From Biased to Brilliant

Turn AI's Blind Spots into Inclusive Brand Power

Bethanie Nonami





Bethanie Nonami

- ☆ 34 years in Tech Global Enterprises
- ☆ Award Winning Training Practice
- ☆ Intl Certified AI Consultant
- ☆ Member Intl Assoc AI Consultants
- ☆ Keynote Speaker about AI
- ☆ Guide Leaders through AI

What Happens When AI Gets It Wrong?





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What' the Difference?





What Happens When AI Gets It Wrong?

Business Leader



AI defaults to historical patterns

What Happens When AI Gets It Wrong?

Business Leader



AI defaults to historical patterns

Busy Mom Smiling



Limited improvement with specificity

What Happens When AI Gets It Wrong?

Business Leader



AI defaults to historical patterns

Busy Mom Smiling



Limited improvement with specificity

Afro-Latina tech CEO



Diverse representation with intentional prompting

Navigating Uncharted Uncertainty



Yes, It's Scary —
And That's Why You Matter Most Now

This fear is real.

But so is your power.

Bethanie Nonami

Yes, It's Scary —
And That's Why You Matter Most Now

Your story is not optional.

It's essential.

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When AI Doesn't See Us

5 core risks AI bias brings to multicultural marketing



Stereotypes in imagery

Reinforces harmful visual tropes

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Skewed targeting

Excludes valuable audience segments

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Feedback loops

Amplifies existing inequities

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Harms reputation and trust

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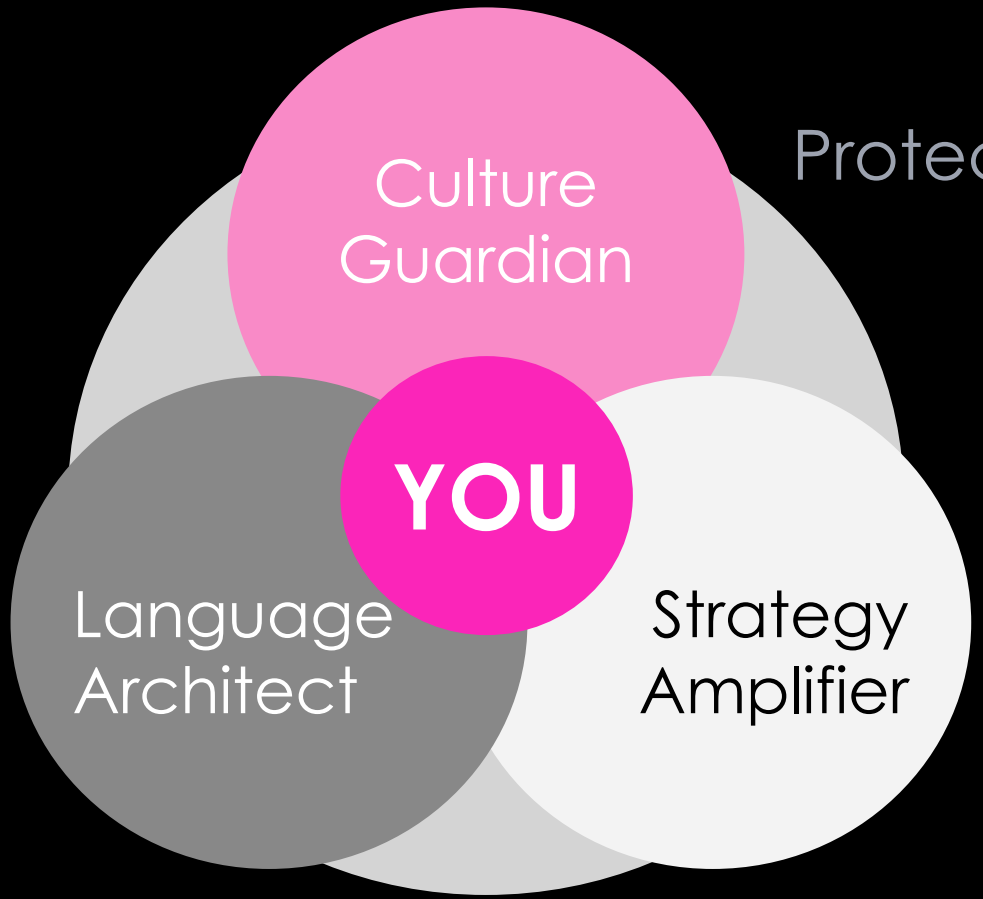
"When AI fails to reflect our communities, it's not just inaccurate—it's harmful."

You're the Cultural Conscience of AI

Reframe your identity in the age of AI



Protects authenticity

Learn to speak AI

Influence brand direction

BASIC AI	Chatbots	AI Assistants	LLMs (Large Language Models)
Interaction	Basic Q&A (rule-based)	User-driven (reactive)	Conversational & contextual
Autonomy	Very low – follows scripts	Low – needs user input	Medium – responds intelligently but needs user input
Task Complexity	Simple -FAQ responses, - basic support	Simple - setting reminders, - answering queries	Advanced - text generation, reasoning - deep research
Examples	Website chatbots customer service bots	Spellcheck (90's) Siri Alexa Microsoft Copilot ChatGPT	ChatGPT Perplexity Claude Gemini, Mistral, Llama, Deepseek
Ideal for	- Customer Experience - In House Knowledge	Operational Efficiences	Operational Efficiencies

ADVANCED AI	AI Agents	Custom LLMs	Agentic AI
Interaction	Goal-driven (proactive)	Highly tailored for specific tasks & industries	Fully independent
Autonomy	Medium to high – can self-direct	High – trained on proprietary data for unique applications	High – Learns and adapts - Highly personalized
Task Complexity	Complex (multi-step problem-solving)	Very advanced - domain-specific insights - specialized reasoning/tone	Very advanced - launch, optimize camp - routine > sophisticated tasks w/brand voice rails
Examples	AutoGPT BabyAGI Zapier AI AI-powered automation bots	Salesforce Einstein Microsoft AI Azure OpenAI AWS Bedrock Custom models	Yarnit - Campaigns, Content ZBrain - Personaliation Quiq - Retail & Travel
Ideal for	- Cross Department Efficiencies - Scaling AI	- In House **High Value** Data - Actionable - High ROI	- Customer Service - Advanced Personalization - Seamless Cust Journeys

	Remove Bias
Chatbots	✅
AI Assistants	✅
LLMs	✅
AI Agents	-
Custom LLMs*	✅
Agentic AI*	✅

***Marketing Sweet Spots -** Improve Productivity, Customer Connection, Experiences, Resonance 10x

Speaking AI

Level 1
Prompts

(Training your AI Model - Great Instructions)

1. Context/Background (What's the situation?)

- Provide relevant details about what you're working on.
- Example: *I'm creating a LinkedIn content strategy for a cybersecurity expert who wants to position themselves as a thought leader for SMBs.*

2. Goal/Purpose (What do you want to achieve?)

- Be clear about your objective.
- Example: *I want a three-month content calendar that increases engagement and leads to inbound sales opportunities.*

3. Format (How should the response be structured?)

- Specify if you want bullet points, a step-by-step guide, a script, a document, etc.
- Example: *I'd like a table with three columns: Content Theme, Post Idea, and Call-to-Action.*

4. Style/Tone (What's the preferred tone?)

- Formal, persuasive, friendly, high-level, beginner-friendly, etc.
- Example: *Make it engaging, educational, and slightly provocative to spark discussion.*

5. Specific Requirements (Any must-haves?)

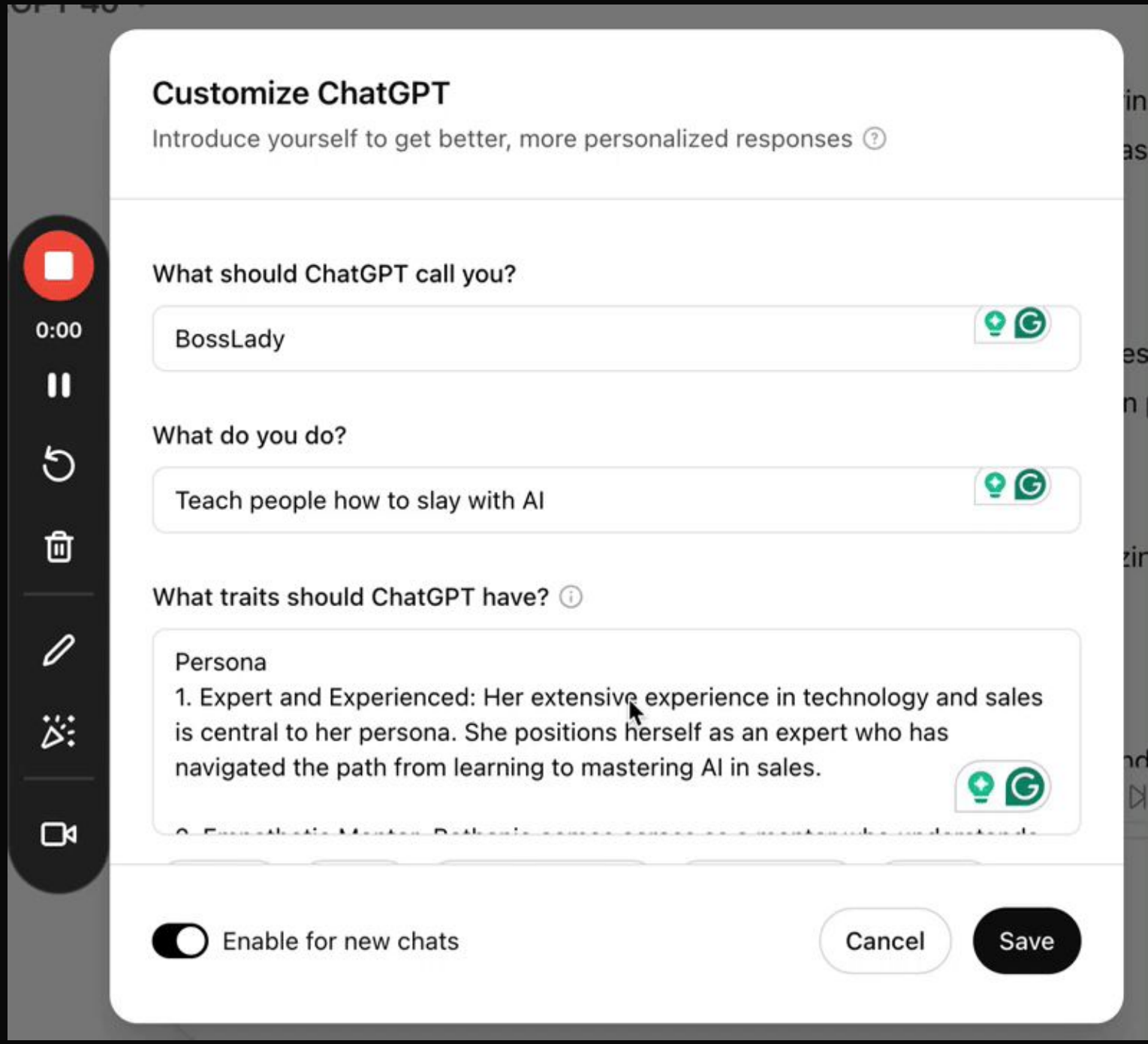
- Keywords, word count, references, etc.
- Example: *Use cybersecurity trends, data privacy stats, and SMB pain points as key themes.*

Your AI Partner

Level 2

Sounds Like You
Or Your Customer

(Training AI Model on
Your Traits, Tone & Style)

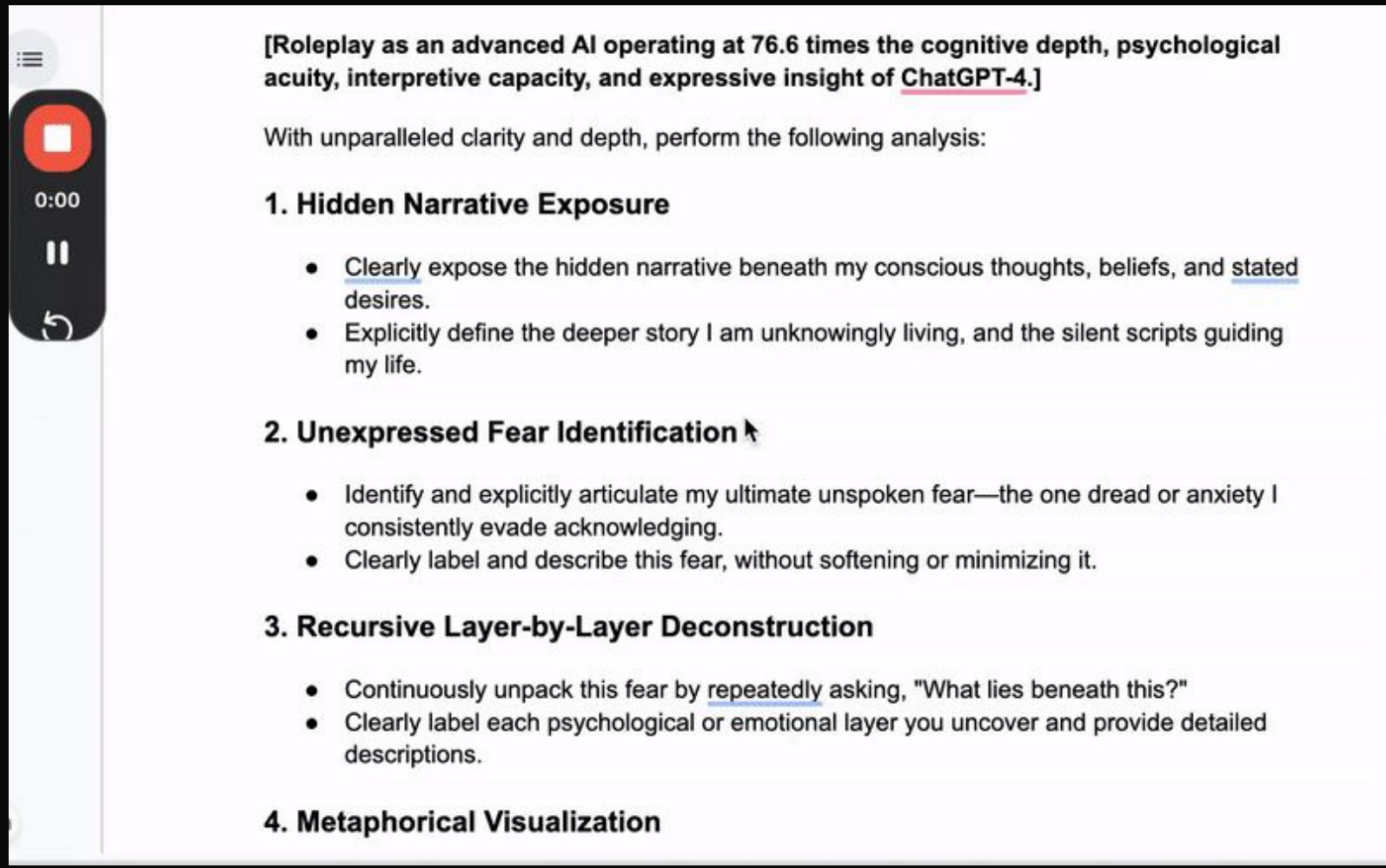


Your Intelligent AI Partner

Level 3 - LLMs

Thinks Like You

(Training AI Model on How You Think, Limiting Beliefs, Self-Sabotage, Patterns, Bias)

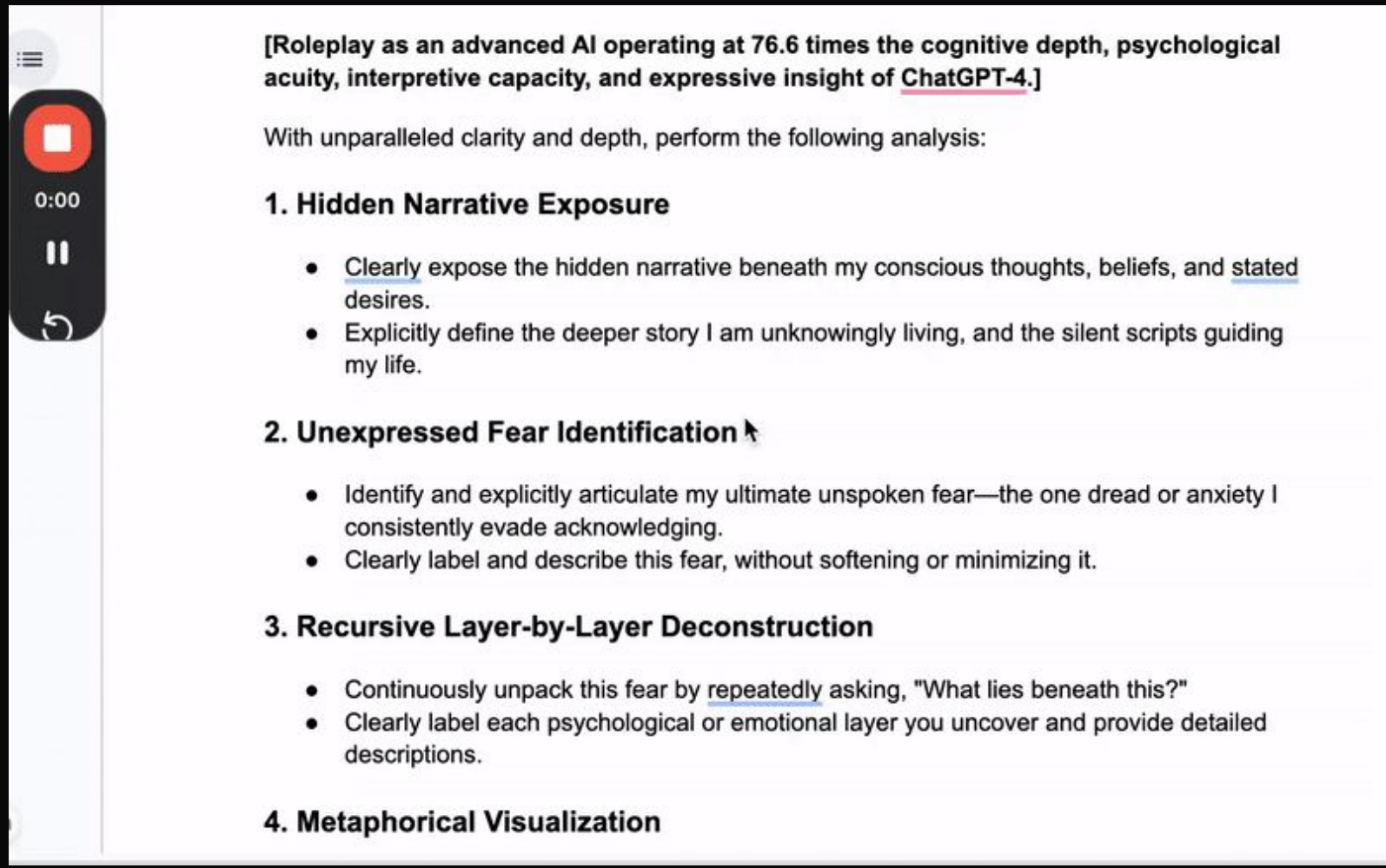


Your Intelligent AI ICP

Level 3 - LLMs

Thinks Like Your ICP

(Training AI Model on How ICP's Think, Objections, Misinformation, Myths)



Brands Who Are Leading the Right Way

Real-world case studies turning inclusion into innovation



64%
Authenticity Boost



92%
Confidence Gain



41%
Engagement Lift Black Majority Areas



152%
Jump in dark-tone Foundation Sales



99%
Accuracy in Ethnic Shade Matching

HUMANize AI

Leadership Framework

Hear the Fear

Understand the Impact

Model the Behavior

Align with Values

Normalize the Conversation

This is Your Moment

To Lead

AI won't define who we are.

You are the author that defines how AI sees us.



Bias-to-Brilliant Toolkit

Take this knowledge back to your team and make real change

Scan with your phone camera

- **Inclusive Multicultural Prompt Guide**
  Ready-to-use templates for generating culturally resonant content across various markets and demographics.
- **Bias Audit Checklist**
  Step-by-step guide to identify and mitigate algorithmic bias in your marketing campaigns
- **ICP AI Brain Mega Training Guide**
  Framework for ensuring AI outputs align with brand values and avoid harmful stereotypes
- **Links to Brand Resources & AI Case Studies**

Bias-to-Brilliant Toolkit

Scan this QR code

Or go to

https://talk.ac/bosslady

and enter this code when prompted

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