AI Clarified for Your Business

A practical guide for business owners and professionals

Macatawa TECHNOLOGIES

WHAT IS AI?

AI is software that learns from data, recognizes patterns, and makes decisions or suggestions. It is not a robot, it is not alive, and it is not thinking. It is math, running very fast.

Think of it like a capable assistant that never sleeps - but still needs your judgment.

✓ Already everywhere: Netflix recommendations, spam filters, predictive text.
✓ A category, not one product: Many tools, many use cases.
✗ Not always right: AI can be 'confidently wrong' (called a hallucination). Always keep a human in the loop.
✗ Not plug-and-play: It still needs people guiding it.

THE AI EVOLUTION

Level 1: Automation	Rules-based. Does exactly what you set it up to do. Auto-replies, form workflows.
Level 2: Machine Learning	Learns from data. Gets better over time. Spam filters, fraud detection, product recs.
Level 3: Generative AI	Creates new content - text, images, code. Level businesses are exploring now.
Level 4: Agentic AI	Takes action autonomously on multi-step tasks. Guardrails still required.

✓ Where AI Saves Time

- Drafting emails, proposals, reports, and job postings
- Summarizing meetings, calls, and long documents
- Answering routine/FAQ questions
- Data entry, categorization, and basic analysis
- Scheduling, reminders, and follow-up workflows

⚠ Where to Proceed with Caution

- Entering sensitive data (client info, financials, health records) into public AI tools
- Publishing AI-generated content without human review
- Decisions requiring legal, financial, or medical judgement
- Customer interactions where empathy or trust are on the line
- Any area where your business has no AI policy in place yet.

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KEY TAKEAWAYS

01 AI is a tool - not a replacement for your people or your judgement.

02 You are probably already using AI and may be paying for features you are not aware of.

03 Start with one task. Learn from it. Build from there.

04 Businesses that succeed with AI also invest in policies and team training.

05 You do not need to be technical. You just need to be curious and intentional.

READY TO ASSESS YOUR AI READINESS?
Reach out to us today!

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