


# Takeaways from LJ Rich's Keynote: how GenAI works & what you need to know to make it work for you.

[connect with LJ Rich - click here](#)

Enjoy exploring the Gen AI tools in this list - but always remember - critical thinking is at the heart of successful AI use, and that not every problem needs an AI solution. Thanks to the  IRM UK audience and organising team.

## become a data explorer

Look for bias & ask others to understand where the data leans

Learn 'power words' for better creative prompts

## use 'what if' as a tool

Develop and test models with people of varying skills / social background

Push 'fast food' results further than 'satisfying'

## go further...

Label synthetic work or AI-assisted content to help organise future data

Query existing models with inclusive requests

[Example Power Ballad in MUSIC GENERATOR: Suno](#)  
[MULTI LINGUAL CHAT Hyperglot from Character.AI](#)

[SUITE: OpenAI's collection including DALL-E](#)

[SUITE: Inside Canva Graphic Design Tools](#)

[SUITE: Stills and Video from Leonardo.AI](#)

[VARIOUS MODES TO VIDEO: Runway AI](#)

[TEXT TO AUDIO & MORE: Elevenlabs](#)

[TEXT TO VIDEO & MORE: Synthesia](#)

[MUSIC GENERATOR: Stable Audio](#)

[CHAT: Copilot from Microsoft](#)

[CHAT: ChatGPT from OpenAI](#)

[IMAGES: Firefly from Adobe](#)

[CHAT: Gemini from Google](#)

[MUSIC GENERATOR: Suno](#)

[MUSIC GENERATOR: Udio](#)

[VISUALS: Midjourney](#)