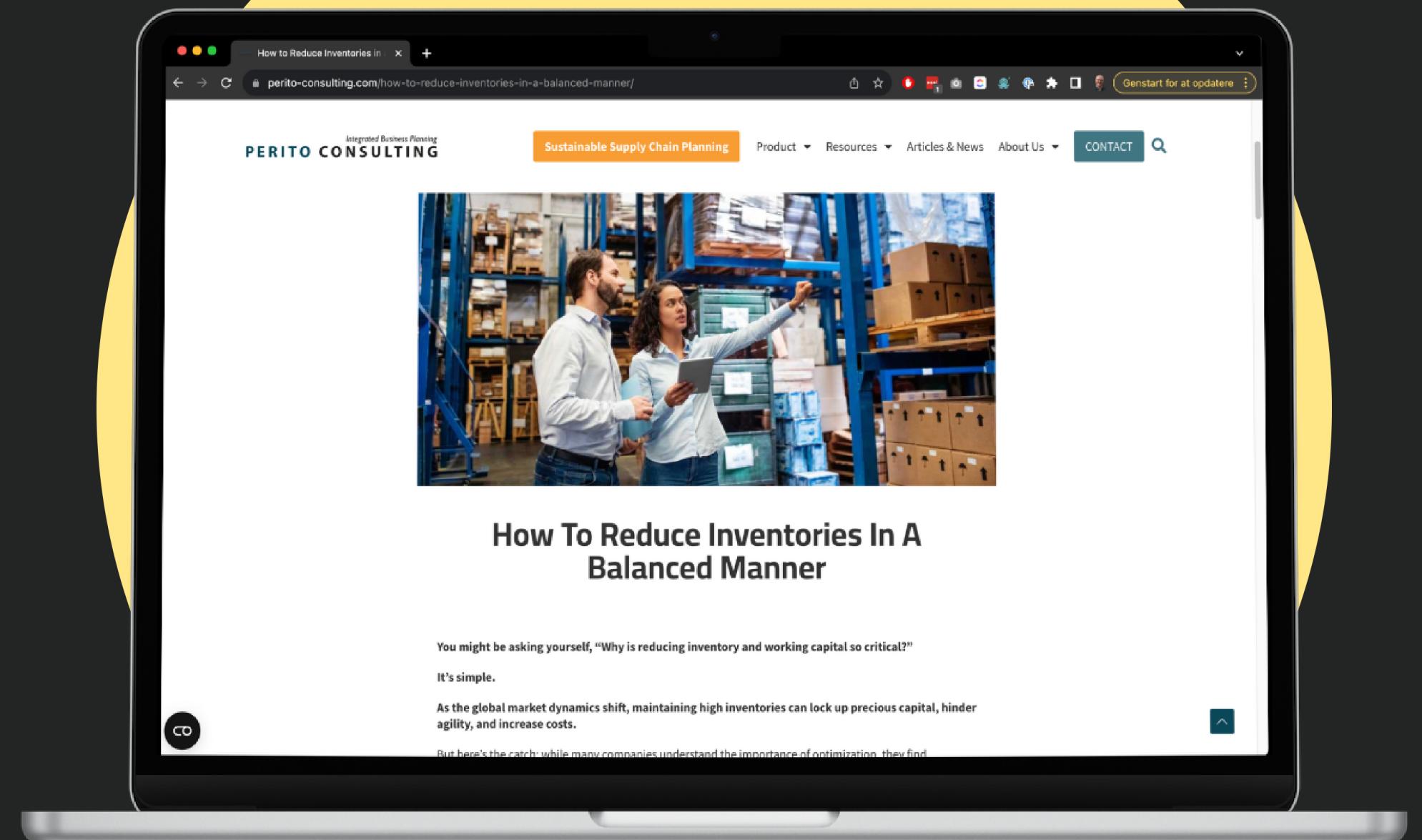
2. Interview & research – tilføj det personlige

3. Forarbejd transskribering – styrk inputtet

4. Vælg din historie – fasthold kontrollen

5. Input til AI – øg hastighed og konsistens

6. Rediger som en sindssyg – hæv kvaliteten



KEY TAKE-AWAYS

- Al er ung. Stay agile!
- Fra tekstforfatter til redaktør
- Brug dine medarbejdernes ansigter
- Tag kontrollen over vinkel og retning.

?



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