

WINNING WITH AI

Praise for the Book

“This is AI explained in the most lucid way, with no jargon. It encourages and empowers you to decide how to incorporate this new superpower into your life and work.”

– **Rama Bijapurkar, author and thought leader on business and consumer strategy**

“AI will change our world forever. To thrive in this new age, we must embrace it and become AI-literate. This book is the best way to do that – read it to become irreplaceable.”

– **C.P. Gurnani, Founder, AIonOS; former CEO and Managing Director, Tech Mahindra**

“AI is transforming everything – including how and what we learn. Becoming AI-literate is no longer optional, and this is the book to read if you want to get there.”

– **Pramath Raj Sinha, Chairman, Ashoka University**

“As someone deeply immersed in making AI accessible, I’m impressed by how this book transforms AI literacy from an abstract concept into a concrete, sequential journey. It offers something genuinely new in the crowded AI space – a structured framework that grows with the reader. This isn’t just another technical manual or philosophical exploration, but a hands-on guide that recognizes AI literacy as a new business essential. Jaspreet Bindra and Anuj

Magazine have created something uniquely valuable for anyone looking to move beyond surface-level AI interactions and truly harness its transformative potential.”

– **Sudarshan Kamath, Founder, smallest.ai**

“Jaspreet and Anuj demystify the complexities of artificial intelligence, empowering readers with the knowledge to navigate and leverage AI technologies in their personal and professional lives. This insightful guide is essential for anyone looking to become AI-literate.”

– **Sanjiv Mehta, Executive Chairman, L Catterton India; former Chair and CEO, Hindustan Unilever**

“It is rare to find a book that explains AI simply or shows you how to use it practically in your day-to-day work. This book manages to do both.”

– **Bev Burgess, Co-Founder and CEO, Inflexion Group, UK**

WINNING WITH AI

YOUR GUIDE TO AI LITERACY

Jaspreet Bindra and Anuj Magazine

 **juggernaut**

JUGGERNAUT BOOKS
C-I-128, First Floor, Sangam Vihar, Near Holi Chowk,
New Delhi 110080, India

First published by Juggernaut Books 2025

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10 9 8 7 6 5 4 3 2 1

P-ISBN: 9789353452339

E-ISBN: 9789353453534

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For sale in the Indian Subcontinent only

Typeset in Adobe Caslon Pro by R. Ajith Kumar, Noida

Printed at Thomson Press India Ltd

*“The real question is not whether machines think
but whether men do.”*

— B.F. SKINNER

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1

Introduction

The Age of AI Literacy

“A year spent in artificial intelligence is enough to make one believe in God.”

— ALAN PERLIS

Since human beings learnt to read, write, add and multiply, these skills have distinguished the knowledgeable from the ignorant, the rich from the poor, and the literate from the illiterate. Countries and societies have been measured not just on how healthy and wealthy their people are, but also on their level of literacy and education. Literacy has been a key indicator of human development and other indices that routinely differentiate developed countries from the underdeveloped, and the rich from the poor. While the definition of literacy varies from country to country and keeps evolving, it usually refers to proficiency in reading, writing and simple arithmetic – namely addition, subtraction, multiplication and division.

In the brave new age of AI, we believe that this definition will see a radical shift, encompassing not only reading, writing and arithmetic, but also *knowing how to work naturally and innately with generative AI (GenAI)*. As AI rapidly diffuses into our work, education, business, society and day-to-day life, it will be critical to learn how to operate AI tools like ChatGPT, Perplexity, Copilot and others in order to streamline both our professional and personal lives. As AI agents become coworkers, collaborators and even enter our family spaces, it will be important to treat AI as another common language that allows for efficacy in all spheres of life. If and when AGI becomes available, coexistence with AI will be inevitable, making AI literacy essential.

What is AI Literacy?

It must be pointed out that literacy is different from training, or upskilling, or even expertise. Literacy involves learning a language – its patterns, structures and grammar. Once you understand it, you can use it to read a story, write a poem or make sense of your bills. What literacy doesn't involve is learning to author essays or gaining expertise in algebra. One can acquire these skills only upon developing an understanding of a language's fundamental rules and structures; after this, we can “upskill” ourselves to any higher level of linguistic or mathematical expertise that we desire. But, if we are not literate to begin with, it means

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we do not have the basics or the fundamentals required to progress to higher-order functioning. Linguistic and mathematical literacy were essential for us to become educated, employed and successful; in the same way, AI literacy will be just as critical in the years to come.

Over the past many years, we, the authors of this book, have had the privilege of engaging with AI in numerous capacities – working with it in enterprises, leveraging it as a catalyst for digital transformation, delivering keynote addresses at global forums, providing advisory and consulting services to organizations on their AI roadmaps and writing extensively on the subject in leading publications. Through these diverse experiences, one key insight has consistently stood out: while AI is undeniably one of the most transformative forces of our time, a significant knowledge gap persists in understanding how to effectively harness its potential. This gap continues to become larger, as AI develops at the speed of silicon, with new innovations and models being released almost on a daily basis. Almost everyone we met during the process has been searching for a way to become more knowledgeable about these most fundamental technologies of our time. We believe that every single one of them needs to start by becoming AI-literate. This book is our effort to make it possible, thereby democratizing AI literacy and ensuring that both individuals and organizations can confidently engage with and benefit from AI.

To realize this vision, we created and launched AI&Beyond (www.aiandbeyond.ai), a company with the mission to “Build AI Literacy in Organisations. And Beyond.” Since then, we have organized numerous AI Literacy Bootcamps – three-hour to day-long experiential workshops which enable participants to experience and learn the plethora of AI tools at our disposal, and how to use some of them to solve their own business problems, as well as boost their own and their teams’ productivity and creativity. It has been heartening to see them start to use these tools as their “second brains” and an “extra pair of hands” almost immediately upon realizing the expansive power of AI. These sessions have helped professionals from diverse backgrounds – marketers, educators, lawyers, business leaders, even students – integrate AI into their workflows, enhancing their efficiency, creativity and decision-making capabilities. Witnessing the transformative impact of AI on these participants reinforced our belief that AI literacy is not a luxury; it is indeed a necessity.

Why Become AI Literate?

We believe that AI can become a democratized technology, and become available to everyone – irrespective of income, education and nationality. The miracle of GenAI is its sheer accessibility; anyone with a smart phone or a PC with an internet connection can access it free of cost.

As Mary Mesaglio of Gartner says: “GenAI is not just a technology or just a business trend. It is a profound shift in how humans and machines interact.”¹ When you write a prompt on ChatGPT, you are actually “writing code”, using your natural language to make a machine do something. Earlier, this required years of software engineering training; now one can achieve it by being literate in one’s natural language and using it effectively through their chosen AI tool. While we will still need specialized and advanced education and training for software engineers and other IT professionals to build and work on advanced AI, basic AI literacy needs to extend beyond computer science and reach professionals across industries. The democratization of AI knowledge can help individuals across different business sectors and social strata leverage AI to improve efficiency, productivity, innovation and ultimately their quality of life. AI-powered tutors, personalized learning systems and automated grading mechanisms are revolutionizing the way students acquire knowledge. This shift necessitates that both educators and learners embrace AI literacy to maximize its benefits. A teacher equipped with AI tools can provide more personalized guidance, just as a student familiar with AI applications can accelerate their learning process. The broader the reach of AI literacy, the greater the collective progress within society.

¹ “Gartner Says AI Ambition and AI-Ready Scenarios Must Be a Top Priority for CIOs for next 12-24 Months.” Gartner. 6 November 2023. <https://tinyurl.com/3frcfzkk>.

Will AI Take Our Jobs?

One of the most significant concerns surrounding AI is, of course, its impact on jobs. Every technological revolution brings disruption, and AI is no exception. While it is true that AI and automation will render some jobs obsolete, it is equally true that they will create new opportunities. The key to thriving in this era of rapid technological advancement is not to resist change but to adapt to it. Understanding AI, learning how to work alongside it and utilizing it to enhance one's capabilities will be the defining factors of success in the years to come. Thus, if you are a software engineer, knowing how to work with AI tools like GitHub, Copilot and Cursor will make you much better at your job; a marketer working with NotebookLM or Copy.ai will be more creative and efficient than their AI-ignorant colleagues; a lawyer working with Harvey will be more proficient; and the list goes on. The AI-supercharged professional will be able to do the job of three of her colleagues. As we have been saying ad infinitum, *it is not AI that will take your job, but someone using AI who will*. So, it is incumbent on you to learn how to work with AI and remain relevant for this new era – to become the replacer, rather than the “replacee”!

How to Read this Book

We start this book with Chapter 2, demystifying the technology and philosophy of Artificial Intelligence – what is it, where it came from and why it is so important and fundamental. There is an abundance of information on AI as it moves at blitz speed every day, and it becomes increasingly difficult to keep up with it or even understand what it is. So, we cut through the clutter to make you understand its fundamentals and impact in simple terms.

Next, in Chapter 3, we spell out why AI is important for your work, and what jobs it will augment, create and destroy. Here we address people's biggest apprehension around AI: Is AI a job killer? Will my children find jobs in the AI era? We tackle these question head on and provide insight into the effect of AI in the job market and what we could do to survive and thrive in the professional world.

In Chapter 4, we explain how and where AI is moving and what we can expect it to revolutionize in our life, businesses and the world at large. This chapter will, hopefully, help you understand why there is no option but to be AI-literate to better navigate the future.

It is in Chapter 5 that we come to the core of the book – 'Building Your AI Literacy'. This chapter has simple and intuitive frameworks on how to achieve this literacy step by step, eventually becoming proficient and fluent in AI. The simple visual frameworks act as stepping stones in the

succeeding chapters, for gradual yet steady progress in this literacy exercise.

The later chapters (from Chapters 6 to 10) are structured around the core components of AI literacy, which we have categorized along the basic tenets of literacy itself: READS, WRITES and ADDS. After this, we go beyond literacy to fluency and proficiency with THINKS and DOES. The first three represent the foundations of traditional literacy – reading, writing and arithmetic. The next two explore our cognitive ability of thinking, and our power to act on our thoughts. These five pillars encapsulate the essential ways in which AI interacts with the world and, consequently, how we should interact with AI.

1. READS refers to AI's ability to process and interpret text, audio and visual data and so how it can help you summarize content to read faster, or translate languages, or even conduct advanced research on topics you want to know more about. We have tried to make this super simple by capturing five skills that AI can enhance for you; these skills correspond with the letters R, E, A, D and S, making them easy to remember: **R**eal-time Language Access; **E**dit and **E**nhance Content; **A**dvanced AI Search and Research; **D**ocument Summarization; and using AI as a **S**parting Partner.
2. WRITES explores AI's role in content creation, from drafting emails and reports to generating marketing copies and even creative writing. With WRITES, AI

can help you **Write Documents**; for **Reach, Branding, Marketing**; **Images and Video Creation**; **Tailored Communication and Presentations**; **Email and Messaging**; and to **Speak and Collaborate with AI** to write better stuff.

3. ADDS covers AI's analytical and problem-solving abilities to enhance and augment human work by analysing information, automate certain processes and decode reams of data, to improve your efficiency and decision-making. In the ADDS ability, AI can help you **Automate Core Processes**; **Decode Markets and Competition**; practise **Data Driven Decision Making**; and **Sentiment Analysis**.
4. THINKS is where AI truly comes into its own and becomes even more human-like by becoming our thought partner to help us leverage it for strategy, brainstorming and planning. THINKS is all about **Thought Leadership**; **Human Resources and Human-Agent Optimization**; **Innovation and Brainstorming**; **New Product Development**; **Knowledge Management** and using AI as a **Second Brain**; and **Strategic Planning and Foresight**.
5. DOES focuses on the action and automation capabilities of AI agents, streamlining repetitive tasks and enabling us to focus on higher-order thinking. DOES covers **Delegating to AI Agents**; **Orchestrate Complex Processes**; **Execute and Expedite**; and manage **Support and Customer Success**.

The final chapter of the book, Chapter 11, is not a conclusion, but actually the start of your journey towards co-existing with AI. Much like learning a language, AI literacy is a journey of continuous learning. As a child progresses from reading the alphabet, to short stories, to complex novels and research papers, so will you progress in your AI journey. Many of the AI tools we have explained and used in the book will endure, but many will be continuously updated, and even more new tools will be created. While the book was written at a certain point in time, it will effectively build your AI literacy and, hopefully, the curiosity and drive to continuously learn more. In that spirit, our last chapter is a continuation rather than a conclusion.

Each section of this book is designed to not only explain these concepts but also provide actionable insights, practical tools, guidance on writing the right prompts, best practices and strategies for minimizing data leaks through real-world case studies that demonstrate how AI can be integrated into professional and personal workflows.

While the book has been written in a continuous and logical flow from Chapter 1 to 11, it has been designed such that you can specifically pick and choose what you would like to read and learn on a particular day, based on your personal and work needs. Chapters 2–4 give you the history of AI, demystifying it and explaining how it will impact work and our jobs and speculate about the future of AI. If you are curious about all of that, we suggest you

read these chapters continuously. Chapter 5, as pointed out earlier, is the pivotal chapter which kickstarts your learning journey to become AI-literate. We recommend reading this chapter before you dive into the core Chapters 6–10. After that, you can decide the order in which you'd prefer to read, depending on what you want to learn. In fact, you can even pick some of the core skills within each chapter. If you are a strategy professional, for example, Chapter 9 – with its THINKS framework – will be highly relevant. If you are a marketer or creative professional, you would perhaps prefer Chapter 7 and its WRITES framework. Reading the entire book from start to finish, in whatever order, will make you 100 per cent AI-literate.

Writing this book has been an exercise in practising what we preach, or “eating our own dogfood”, as they say in the technology world, where both of us come from. We have leveraged AI tools at various stages of its creation, from research and outlining to drafting and refining content, and have transparently informed the reader of which tools were used and where. This experience has underscored one of the key messages of this book: AI is not here to replace human intelligence but to augment it. The speed, efficiency and insights that AI offers have allowed us to produce a more comprehensive and well-structured book in a fraction of the time it would have otherwise taken. In fact, this has made us think of AI not only as artificial intelligence, but as augmented intelligence.

This book is not just about understanding AI; it is about applying AI in meaningful ways. Whether you are a corporate professional looking to streamline your workflow, an entrepreneur seeking to scale your business, a student preparing for the future job market or simply someone curious about how AI can enhance everyday life, this book will provide you with the tools and knowledge to become literate and fluent in AI, and to navigate the AI-driven world with confidence.

AI is often perceived as a complex, intimidating subject. Our goal with this book is to make AI literacy approachable, engaging and practical. We want readers to walk away not just with theoretical knowledge but with hands-on skills that they can immediately apply in their personal and professional lives.

As you embark on this journey through the pages of this book, we encourage you to experiment with the AI tools explained here, challenge yourself to think differently and explore new ways in which AI can enhance your work and life. The future belongs to those who can adapt, learn and innovate – and AI literacy is the foundation upon which this future will be built. AI is not just a tool; it is a culture and a mindset. As we say later in the book, “Invite AI to the table every time.” The more we integrate AI into our daily lives, the more we unlock new ways to be efficient, creative and forward-thinking. The world is moving rapidly, and those who can effectively collaborate with AI will have

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a distinct advantage going forward. This book will serve as your guide to navigating this fast-evolving world.

We hope these pages serve as a valuable resource in your AI literacy journey and empower you to harness the full potential of artificial intelligence. Let us go beyond fear and uncertainty and step into a world of infinite possibilities. AI is not just shaping the future; it is shaping the present. The question is: are you ready to make the most of it?

This chapter was written with the help of ChatGPT 4o Canvas.