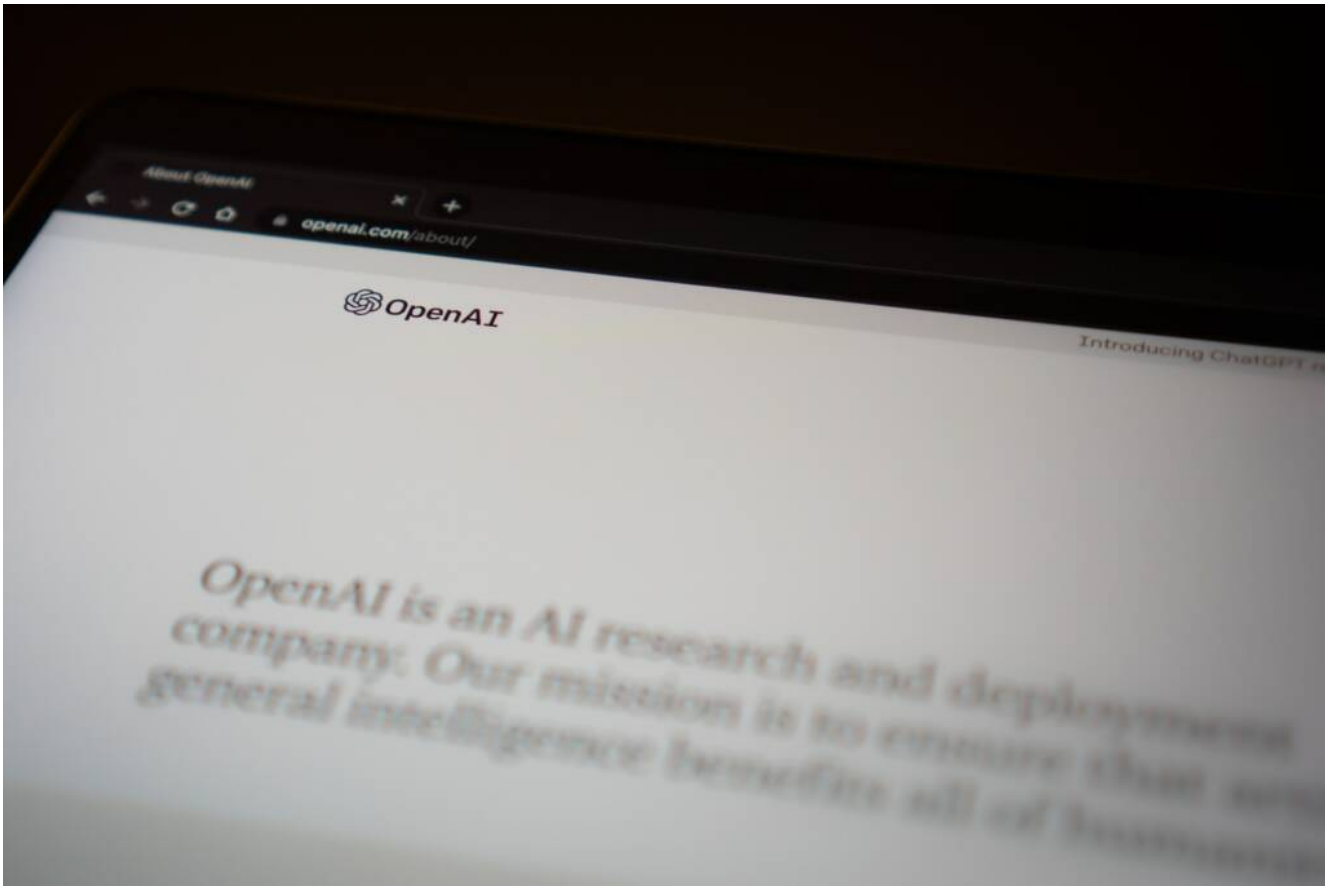
Where does AI Fit In your life?



There’s been so much chatter about potential drawbacks of AI like ChatGPT and Google Bard that many people are overlooking how AI can improve certain aspects of their lives. From automating mundane tasks to performing more efficient internet searches, there are almost limitless applications for these services – if you know how to get the most out of them.

This brief guide to AI will give you a better understanding of what AI can and can’t do, as well as prompts you can try to free up some valuable time at work and at home.

What AI does well.

You’re probably familiar with the most common use case for AI: ask ChatGPT or Bard a question or give it a topic to write about, and it composes a reply of around 500 words. AI is also

very good at summarizing longer text, proofreading, and translating. Another group of AIs, such as Midjourney, can create pictures and songs based on prompts. Computer programmers and website designers can also use AI to generate computer code and troubleshoot errors.

What AI doesn’t do well (yet).

Ask ChatGPT, “Which country won the 2023 Women’s World Cup?” and it replies, “I’m sorry, but I do not have information on events that occurred after my last knowledge update in September 2021.” Some AI can supplement their answers with up-to-date internet searches, but results still need human oversight to check for accuracy.

While AI is good at searching its available databases, finding patterns, and providing basic answers, it doesn’t have the ability to “think” about what you’re asking it. Nuance and context can get lost, as can the need for an emotional response such as empathy or humor. Because it’s just scanning for information, AI also doesn’t really have the ability to judge or make decisions about the information it’s providing. Leading questions with baked-in biases are going to lead the AI to find information that confirms those biases.

Finally, much of the writing AI produces reads like it was written by, well, a computer. Again, AI output needs that human touch in order to speak in your brand’s voice or to reflect your unique personality.

A.I. for Business

Having said that, AI text can still make for a pretty decent rough draft.

Ask AI to write your next blog, email campaign, or a series of social media tweets. For better results, ask the AI follow-up questions or break down long topics into smaller prompts. If you’re a travel agent and ask AI, “Write a blog about why the

Grand Canyon, Yellowstone, and Niagara Falls are good vacation destinations," you'll get about 500 words. If you ask about each place one by one, you'll get about 1500 words to work with.

AI is also a great brainstorming partner. Ask it to help you draft a business plan or come up with blog topics that will appeal to your customer niche.

Entrepreneurs and CEOs who really want to turbocharge growth should consider connecting more specialized AI tools to their marketing and customer acquisition pipelines. Work with a third-party consultant or add a Chief AI Officer to your c-suite.

A.I. for Home

Is your meal rotation getting stale? Tell GPT what's on your usual shopping list and it will whip up a new weekly menu, including recipes.

Not making the best use of your mornings? Ask ChatGPT to help you create a new morning routine with time for eating, exercise, and some peace and quiet.

Need activity suggestions for your kid's birthday party? ChatGPT will give you a list and draft the invites.

Looking for accurate and up-to-date financial advice?

Step away from the chatbot.

AI might be able to tell you what a Roth IRA is. But it won't be able to tell you how each piece of your financial plan works together to create a better plan for your life.

Let AI handle some of the small stuff. For answers you can trust about the big moments when life and money intersect, give us a call.

What Should You Consider Before Relocating for Your Career?



According to a report published by Bloomberg, only 1.6% of job seekers relocated to take a new job in Q1 2023, an all-time low. More folks than ever value the freedom to work when, how, and where they want. Compromising on that freedom isn't just about what's best for your career. It's a question of how relocating will affect your life in three important areas.

1. Family

Relocating will be a life-changing event for your spouse and children. They'll lose the daily network of friends and family

they’ve come to rely on and with whom they spend their leisure time. Younger children may adapt to these changes quickly, while older children or your spouse might struggle to make new connections. Social media could help your family maintain some of those existing relationships. It could also make you all miss your old home even more.

Your family will also have to build new relationships adjacent to friends and family, such as doctors, teachers, teammates, coaches, and babysitters. Relocating could also cause a strain on your extended family, especially if you have caregiving responsibilities with elderly family members.

Navigating these changes won’t necessarily be all bad. A fresh start could give your family a chance to have new experiences, broaden your view of the world, discover new hobbies and interests, and connect with new people who will enrich your lives in unexpected ways.

2. Careers

Whether you’re thinking about moving for a new job or to maintain your career track at your existing employer, you might start by asking yourself if this move is a choice or a necessity. Again, in this day and age, workers can have a lot more say in the logistics of their jobs. What aspects of this job truly couldn’t be managed from your current place of residence? Could you perform a similar job at a different company without moving? On the other hand, what kinds of professional experiences could you gain that would make relocating worthwhile? Could moving open up a path toward your dream job?

If your spouse works, discuss these same career questions with him or her. While you each have your own career goals, it’s important that you are aligned on how you will continue to work together as a couple to achieve them.

3. Finances

Even if relocating comes with a significant salary bump, moving can be expensive. In the short term, you'll have to budget for expenses like shipping your stuff, traveling, selling your old house, and finding new housing.

In the long term, you'll have to consider the effects of relocating on your monthly and annual budget. The cost of living could be different in a new state or city, including the price of groceries, utilities, and entertainment. Even with employer-subsidized insurance, your healthcare costs could change, especially if you or someone in your family has an ongoing medical condition or regularly takes prescription drugs. Changes to your salary could change your tax situation. You might need to reevaluate your current savings and investment strategy to make sure that you're allocating your earnings in the most advantageous ways possible.

A little further down the road, relocating could also affect the cost of college for your kids. You and your spouse might also start to rethink some of your retirement goals, including where you ultimately want to live in your golden years.

Moving or relocating is one of many of life's transitions. The process at WaterRock is designed to help our clients navigate through each one. If you have a relocation or other transition in your life, set up a call and we can talk through all your potential challenges and opportunities.