Enhancing workflows with AI

GENERATIVE AI FOR BUSINESS



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Style Synchrony

A fashion marketing company

- Creates narratives
- Across all media platforms

Implementing AI

- Generative AI assistant
- Competitive edge?



Generative AI Assistant: Augmentation

Augmentation

- Complete parts of a human task

Example - promotional video Black Friday

- Generate a list of concept ideas
- Human employee picks the best idea



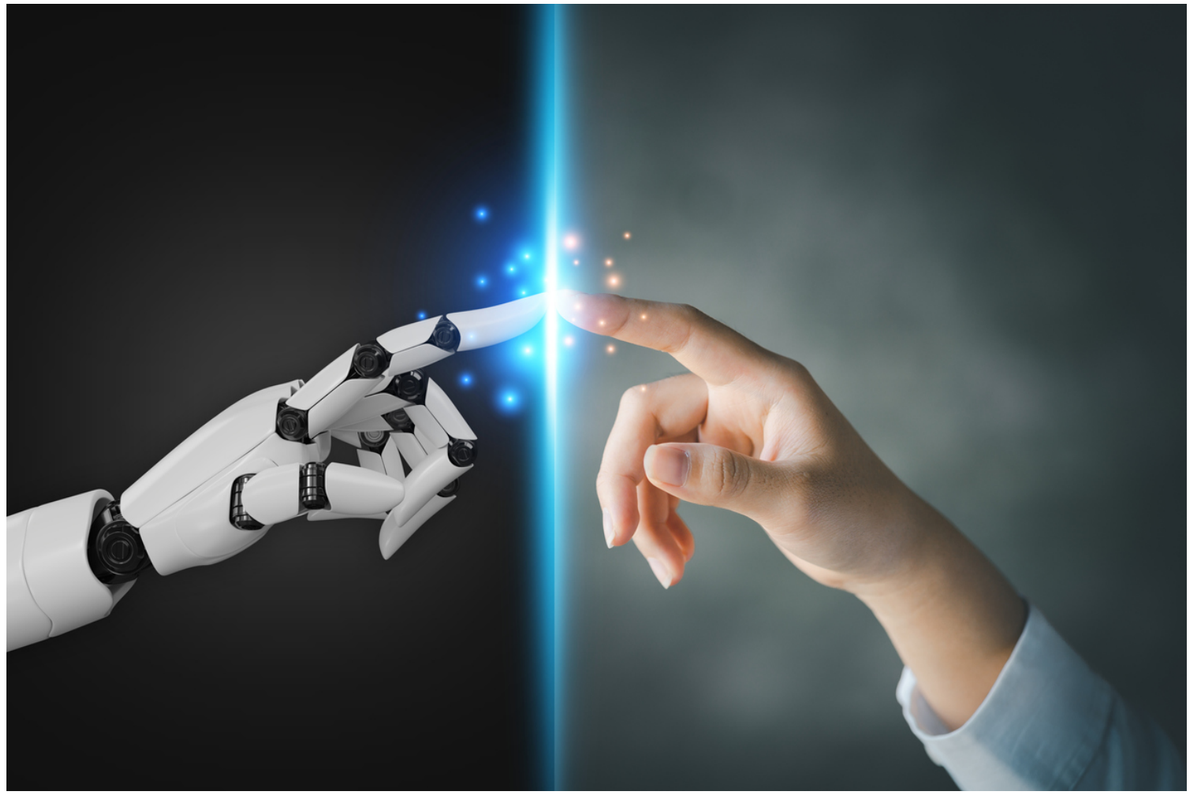
Generative AI Assistant: Co-creation

Co-creation

- Humans and AI collaborate
- Generate a finished product

Example - Presenting to the client

- Converse with AI about what to present
- Design an engaging narrative



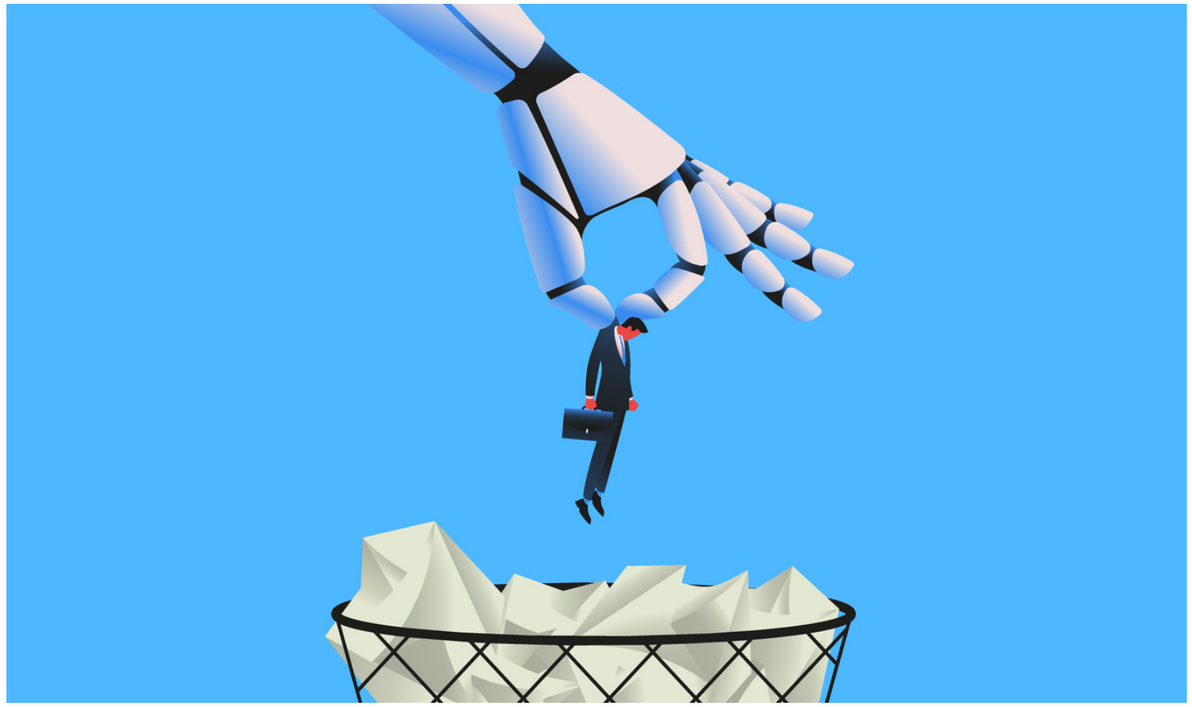
Generative AI Assistant: Replacement

Replacement

- AI fully automates a task
- Eliminates the need for human intervention

Example - Fashion trend analysis

- Shift through vast amounts of data
- Capture new trends automatically on social media
- Analyze and compare historical and current global fashion trends



Successful human and AI collaboration

Map company processes and tasks

- Track metrics
- Brainstorm innovative concepts
- Create process workflows

Identify tasks where the AI assistant could be valuable

- Pick tasks or components that can be automated
- Integrate AI in processes without loss of quality



Test and deploy

Trial and Iterate

- Train a small team
- Observe human & AI integration, and quality of tasks
- Adjust based on employee feedback

Deploy to a wider group

- Monitor performance
- Explore new tasks and reiterate



Generative AI in workflows

Use cases

- As a collaborator (Augmentation)
- A source of inspiration (Co-creation)
- Automate routine tasks (Replacement)

Rapid development

- AI is designed to teach and explain
- Learn faster than ever thought possible

Change Management

- Patience
- Introducing AI is like introducing a new team member
- Continuous improvement



Let's practice!

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Responsible AI: Social bias, copyright, ownership

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Social Bias in AI

What is social bias?

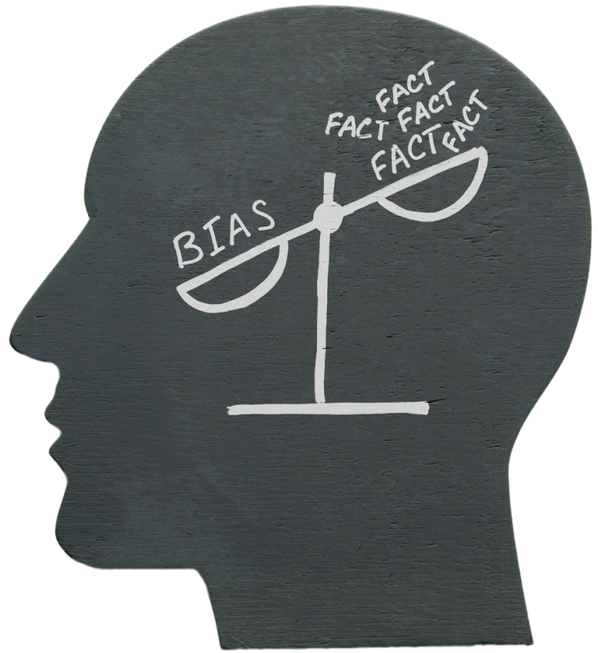
- Systematic unfairness towards certain groups
- Hiring, medical or other settings

What is fair?

- Defining "fair" is complex
- Impacted by societal blindspots

How to move forward?

- Focus on broadly shared human values



Why is there a risk of bias in AI?

- Lack of diversity or misrepresentation of groups in the training data
- pursuit of narrow goals in the model
- Wrong or malicious application of AI by users



Detection and mitigation techniques

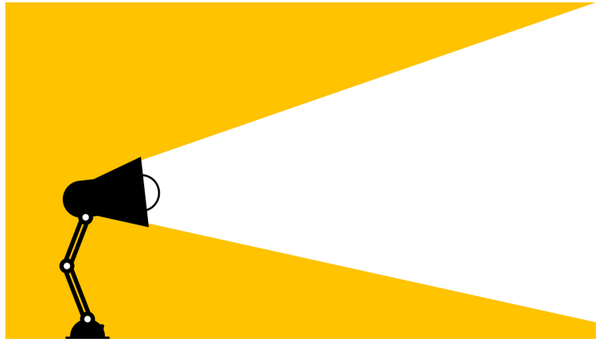
Detection

- *Discover or identify the presence or existence of*
- Algorithms to calculate fairness metrics
- Human audits
- Continuous evaluation and improvement



Mitigation

- *Make (something bad) less severe, serious, or painful.*
- Diversifying training data
- Adjusting models



[1] Oxford Languages

Intellectual Property and AI content

AI generated content

- Paintings, music or academic research

Who owns the content?

- The person who provided the prompt
- The company that developed the AI
- The AI itself?

Legal landscape

- Rapidly evolving



Generative AI and the legal landscape

- Patchwork of new laws
- Staying informed is vital
- Privacy considerations
  - Terms of use
  - Sharing implications
  - Data handling



Generative AI across industries

- Creative fields resist due to job concerns
- Medical research embraces it for breakthroughs
- Supply chain optimizes and automates processes



Ethical considerations

Malicious use

- Deepfakes
- Misinformation campaigns
- Enhanced hacking

Mitigation strategies

- Human-in-the-loop review
- Harm prevention and monitoring
- User identity verification
- ...



RISE OF THE DEEPFAKES

Data scientists are sounding the alarm about advances in artificial intelligence that enable video and images to be generated that are impossible to distinguish from the real thing.

Fakes and forgeries have been around for centuries, but the application [illegible] more effective. Misleading video and images produced by the new technology are known as 'deepfakes', a combination of the words 'deep learning' and 'fake'.

"Give it a few years and it will become impossible to tell what's real and what isn't," said a top [illegible]

tential for fake news, celebrity porn and financial fraud, among many other things."

She said governments and companies were investing in research to counter deepfakes by using the same AI techniques to detect them.

Generative AI is ever evolving

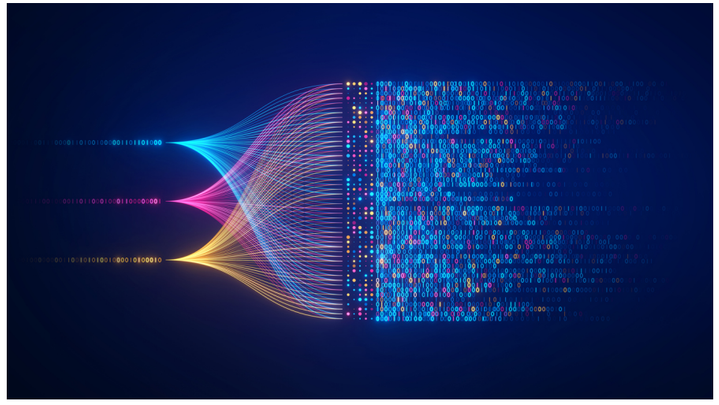
Clear guidelines and feedback opportunities

- Engaging key stakeholders
- Conducting roundtables
- Partnering with civil society
- Product feedback loop



A complex new domain

- Rich with opportunities
- Ethical considerations and challenges
- Mitigating social bias
- Navigating complex copyright issues



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Preparing for a future of generative AI

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Increasing human potential

Enhance human potential

- Augmentation
- Co-creation
- Replacement

Examples

- Doctors/researchers can do as much research as a whole team
- Small game developers can rival large studios



Impact will not be evenly distributed

Broadband Internet

- Unevenly distributed across the world
- Affluent individuals and nations will benefit

Organization Culture

- Resistance or openness to change
- Big and slow organizations vs small agile companies

AI Literacy

- Knowledge on how to use AI
- Proper training in how to use Generative AI tools







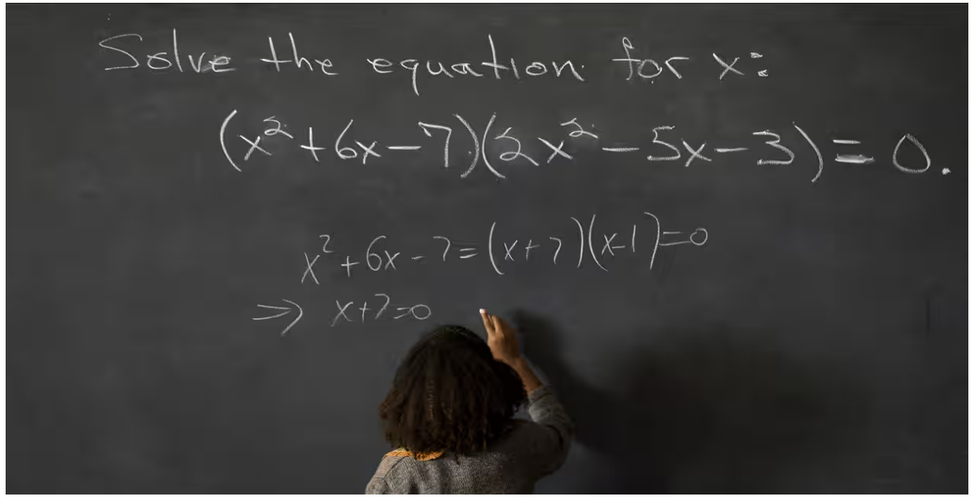
The Future of work

AI has multiple use cases

- AI $\neq$ Replacement
- AI = Augmentation, co-creation and replacement

Example

- The human calculator



[1] Hidden Figures: The American Dream and the Untold Story of the Black Women Who Helped Win the Space Race

Society and education

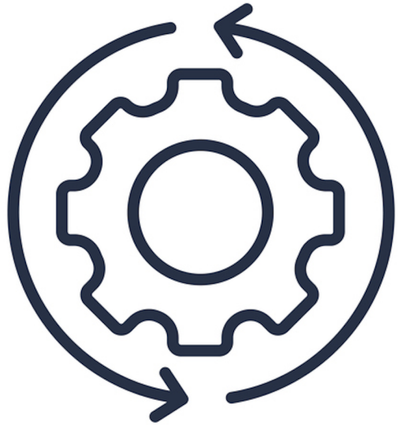
The way people learn will change

- Memorizing facts will become a thing of the past
- Focus on reasoning and thinking critically
- Collaborate with generative AIs



Governments, schools and companies need to adapt

- It won't be easy to close the "AI divide"
- Rethink classical learning paths
- Reskill and prepare individuals for the future



Media and entertainment

Creative explosion

- Increased productivity
- Personalized media



Real or fake

- Fake media
- Deepfakes



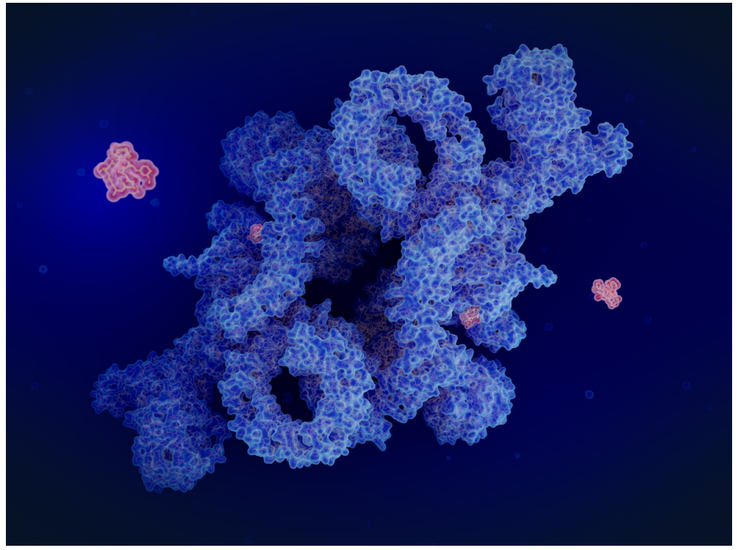
Research and innovation breakthroughs

Information explosion

- Fundamental discoveries are being made at an increasingly rapid speed

Example

- Protein folding problem
- Deepmind's Alphafold completed tasks in hours that previously took years



Human computer interaction

- AI requires humans ideas
- Will working with AI be like having a smartphone?



Let's practice!

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Leading change in AI era

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Catalyst for organizational transformation

- Enhancing customer experiences
- Optimizing marketing, sales, R&D, supply chains and more
- Empowering data-driven decision-making



Strategic alignment is paramount

Integrating AI

- Strategic alignment with organizational goals
- Connect AI initiatives and business objectives



Culture of adaptation and continuous learning

- Skills and knowledge evolve at a rapid pace
- Invest in education
- Change management



The impact of AI will be widespread

Ethical considerations

- Handling customer data
- Addressing biases in algorithms
- Ensuring fairness in processes
- Transparent practices



Ecosystem impact

- Collaboration
- Complex legal landscape
- Servers - Ecological cost
- Engage in dialogue



Risk management

- Cybersecurity threats
- Potential biases and unforeseen consequences
- Mitigation strategy
- Due diligence



Continuous improvement

Measurement and evaluation

- Defining clear metrics
- Iterating on strategies



Leading change in a new era

It won't be easy

- Visionary approach
- Ethical integrity
- Culture of adaptability
- Strategic collaboration
- Robust risk management
- Continuous evaluation



Enjoy the journey!

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Congratulations!

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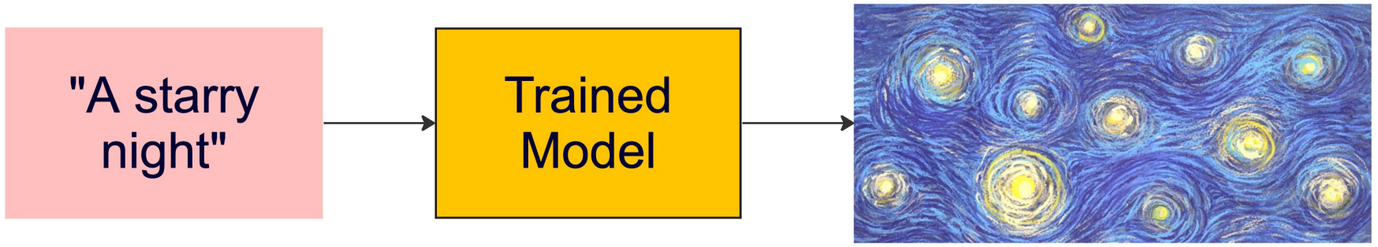


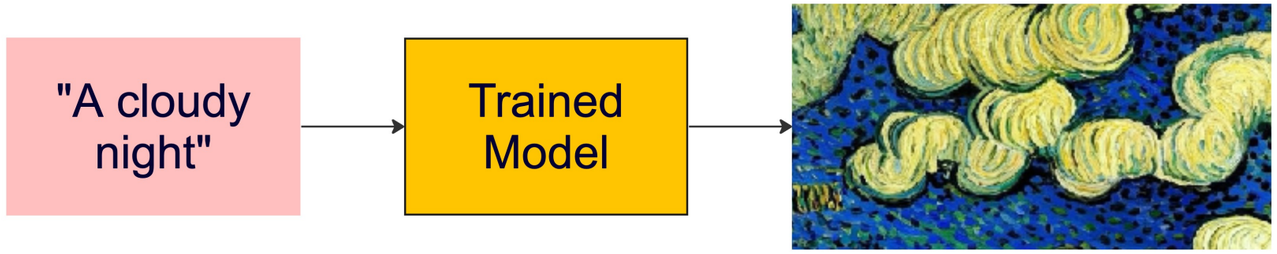
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What is generative AI?





The evolution and progress of generative AI

Key factors

- Cloud
- Market competition
- Model breakthroughs



Key players

- Universities
- Companies
- Governments
- Open source communities



Generative AI solutions

Enhance workflows

- Augmentation
- Co-creation
- Replacement



Ethical considerations

- Social bias
- Copyright
- Ownership



Preparing for the future

- Uneven distribution
- Forever change how we work and learn



Lead in an AI first world

- It won't be easy
  - Strategic alignment
  - change management
  - Continuous improvement



Congratulations on your journey!

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