Four Types of AI

Every Leader Should Understand & Use

Predictive AI

1 Predictive Analytics
- Forecast customer behavior, demand patterns & business risks using historical data

2 Classification Systems
- Automatically sort, label & route data from emails to transactions to support tickets

3 Anomaly Detection
- Spot unusual patterns that signal fraud, system failures or security breaches

Generative AI

4 Content Generation
- Create drafts, code & designs from prompts (emails, reports, docs, images)

5 Code Generation
- Write, debug & refactor code to accelerate software development

6 Conversational AI
- Internal & external chat bots to improve employees & customers experience

AI Agents

7 Knowledge Systems (RAG)
- Feed custom data into AI so it answers questions about your business

8 Tool Use & MCP
- Connect AI to APIs & external systems to retrieve info & take actions

9 AI Agents
- Complete standalone tasks like resolving tickets or filling reports

Agentic AI

10 Workflow Automation
- Chain multiple steps into end-to-end automated processes

11 Multi-Agent Orchestration
- Agents that work together, delegate tasks & coordinate solutions

12 AI Product Integration
- Build AI-native products where intelligence is the core feature