

# Our Best Advice on Using AI to Grow Your Business

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Just two years ago, generative AI was not on anyone's radar. But today, it promises to be one of the most disruptive forces in the business world in the future. We have seen it in our own publications, which have received several articles that were written with help from AI tools.

EIX and FamilyBusiness.org have published perspectives from thought leaders on what AI means for startups, established firms, family businesses and all kinds of entrepreneurs. We share these articles here.

## Leveraging Generative AI Tools Like ChatGPT for Startups and Small Business Growth

(<https://eiexchange.com/content/leveraging-generative-ai-tools-like-chatgpt-for-startups-and-sma>)

These breakthroughs have the potential to optimize processes, enhance customer engagement, and drive growth -- but they also bring legal and security risks.

## Innovating Without Hallucinating: Making AI Your Partner in Creativity

(<https://eiexchange.com/content/innovating-without-hallucinating-making-ai-your-partner-in-creat>)

This article summarizes key insights from cutting-edge academic research and translates them into actionable recommendations that entrepreneurs can implement when employing GenAI within their opportunity ideation processes.

## AI and ChatGPT Will Revolutionize Customer Discovery

(<https://eiexchange.com/content/ai-and-chatgpt-will-revolutionize-customer-discovery>)

In some markets, such as e-commerce, it's going to happen way sooner than you think.

## AI Won't Replace Innovators and Fresh Thinking

(<https://eiexchange.com/content/ai-wont-replace-innovators-and-fresh-thinking>)

Tom Davenport, an acclaimed author of AI books, and Glenn Leibowitz, recognized as a LinkedIn Top Voice, say AI and ChatGPT are no substitute for original thinking.

## How All Kinds of Businesses Can Use AI Productively

(<https://eiexchange.com/content/how-all-kinds-of-businesses-can-use-ai-productively>)

This video, also available as a podcast, explores how entrepreneurs, family businesses, and others can use artificial intelligence in practical ways.

## Digital Transformation: Can Your Business Keep Up?

(<https://eiexchange.com/content/digital-transformation-can-your-business-keep-up>)

Even tech-savvy startups can be blindsided. More than technology, what matters now is your organization, your culture, and the speed at which you're able to act.

## Growing Your Business With Generative AI

(<https://eiexchange.com/content/growing-your-business-with-generative-ai>)

Think of AI as a co-pilot to handle mundane tasks. The work that requires creativity, emotional intelligence, empathy, or trust will still be the province of humans.

## From Chalkboards to Chatbots: The New



## **Age of Entrepreneurial Education**

**(<https://eiexchange.com/content/From-chaikboards-to-chatbots-the-new-age-of-entrepreneurial-educ>)**

Let's encourage future entrepreneurs to see the possibility, and to approach using AI thoughtfully and critically.

## **EIX's Editorial Guidelines for the Use of Generative AI Tools**

**(<https://eiexchange.com/content/EIXs-editorial-guidelines-for-the-use-of-generative-ai-tools>)**

You are welcome to use these tools to help draft, revise, and/or expand on submitted articles -- but make sure you understand our rules.