

# Preparing Kids for an AI Future

## 10 Point Checklist

### Dr. Sabba Quidwai

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**“Design thinking starts with empathy, not solutions. Too often, we jump to fix things before we understand the perspectives and experiences of others.”**

**DR. SABBA QUIDWAI**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Use the SPARK framework (Situation, Problem, Aspiration, Results, Kismet) when formulating my prompts. This allows AI to establish context and guide the desired output.
- Define expertise and criteria to get expert output from an AI assistant. I shouldn't ask AI general, broad questions and expect expert results. By focusing my input, I'll receive higher-quality responses.
- Scaffold my learning experiences. If I put high expectations on others and give them the proper support, they will often rise to meet and even exceed my expectations.
- Preserve innate creativity and problem-solving abilities in my children through real-world, interdisciplinary projects.
- Focus on developing values and character in my students, don't just teach them data and numbers. Rethink how success is measured.
- Be authentic to myself and map a path that aligns with my intrinsic motivations and sense of purpose.
- Surround myself with people who believe in me and my vision to stay motivated and inspired. Always empathize with others. Avoid jumping to conclusions when faced with problems or differences of opinion.
- Reframe challenges through the lens of my faith/belief system to overcome obstacles. Lean into the intuition/inner voice I receive from my higher power and not simply what I receive from my subconscious.
- Don't underestimate the difficulty of prompting AI; it requires critical thinking. Ask, "What am I missing?" when prompting an AI. This helps me to discover ideas I may not have considered.
- Join Dr. Sabba Quidwai's [online course](#) and view her [documentary on YouTube](#) to learn more about her program.