

AI Essentials: Beth Ziesenis Shares Must-Know Tips

ON THE SCALING UP! H2O PODCAST

Scale UP Your AI Knowledge with Beth Ziesenis

Scaling UP! H2O is thrilled to announce the release of a new episode featuring **Beth Ziesenis**, founder of **Your Nerdy Best Friend**, on May 24, 2024. Beth returns as a guest to share her extensive expertise on AI and its profound impact on the world of water treatment.

Beth is renowned for her knowledge of AI and her ability to simplify complex technical concepts for a wide range of audiences. Known as the AI guru, Beth understands the nuances of AI and how it can make life easier for water professionals. She is passionate about uncovering digital tools and tricks that can optimize productivity and efficiency.

In the episode, Beth shares her insights into how water professionals can leverage AI to enhance their work and stay ahead in the industry. *"AI won't take your job, but people who know how to do AI will move past you,"* she says. By understanding AI technologies and integrating them into their work, professionals can increase their efficiency and effectiveness.

Beth addresses critical topics such as AI accuracy, privacy, and ethical considerations. Her insights provide water professionals with actionable strategies to harness AI's potential while safeguarding their privacy and data integrity. She emphasizes the importance of understanding AI, stating, *"You need to understand: what it is, where it is, how it is, and you need to integrate it somewhere into your world."*

GET THE AI INFORMATION YOU NEED

Listeners will leave the episode with a deeper understanding of AI's role in water treatment and how it can improve their daily lives and professional outcomes. Beth's expertise is invaluable for professionals seeking to enhance their knowledge and stay competitive in the evolving water industry.

Tune in on **May 24, 2024**, to hear the full episode of the Scaling UP! H2O podcast. Visit ScalingUpH2O.com or search for the "Scaling UP! H2O podcast" on your favorite podcast player to access this insightful conversation with Beth Ziesenis.

ABOUT YOUR NERDY BEST FRIEND

Your Nerdy Best Friend, founded by **Beth Ziesenis**, offers innovative solutions and insights on the latest digital technologies. Beth Z, also known as **Your Nerdy Best Friend**, helps professionals and organizations navigate the complexities of today's technology-driven world. Through her engaging speaking programs, workshops, and consulting, Beth provides practical advice on emerging tools and trends, making technology accessible to everyone.

Her expertise spans AI, productivity tools, and digital marketing strategies. By staying up-to-date with the latest applications and downloads, Beth helps her clients optimize their workflow and enhance their efficiency. Whether you need guidance on tech solutions or tips to improve your digital presence, Your Nerdy Best Friend is your go-to source for making technology work for you. To learn more visit www.yournerdybestfriend.com.

ABOUT THE SCALING UP! H2O PODCAST

We believe in providing FREE and easily accessible educational content for professionals working in the best industry in the world, industrial water treatment. Because of that shared passion, we air weekly podcast episodes, share daily digital content, and built a library of courses specifically for water professionals. For more information on Scaling UP! H2O and to hear episodes, visit scalinguph2o.com.