



# GENERATIVE AI: THE AGENCY DILEMMA

**Edition 24**

Upskill Your Agency

“There will be two kinds of companies at the end of this decade: those that are fully utilizing AI, and those that are out of business.”

– Peter Diamandis

We are currently witnessing the initial stages of generative AI, and businesses are already foreseeing a significant influence on talent management. This impact ranges from creating fresh employment prospects and revolutionizing work processes to giving rise to entirely new job fields, like prompt engineering. A key advantage of generative AI lies in its ability to assist almost everyone in their respective roles, but at the same time, this inclusivity poses its most significant challenge.



“Generative AI stands as a formidable ally for marketing agencies, empowering them to automate tasks, personalize content, and execute highly efficient campaigns. However, a discerning eye must be kept on potential risks, such as bias, and the critical need for rigorous quality control. By artfully balancing these factors, marketing agencies can harness the full potential of generative AI, gaining a distinct competitive advantage and delivering unparalleled results for their valued clients.”



Phil Ranta  
COO at We Are Verified  
RealmIQ Mentor

“I feel we are still in the Wild West. Soon laws, regulations and tools (such as glaze) will come into place to protect original art. And Ai tools may improve at creating more original art, further removed from existing art.”



Ulrike Kerber  
Graphic Designer  
RealmIQ Mentor

“We are bringing AI into your workflow and company to gain mastery over AI to create new opportunities for yourself within your organization. There are new career paths ahead to be uncovered.”



Andreas Adamec  
Product Designer  
RealmlQ Mentor



RealmlQ is a Curt Doty Company, founded by Curt to meet the growing demand of up-skilling entire staffs of companies instead of Individuals taking costly seminars online. They offer a bespoke 3-4 day workshops tailored to the specific business, complete with follow up documentation to help companies manage the complexities and changes brought on by the AI revolution. With AI mentors spanning the globe, these workshops are hands on demos of the current state of AI technology relevant to each business that engages RealmlQ. Their mission is to celebrate and educate how AI can augment the working population and not replace it.



Curt Doty  
RealmlQ Founder/Mentor

**We Can Help!**  
**Book one of our**  
**Workshops today!**



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