

Build and Execute an Organisational AI Strategy

Module 1

- The course emphasizes the significance of AI in today's technological landscape, highlighting its transformative impact across industries. Led by Veronica Moran, this course focuses on empowering executives to harness AI's potential for organizational growth.
- Veronica, an expert in technology and innovation, specializes in leveraging emerging technologies like AI to create value for organizations. By completing this course, you will gain the tools necessary to establish sustainable AI capabilities within your organization; improve AI literacy among your staff; and identify, prioritize and implement AI solutions that are aligned with business goals, ethical and compliant

Learning Objective

- Develop your organisation's GenAI capability to enable the sustainable delivery of AI-powered solutions.
- Identify initiatives that can utilise GenAI to help your organisation mitigate against disruption, introduce efficiencies and increase revenue.
- Apply a governance structure that assures the implementation of GenAI solutions that are ethical and compliant with legislation.

Module 2

Step 0: Assessing Your Current GenAI Capabilities: Audit

- Evaluates

GenAI capability assessment evaluates how your organization leverages GenAI to create operational value and innovate your products and services.

- Benchmark

The aim is to...

Help you create a benchmark of your organization's current level of capability measured against an established AI maturity model.

Question - Conducting a Gen AI capability assessment

1. Which of the following statements accurately describes the purpose of conducting a Gen AI capability assessment?
 - a. A GenAI capability assessment evaluates how your organization leverages GenAI to not only create operational value but to innovate your products and services.
Correct! A GenAI capability assessment evaluates how your organization leverages GenAI to not only create operational value but to innovate your products and services. This allows you to understand your organization's benchmark position in the industry to allow you to refocus efforts and resources on areas that increase performance.

Case Study – Healthcare

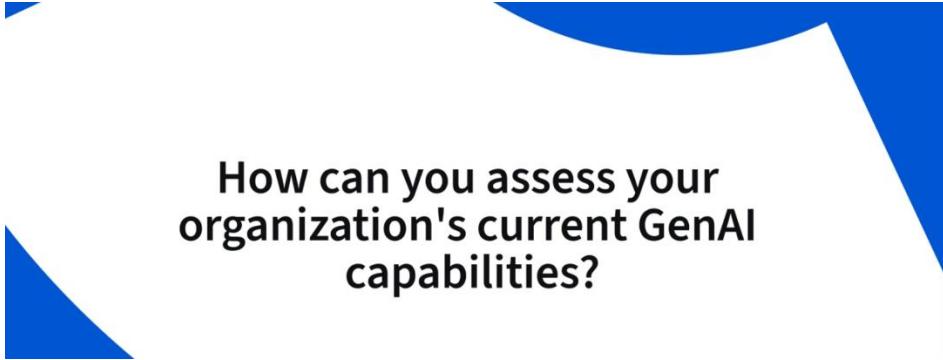
Healthcare industry



- Now, let's consider an overview of a GenAI capability assessment in action. Picture this.
- You're an executive at Men's Sphere 360, a company at the forefront of integrating artificial intelligence in health care to revolutionize patient care.
- In the fast-paced healthcare industry, effectively, leveraging GenAI is not only crucial for maintaining a competitive edge, but for improving patient outcomes.
- Now, this is where the importance of conducting a GenAI capability assessment comes into focus

A GenAI Capability assessment

- determine your organization's current standing in terms of GenAI utilization as compared to the healthcare industry
- benchmark your internal GenAI capabilities to understand what level of maturity you currently have
- prioritize your organization's actions by focusing efforts and resources on areas that will significantly improve its capability in GenAI



How can you assess your organization's current GenAI capabilities?

Audit – 5 Dimensions

1. *Knowledge*

- Your audit begins by surveying your staff's knowledge and familiarity with GenAI
- You discover a significant challenge with a noticeable gap in awareness and understanding amongst your clinical staff, regarding how GenAI can revolutionize patient diagnostics.
- By identifying this knowledge gap, you're able to pinpoint specific areas where education and training is needed, a crucial step for setting the direction of your capability building efforts.

2. *Tools Utilization*

- Next, your audit brings you to the assessment of how GenAI tools are deployed in your business process.
- You find that while you've invested in advanced diagnostic AI tools, these tools are under utilized in patient data analysis.
- This insight allows you to take the necessary steps to ensure that your organization is fully capitalizing on its potential by enhancing GenAI tool utilization.

3. *Infrastructure*

- You then examine your existing systems for GenAI technology integration.
- You recognize that your current AI powered patient management system operates in isolation, which hinders the seamless operation and integration of GenAI technologies across different platforms within the organization.
- This evaluation highlights the limitations of your current systems, and the need for an upgrade to enhance your GenAI capabilities.

4. Data

- You now turn to assessing your patient data to determine the extent to which your data supports AI initiatives.
- You uncover that while there is an extensive collection of data, it's not adequately optimized for GenAI applications.
- This misalignment prevents the full use of AI technologies in enhancing patient care and operational efficiency in your organization.
- This discovery emphasizes the need to improve, for example, the refinement of your data collection methods to enhance the suitability of data for AI analysis and GenAI applications.

5. Governance

- Finally, you review your AI governance, identifying gaps in the knowledge of ethics and privacy and regulatory compliance with respect to AI.
- By pinpointing the weaknesses in your AI governance framework, your organization can strategically plan the development of a more comprehensive governance model that integrates
 - ethical guidelines,
 - privacy protocols, and
 - compliance measures.

Summary

- What have we learned? A GenAI capability assessment evaluates how your organization leverages GenAI to not only create operational value, but to innovate your products and services.
- The reason for conducting a GenAI capability assessment is to gain insight into your current standing in terms of GenAI with respect to your industry, to also benchmark your GenAI capabilities against your competitors, and to enable your organization to prioritize its efforts and resources on improvements in GenAI.
- Lastly, assessing an organization's current GenAI capabilities involves conducting
 - an audit to identify knowledge gaps amongst your staff,
 - evaluate AI tool utilization,
 - assess the integration of GenAI within existing systems,
 - examine your data to determine whether it's optimized for GenAI applications, and
 - identify gaps in ethics, privacy, and regulatory compliance.

- Today marks the first step towards mastering GenAI in your organization. I encourage you to embrace the challenge, unlock your organization's potential, and lead the way in innovation.

Step 1 - Benchmarking Your Current GenAI Capabilities: AI Maturity Model

Learning objectives

By the end of this video, you will be able to:

- define the concept of AI maturity and an AI maturity model and,
- evaluate the maturity of your current GenAI capability against the AI Forum of New Zealand's recognised AI maturity model.

- By the end of this video, you should be able to **define the concept of AI maturity** and an **AI maturity model**, and
- evaluate the **maturity of your current GenAI capability** against the **AI Forum of New Zealand's** recognized AI maturity model

What is AI Maturity?

- Let's start by defining what AI maturity is. According to Accenture, AI maturity measures the degree to which organizations **have mastered AI related capabilities** in the right combination to achieve **high performance** for **customers, shareholders, and employees**.

“AI maturity measures the degree to which organizations have mastered AI-related capabilities in the right combination to achieve high performance for customers, shareholders and employees.”

Accenture (2022)

- Now, how can you benchmark your organization's GenAI capability to gain an understanding of your current level of maturity and set targeted milestones for growth?



How can you benchmark your organization's GenAI capability to understand your current level of maturity and set targeted milestones for growth?

- Well, there are numerous methodologies and instruments that exist to help you to do that. An exemplary tool for such an evaluation is an **AI maturity model**.
- An AI maturity model, put simply, contains the **levels of maturity of an organization's AI capability maturity**. Let's explore the recognized AI maturity model devised by the AI Forum of New Zealand.

The AI maturity model...

Contains the levels of maturity of an organization's AI capability maturity.

- But first,

What is the AI Forum of New Zealand?

They are New Zealand's community of AI,

- technology innovators,
- regulators,
- researchers,
- educators, and
- entrepreneurs.

AI Forum of New Zealand

A community of AI technology innovators, regulators, researchers, educators, and entrepreneurs.

- **The AI Forum of New Zealand's** AI maturity model consists **of five levels** of AI maturity.
- We'll consider each one of them in the context of an online bookstore to understand their application.

Level 1 – Awareness

AI Forum of New Zealand AI Maturity Model

Awareness

Your organization
is at a crucial point
of opportunity.

- Level 1 is all about awareness. Being at this level means your organization is at a crucial point of opportunity. You're at that moment where **curiosity meets potential**
- Being at this level means your organization is at a crucial point of opportunity. You're at that moment where curiosity meets potential. AI could offer something valuable, but you're just not sure where to start or what it could look like for your organization.
- This stage is all about **exploring, asking questions, and beginning** to imagine the possibilities AI could unlock for your organization.
- For the online bookstore, the owner saw the potential for AI to improve their **inventory management or personalized customer recommendations**, but they weren't quite sure how to get started or what AI could really do for **their small business**.

Level 2 – Experiment with AI

AI Forum of New Zealand AI Maturity Model



Your organization is at a crucial point of opportunity. You run small AI projects to determine their potential effects.

- At level 2, you're starting to experiment with AI. You start to run small AI projects like test drives to determine their potential effects and how they could eventually fit into your everyday work routine.
- But keep in mind you're still at the beginning here. These AI experiments aren't part of your organization's big picture yet.
- In the context of the online bookstore, they decided to dip their toes into AI by experimenting with the simple chatbot on their website. Copilot Studio for Online shop with Power Pages.
- This chatbot was designed to answer **basic customer queries and suggest books based on genres that customers liked**. It wasn't a huge project, but it was their first real step into using AI.

Level 3 – Operationalization

AI Forum of New Zealand AI Maturity Model



Your organization is at a crucial point of opportunity.

You run small AI projects to determine their potential effects.

You are taking significant steps by integrating AI into what you're already doing.

- Level 3 focuses on operationalization. At this level, you're taking a significant step by integrating AI into what you're already doing well.
- You're making your current **products, services, or daily tasks** even better with the help of AI. However, you haven't started using AI to introduce brand new ideas or change the way that your business operates.
- The bookstore decided to fully integrate an AI system to manage their inventory more efficiently, predicting which books would be in demand and ensuring that they were always stocked.
- This use of AI made their existing processes smoother and more efficient, but didn't fundamentally change their business model.

Level 4 – Transformation

- Level 4, known as transformation, is where you're starting to see the power of AI. At this stage, you're not just improving things, you're using AI to launch brand new products, services, or even tap into markets that didn't exist before.
- This is where the innovative potential of AI truly shines, as it helps you to redefine what's possible and set new standards and directions for your organization and your industry.
- Inspired by the success of their previous AI initiatives, the bookstore launched an online subscription service, all powered by AI that curated books based on readers preferences and reading habits.
- This wasn't just improving existing services, this was creating something entirely new and tapping into a market that they'd never reached before.

Level 5 – Optimization

AI Forum of New Zealand AI Maturity Model



- The final level is known as optimization. This is the level where you're constantly refining and improving your AI solutions to make them even better.
- You're at the forefront driving innovation and always looking for ways to use AI to do things smarter, faster, and more efficiently.
- In the case of the online bookstore, they were constantly refining their AI systems. They are now leading in their industry using AI not just for recommendations and inventory, but also to predict future trends in the book industry, setting them apart from their competitors.
- They didn't just adopt AI, they were now at the forefront of innovation in their field, continuously optimizing their use of AI to stay ahead.

Summary

Summary

In this video, we learned:

- AI maturity is the degree to which organizations have **mastered AI-related capabilities** to achieve high performance.
- An AI maturity model is a tool to **benchmark** your organization's GenAI capability.
- Your organization can **assess the maturity of your current GenAI capabilities** against a recognized framework such as the AI Forum of New Zealand's AI Maturity Model.

- What have we learned in this video?
- Firstly, AI maturity is the degree to which organizations have mastered AI related capabilities to achieve high performance.
- We also learned that an AI maturity model is a tool to benchmark your organization's GenAI capability against.
- Thirdly, your organization can assess the maturity of your current GenAI capabilities against a recognized framework such as the AI Forum of New Zealand's AI Maturity Model.
- Identify steps to progress through the levels of maturity. By navigating the complexities of AI integration and maturity, your organization possesses a clear roadmap for assessing, benchmarking, and elevating your GenAI capabilities to unleash the transformative potential of AI.

Question - five levels of AI maturity from the New Zealand AI Maturity Model

Which of the following options is the correct chronological order of the five levels of AI maturity from the New Zealand AI Maturity Model?

Ans: Awareness, Experiment with AI, Operationalization, Transformation, Optimization.

After exploring and experimenting with AI, you will begin to integrate AI into your current processes and tasks which will increase operationalization. This leads to significant transformation and you can begin to use AI for new products, services or processes. The

final level is known as Optimization. This is the level where you're constantly refining and improving your AI solutions to make them even better.

How to Run a Digital Capability Assessment

This reading focuses on exploring digital capability assessments in greater detail and how to run one to enable business success.

[How to Run a Digital Capability Assessment | Acorn](#)

Step 2: Uplifting the AI literacy for Your Staff

- Having a team that's knowledgeable about AI means you're prepared to take on new challenges, innovate in ways you haven't before, and stay ahead in your field. This doesn't require that everyone becomes an AI expert overnight.
- Instead, it's about building a foundation of understanding and curiosity across your team so everyone feels confident and ready to explore what AI has to offer.
- Today, we'll explore what goes into uplifting the AI literacy of your staff as the first step towards designing an AI capability that fits your organization.

Learning objectives

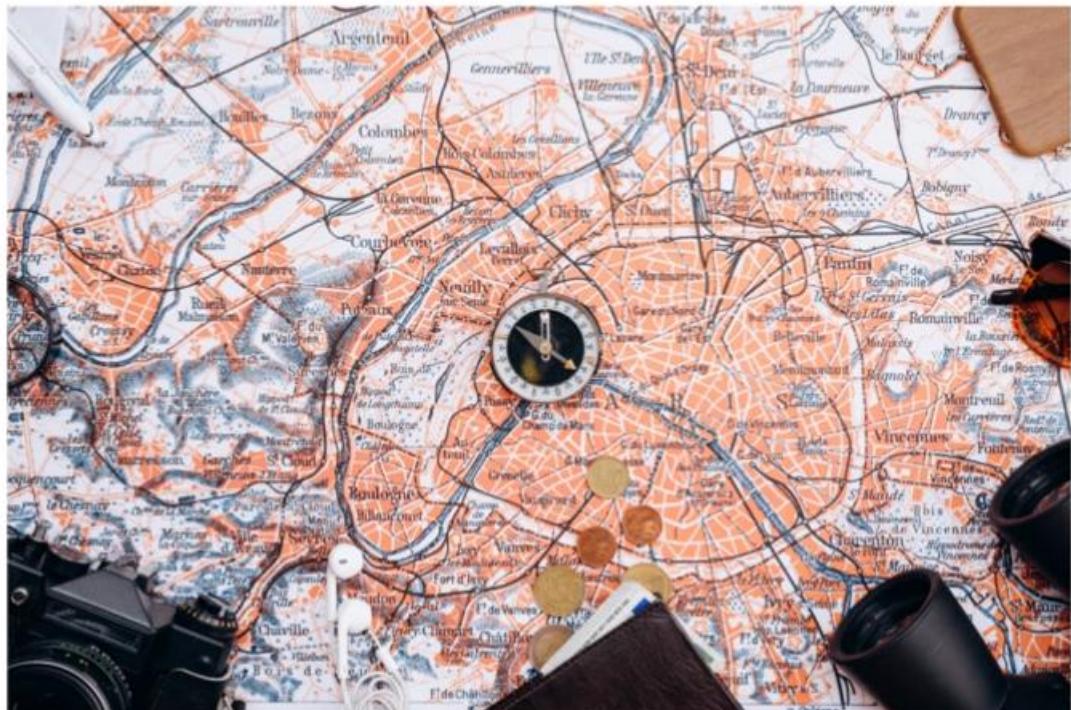
- By the end of this video, you should be able
 - define the concept of **AI literacy**,
 - explain how AI literacy contributes towards **enhancing risk management**,
 - **efficiency** and
 - **innovation** in your organization.
- And discuss key strategies that you can **implement to develop your team's AI literacy skills**.

AI Literacy

- AI literacy refers to the
 - **collective understanding**,
 - **skills**, and

- **competencies** in AI that enable **individuals and organizations** to use AI technologies **effectively, safely, and ethically**.
- This encompasses a broad spectrum of knowledge, from **basic awareness** and **application of AI tools** to the **ethical considerations** and **risks** associated with their use.
- So why is elevating your team's **AI literacy so crucial?**

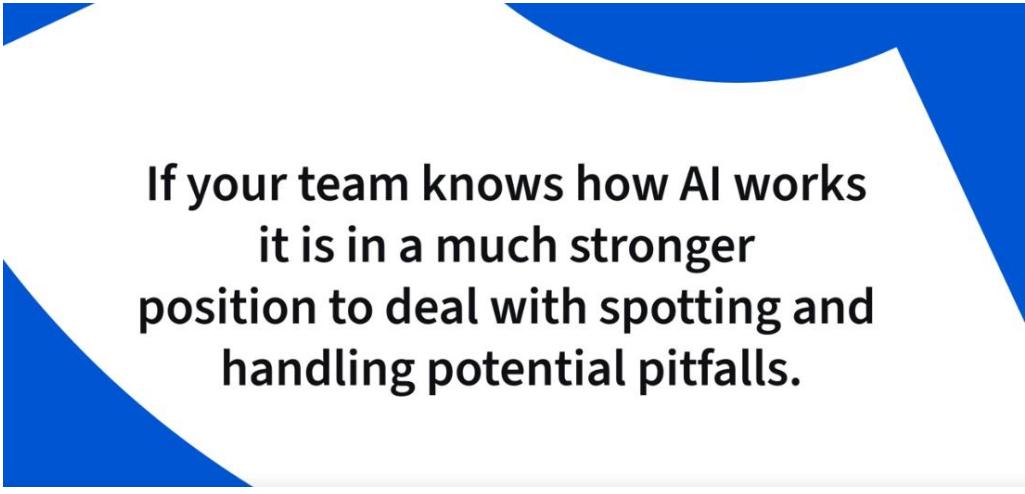
AI literacy is a map



- Think of it as having a map in unfamiliar territory.

AI Literacy...

- Allows your team to understand the lay of the land better
- Helps your team to navigate through it safely
- Ensures everything runs smoothly and securely
- With good AI literacy, your team doesn't just understand the lay of the land better, they also know how to navigate through it **safely**, ensuring that everything runs **smoothly** and **securely**.



If your team knows how AI works
it is in a much stronger
position to deal with spotting and
handling potential pitfalls.

-

If the people on **your team understand how AI works**, there is a much stronger position to deal with spotting and handling potential pitfalls in the workplace.

- So how can AI literacy contribute to enhancing **risk management**, **efficiency**, and **innovation** in your organization?

Risk Management

- Firstly, let's look at a case of risk management where better AI literacy could have prevented a significant data breach.

A Data Breach

- A well-intentioned team decides to use powerful AI tool for help
- Fed the AI system confidential meeting notes
- Future versions of ChatGPT may be able to reproduce this information
- Lack of understanding of the consequences led to data exposure
-
- Picture a well intentioned team, eager to solve some **tricky problems**, decided to use a **powerful AI tool** for help.
- This happened in real life with some engineers at a well-known technology company back in early 2023.
- They were trying to debug some code, and without realizing the full implications, that also fed the **AI system confidential meeting notes**.
- This amounted to effectively giving away confidential information forever.
- Future versions of ChatGPT may be able to reproduce this information to anyone who asks it the right prompt. The lack of understanding of the consequences of using AI unsafely led to **this data exposure**.

Benefits of AI literacy

- As you can see, good AI literacy helps prevent unintentional mistakes.

- The lack of understanding of the consequences of using AI unsafely led to this data exposure.

Benefit of AI literacy

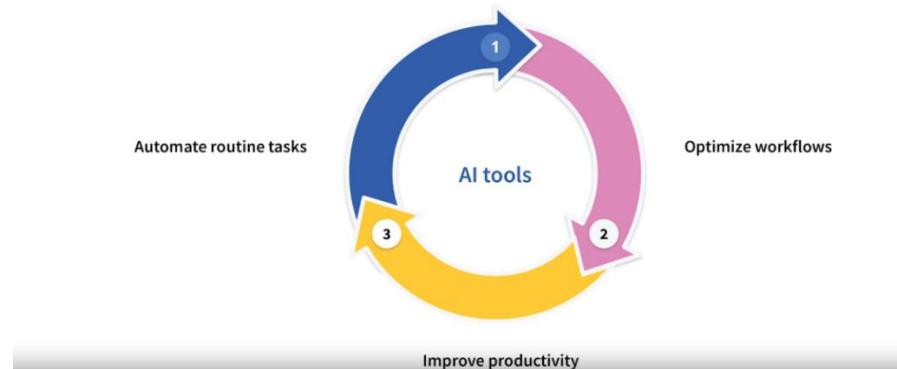
- Helps prevent unintentional mistakes
- Employees with AI literacy can better understand and manage the potential risks associated with their work:
 - Cybersecurity threats
 - Operational risks
 - Compliance issues
-
- Employees with good AI literacy can better **understand and manage** the **potential risks associated with their work**, including
 - **cybersecurity threats,**
 - operational risks, and
 - compliance issues.

What about efficiency?

- With a solid understanding of AI tools and applications, employees can
 - automate **routine tasks,**
 - optimize **workflows**, and

- improve productivity

What about AI efficiency?



- This not only saves time, but also allows staff to focus on **more complex and strategic activities** that add **greater value** to the organization.

Innovation front

- And on the innovation front, organizations with the workforce knowledgeable in AI are better **positioned to innovate and maintain** their competitive advantage.
- AI literacy fosters a **culture of innovation** where employees can contribute to the development of **new products, services and processes** that leverage AI technologies.

AI Literacy...

- Fosters a culture of innovation
- Employees can contribute to the development of:
 - New products
 - Services
 - Processes

Question - good AI literacy contribute to

Q: What kinds of areas can having employees with **good AI literacy** contribute to?
(Select all that apply).

Ans: a) **Risk Management**

Correct. Good AI literacy helps prevent unintentional mistakes. The lack of understanding of the consequences of using AI unsafely can lead to data exposure. Employees with good AI literacy can better understand and manage the potential risks associated with their work, including cybersecurity threats, operational risks, and compliance issues.

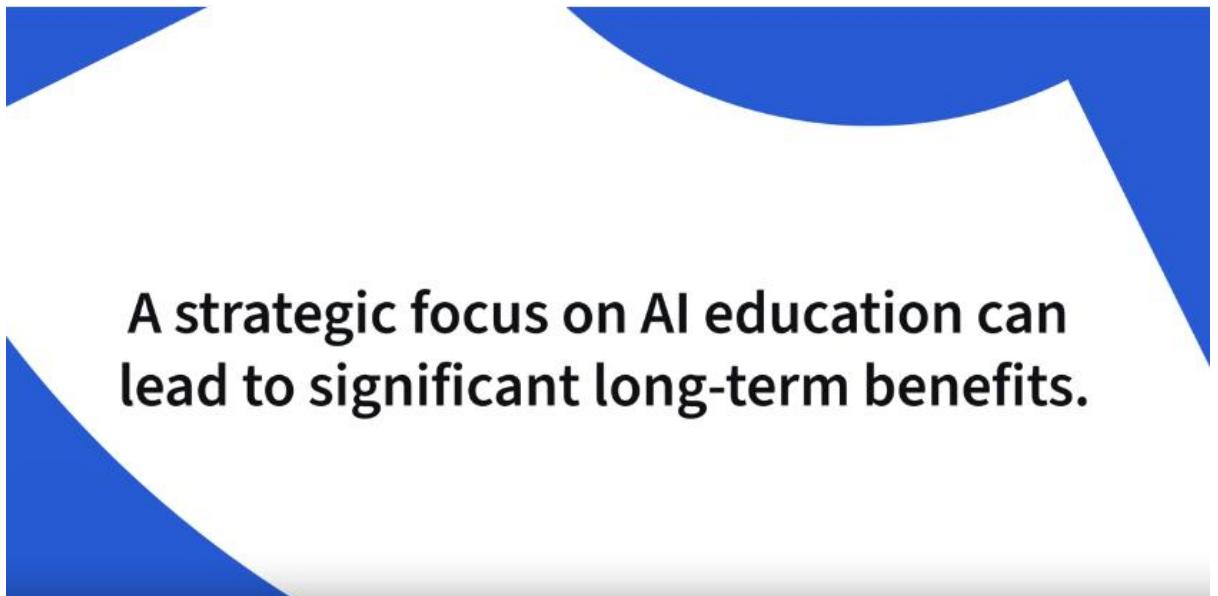
b) **Efficiency**

Correct. With a solid understanding of AI tools and applications, employees can automate routine tasks, optimize workflows, and improve productivity. This not only saves time but also allows staff to focus on more complex and strategic activities that add greater value to the organization.

c) **Innovation**

Correct. Good AI literacy fosters a culture of innovation, where employees can contribute to the development of new products, services, and processes that leverage AI technologies.

- As you can see, a strategic focus on **AI education** can lead to significant long term benefits.



A strategic focus on AI education can lead to significant long-term benefits.

How employees can learn AI basics

- Everyone needs to learn how these technologies work and how they can be applied in their day-to-day operations.
- It's about getting everyone on the same page and comfortable with using AI as a helpful resource.
- Some practical ways to do this are provide access to a multitude of free training courses on the basics of Genai and more advanced courses for those who already have a solid base understanding, make it mandatory that staff complete this training.
- As I'm sure you know, this is a rapidly changing space. Provide a fortnightly newsletter on the latest developments and include tips and tricks on how to get started and how to get better.
- At prompting, host learning sessions where staff practiced using AI tools for their day to day tasks in a safe environment.
- Enlist AI-savvy forerunners to start building a library of useful prompts that all staff can use, and create domain-specific prompt libraries.
- Encourage staff to feedback on how they're using the tools and how they feel about the impact of technology on their work.
- Keep your company guidelines updated regarding AI innovations so there's no confusion about what's allowed and what's not.
- A quick tip to guide them is, if you wouldn't post it on social media, don't put it into AI tools, unless **privacy** and **security** are guaranteed.
- Lastly, for those in your team who are creating AI tools, remind them to build them with care, following **ethical guidelines** and **local regulations**.
- By following these steps, your team is not just learning about AI, they're creating a culture that **embraces change, encourages sharing, and thrives on innovation**.

How employees can learn AI basics

- Free training courses
- Fortnightly newsletter
- Host learning sessions
- Enlist AI-savvy forerunners
- Encourage staff to feedback
- Keep your company guidelines updated regarding AI innovations
- Build AI tools with care

Summary

Summary

- We have defined AI literacy and explained how a team's AI literacy can impact risk assessment, efficiency, innovation, and maintain their strategic advantage.
- We've also looked at some practical steps that your organization can take to uplift the AI literacy of your team members.
- Boosting AI literacy within teams can lead to a competitive edge for your organization.
- It's about creating a forward thinking culture that embraces change, encourages innovation, and navigates the future with confidence

Summary

In this video, we learned:

- About AI literacy
- Explained how a team's AI literacy can impact **risk assessment, efficiency, innovation** and maintain their **strategic** advantage
- About some **practical steps** your organization can take to uplift the AI literacy of your team members

Step 3: Roll Out of Company-Wide AI Tools

- Imagine a workplace where employees possess the necessary skills and resources to work efficiently and come up with new ideas.
- This is what can be achieved by integrating GenAI tools into your company. Today we will explore the next step in developing a mature **AI capability tailored to your organization**. Namely, introducing AI tools for all employees.

Learning objectives

- By the end of this video, you should be able to learn how to integrate GenAI tools in your company for **greater efficiency** and **innovation**.
- You will also discover how to effectively use AI tools for **various roles within an organization**, showing how giving the **right tools** to the **right people** can make **work processes** and **productivity** better.

Learning objectives

By the end of this video, you will be able to:

- integrate GenAI tools in their organization for greater efficiency and innovation and,
 - recognize how to utilize AI tools effectively for various roles within their organization.
-
- Let's start with something exciting. In your company, you may have access to **GenAI tools** that are **secure** and **private**, so anyone can use them.
 - The idea of having these **GenAI tools** is to **boost how much gets done** and to **spark creativity** in you and **your employees**.

GenAI Tools - Microsoft AI tools

- **Microsoft Edge** is a free **AI powered web browser**. It comes with AI features, and here's the best part.
- It offers access to **GPT-4** through its **Copilot**, which is **Microsoft's AI based assistant**.

GenAI tools

For business



Microsoft Edge
Microsoft Copilot

- Microsoft Copilot features

Microsoft Copilot features

- 1 Boost creativity and productivity
- 2 Support learning and development
- 3 Help businesses grow
- 4 Make processes more efficient
- 5 Inspire new ideas

1. Boost Creativity and productivity

the Copilot feature can help boost creativity and productivity in your company by **automating routine tasks, enhancing collaboration, and improving decision making.**

2. Support learning and development

It supports learning and development, stimulates creative thinking, streamlines communication, and helps personalized customer experiences.

3. Help businesses grow

By offering leading edge GenAI capability, Copilot helps **businesses grow**,

4. Make processes more efficient

making their processes **more efficient**

Ensuring that both employees and customers benefit from its integration into daily operations

5. Inspire new ideas

and inspiring new ideas.

GenAI tools

For business



Microsoft Edge
Microsoft Copilot



Microsoft Copilot Pro

- Copilot Pro, which is part of **Microsoft 365**, also pops up in apps like **Word**, **Outlook**, **Excel**, **PowerPoint**, and **Teams**, and provides **priority access** to GPT-4
<https://www.microsoft.com/en-sg/store/b/copilotpro>

What is priority access?

During peak usage times, Copilot Pro subscribers will continue to have access to the latest AI models from Microsoft and OpenAI. Free users might experience temporary interruptions until things calm down.

- It's like having a **super assistant** that uses large language models, or LLMs, combined with your data in the **Microsoft graph** and the **Microsoft 365 apps**.

Microsoft Copilot Pro features

1

Create impressive presentations

2

Crunch numbers in spreadsheets

3

Summarize meetings

4

Organize your tasks

5

Draft emails

It can help you create impressive presentations, crunch those numbers in spreadsheets, summarize meetings, organize your tasks, draft emails and a whole lot more. It takes the boring bits out of your day, empowering you more

and makes technology easier for everyone

- It takes the boring bits out of your day, empowering you more and makes technology easier for everyone.
- Now, Copilot Pro isn't free, so it might be wise to start with a small group of, say, **marketing employees** to see how much it really helps.
- But before you jump in with Copilot Pro, **audit everyone's access to files**.
- You don't want any surprises with **confidential information being accessed via Copilot Pro**.
- Remember, it can **only access** what it's **already allowed to see**.

Copilot Pro vs Microsoft 365 Copilot

Feature	Copilot Pro	Microsoft 365 Copilot
Target Audience	Individual users (personal and family use)	Businesses and enterprises
Applications Supported	Word, Excel (Preview), PowerPoint, Outlook, OneNote	Word, Excel, PowerPoint, Outlook, Teams, OneNote
Pricing	\$20/user/month	\$30/user/month (with annual subscription)
AI Model Access	GPT-4 Turbo, priority during peak times	GPT-4, integrated with Microsoft Graph data
Customization Capabilities	Build custom Copilots (coming soon)	Copilot Studio to create custom agents and plugins
Enterprise-Grade Security	No, only personal data protection	Yes, inherits security, privacy, and compliance policies
Additional Tools	Enhanced image creation via Microsoft Designer	Business Chat, Copilot Pages, Copilot Dashboard for tracking

Data Grounding	Web-based data grounding	Organization-specific data from Microsoft Graph
----------------	--------------------------	---

For more details, visit the official Microsoft pages:

Microsoft 365 Copilot: <https://www.microsoft.com/microsoft-365/copilot>

Copilot Pro: <https://www.microsoft.com/en-us/copilot-pro>

GenAI Tools - ChatGPT Enterprise from OpenAI

- let's discover a company wide tool that's a bit more advanced. ChatGPT Enterprise from OpenAI. It's like a super charged version of what I've previously mentioned.

ChatGPT Enterprise features

ChatGPT Enterprise features:

- 1 Top-tier security and privacy
- 2 Quick access to the more powerful GPT-4
- 3 Handles longer pieces of text for data analysis
- 4 Can be tweaked for your needs

- It offers top tier security and privacy,
- quick access to the more powerful GPT-4, and
- can handle longer pieces of text for more complex content or data analysis.
- You also get to tweak it to your needs among other great features.
- ChatGPT Enterprise does come with the \$price tag.

- It may be a good idea to start small, maybe with a few employees in your company who are already exploring GenAI.

ChatGPT enterprise

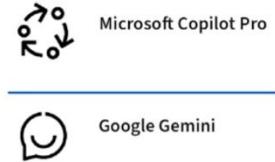
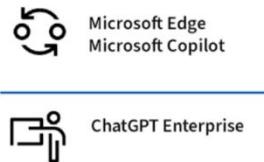
ChatGPT Enterprise



GenAI Tools - Google Gemini

GenAI tools

For business



Google Gemini features

Google Gemini features

- 1 Drafting emails
- 2 Creating presentations
- 3 Generating images

Role Specific – Sales

GenAI tools

For business



Microsoft Edge
Microsoft Copilot



Microsoft Copilot Pro



ChatGPT Enterprise



Google Gemini

For sales



Microsoft Sales Copilot

- Now that you're more familiar with the company wide AI tools that are available, let's explore tools that will help specific teams or roles in the company to be more productive.
- For all the **sales pros** out there, **Microsoft's sales Copilot** has a major impact and is completely free in Microsoft Outlook and Microsoft Teams.
- It's connected up to **Dynamics 365** and **Salesforce's CRM**, making it a breeze for **sales teams** to keep client records in their CRM systems up to date.

- Imagine wrapping up a call in **Teams** and **creating actions** that save directly to your CRM.
- How amazing is that? It's all about making your **sales processes as seamless as possible**, **freeing up** more time to **focus on what really matters**, connecting with your **clients** and **closing those deals**.

Role Specific – Developers

GenAI tools

For business



Microsoft Edge
Microsoft Copilot



Microsoft Copilot Pro



ChatGPT Enterprise



Google Gemini

For sales



Microsoft Sales Copilot

For developers



Github Copilot

- Now let's talk about technology in design tools.
- For the coders, GitHub Copilot is like having a coding buddy that boosts your productivity. It's a bit of an investment but the **payoff in save time** and effort **is huge**.

- Adobe Firefly

GenAI tools

For business



Microsoft Edge
Microsoft Copilot



Microsoft Copilot Pro



ChatGPT Enterprise



Google Gemini

For sales



Microsoft Sales Copilot

For developers



Github Copilot



Adobe Firefly

GenAI tools

For business



Microsoft Edge
Microsoft Copilot



Microsoft Copilot Pro

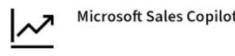


ChatGPT Enterprise



Google Gemini

For sales



Microsoft Sales Copilot

For developers



Github Copilot



Adobe Firefly



DALL-E



Midjourney

Summary

Summary

In this video, we learned:

- Microsoft's AI tools **transform daily tasks**.
- ChatGPT Enterprise is a **powerful AI tool** that can help with task automation and content creation.
- GitHub, Copilot, Adobe Firefly, DALL-E, and Midjourney help **boost productivity** and **increase creative freedom**.
- Microsoft's AI tools such as Copilot Pro in Microsoft 365 are transforming daily tasks by assisting in everything from **email drafting to presentation creation, promoting productivity through natural language interactions**.
- ChatGPT Enterprise on the other hand, aims to provide businesses with a powerful AI tool that can assist in various tasks such as automating customer service, generating content, and so on.
- For developers and designers, **GitHub Copilot and Adobe Firefly** along with image generation platforms like **DALL-E and Midjourney** are **pivotal** in boosting productivity and allowing for **more creative freedom**.
- I encourage you to embrace these innovations, tailoring them to your needs, and enjoying the ride towards a smarter more productive workplace. Let's keep pushing the boundaries of what we can achieve with AI.

Getting Started with AI Tools

The readings below provide introductions to MS Copilot and Google Gemini, and can help you roll out these tools in your organization.

MS Copilot: <https://learn.microsoft.com/en-us/microsoft-365-copilot/microsoft-365-copilot-setup>

Google Gemini: <https://support.google.com/a/answer/13623623?hl=en>

Step 4: Human Resources

- In the dynamic realm of AI, the key to unlocking groundbreaking innovation lies in the power of diversity and collaboration.
- Blending the unique perspectives of technical and non-technical roles is not just beneficial, it's imperative for leading transformational business outcomes.
- Today, we'll uncover how both **non-technical** and **technical roles** converge to enable the development and implementation of innovative AI driven solutions. Let's get into it.

Learning Objectives

- By the end of this video, you should be able to recognize the role of both non technical and technical positions in contributing to the successful development and implementation of AI driven solutions for their organizations.

Learning objectives

By the end of this video, you will be able to:

- recognize the role of both non-technical and technical positions in contributing to the successful development and implementation of AI-driven solutions for their organizations.

Non-technical roles

Non-technical roles

- 1 GenAI Lead
- 2 Product Manager or Product Owner
- 3 UX/UI Designer
- 4 Governance Experts

GenAI Lead

GenAI Lead

- Captain of the ship
- Responsible for coming up with a clear plan for how AI can help your company
- At the top of the list is the GenAI lead. This person is the captain of the ship when it comes to your organization's AI journey.
- They're responsible for coming up with a clear plan for how **AI can help your company**, making sure it fits with what the business is trying to achieve overall.
- Example
 - Chief AI Officer (CAIO) - Strategic Leadership, **Governance and Ethics, Cross-functional Collaboration.**
 - Head of Data Science or AI - Technical Leadership, Data and Model Management, AI Research and Development.
 - AI Product Manager - Product Vision and Roadmap, User Experience (UX) and Adoption, **Performance Tracking**

Product Manager / Product Owner

Product Manager or Product Owner

- Connectors between the technical side of things and the business side
- The second non-technical role we're looking at is the product manager or product owner.
- These people are like the connectors between the technical side of things and the business side, making sure everything the technical team does fits with what the company wants to achieve.

UX / UI Designer

UX/UI Designer

- Makes sure your AI solutions are easy and pleasant to use
- Designing how the solution looks and feels, and they test everything to see how users interact with it



- The next non technical role is the UX or UI designer.
- This is the person who makes sure your AI solutions are easy and pleasant to use.
- They're all about designing how the solution looks and feels, and they test everything to see how users interact with it.
- Their goal?
- To make sure that when someone uses your AI, it's a smooth and enjoyable experience.

Governance Expert

- Our final non-technical role involves the governance experts.
- These are the people who focus on data governance, which is all about ensuring our AI models handle data responsibly and securely, without stepping over any boundaries.
- Then there's regulatory governance, where they check that our AI solutions follow all the local laws and regulations.

Questions - non-technical positions that contribute to the successful development and implementation of AI-driven solutions

Question What are the non-technical positions that contribute to the successful development and implementation of AI-driven solutions for their organizations? Choose all that apply.

Answer

a) Gen AI lead

Correct. This person is the captain of the ship when it comes to your organization's AI journey. They're responsible for coming up with a clear plan for how AI can help your company, making sure it fits with what the business is trying to achieve overall.

b) UI / UX

The UX/UI designer is the person who makes sure your AI solutions are easy and pleasant to use. Their goal is to ensure that when someone uses your AI, it's a smooth and enjoyable experience.

c) Governance Experts

The Governance Experts are people who focus on Data Governance, which is all about ensuring our AI models handle data responsibly and securely, without stepping over any boundaries. Then there's Regulatory Governance, where they check that our AI solutions follow all the local laws and regulations.

What are the non-technical positions that contribute to the successful development and implementation of AI-driven solutions for their organizations? Choose all that apply.

Gen AI lead

Correct

Correct. This person is the captain of the ship when it comes to your organization's AI journey. They're responsible for coming up with a clear plan for how AI can help your company, making sure it fits with what the business is trying to achieve overall.

Product Manager

UX/UI Designer

Correct

The UX/UI designer is the person who makes sure your AI solutions are easy and pleasant to use. Their goal is to ensure that when someone uses your AI, it's a smooth and enjoyable experience.

Governance Experts

Correct

The Governance Experts are people who focus on Data Governance, which is all about ensuring our AI models handle data responsibly and securely, without stepping over any boundaries. Then there's Regulatory Governance, where they check that our AI solutions follow all the local laws and regulations.

- Now that we've seen how non-technical roles lay the groundwork for gen AI tools with their visionary and strategic skills, it's time to shift gears

Technical roles

Technical roles

1

AI Platform Engineer

2

Data Engineers

3

Software Developers

4

Machine Learning Engineer and the MLOps Engineer

•

AI Platform Engineer

AI Platform Engineer

- The builder of the group
- They work with something called APIs

A photograph showing two individuals, a man and a woman, looking at a computer monitor. The woman, wearing a blue shirt and glasses, is leaning in closer to the screen. Both appear to be focused on the content displayed on the monitor.

- The first technical role we're diving into is the AI platform engineer.
- Now, this person is like the builder of the group, creating the **foundation** that lets us use AI in our projects.
- They **work** with something called **APIs**, which are like **bridges**, allowing **different pieces of software** to talk to each other.
- Their job involves not just building new things, but also making sure that these new AI tools can **connect smoothly with the systems** that we already have.

Data Engineers

Data Engineers

- They are the ones who make sure that fuel is ready to go
- Making sure our AI has the high-quality data it needs to do its job

• They are the ones who make sure that that fuel is ready to go. They're all about getting the data prepared and set up so that **our custom AI solutions** can use it.

- They play a crucial role in making sure our AI has the **high quality data it needs to do its job.**

Software developers

Software Developers

- The creative minds
- They're like the architects and builders
- Then we have the software developers. These are the creative minds who take all of that AI infrastructure we've been talking about and use it to build custom applications specifically for our company.
- They're like the architects and builders, making the tools and materials provided by the AI platform engineers and the data engineers, and crafting them into something unique and useful for our business.

Machine learning engineer and MLOps Engineer

Machine Learning Engineer and the MLOps Engineer

- Build and teach the models to think and learn
- Deploy these models into the real world and making sure they keep running smoothly

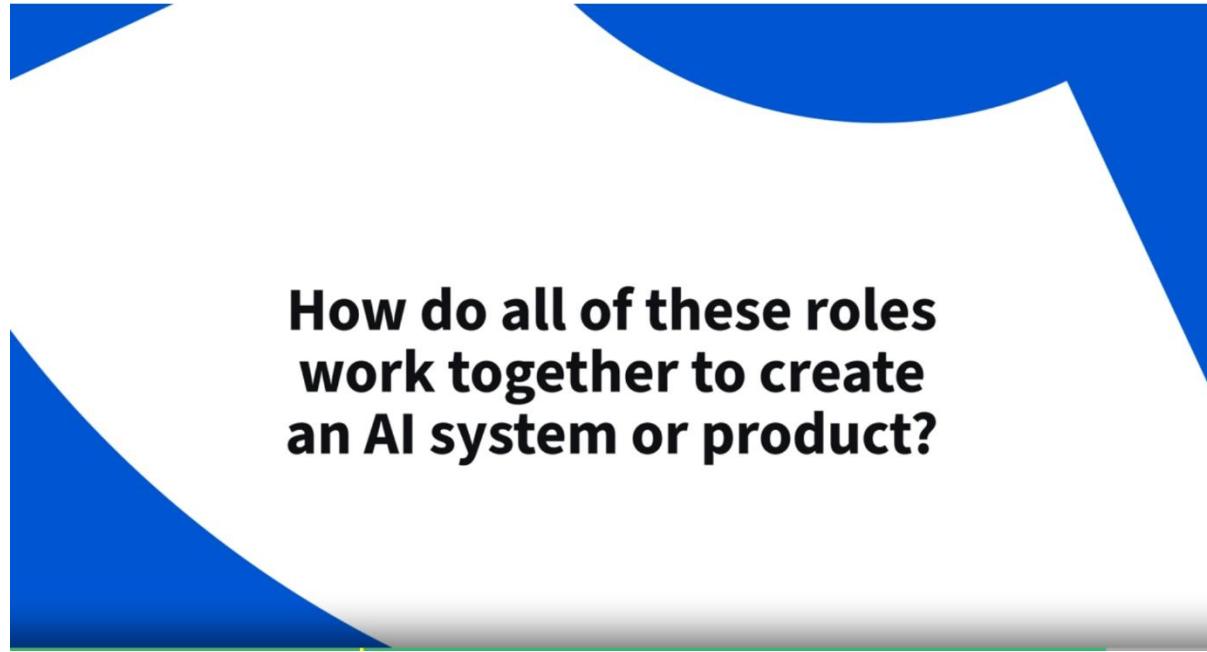
The last technical role we've been looking at is a bit of a two in one, the machine learning engineer and the MLOps engineer.

- If your plan includes creating your very own AI models, the machine learning engineer is your go-to.
- They're the ones who build and teach the models to think and learn. After that, the MLOps engineer takes the baton, deploying these models into the real world and making sure that they keep running smoothly.

Roles work together to create an AI system

roles work together to create an AI system

So how do all of these roles work together to create an AI system or product?



**How do all of these roles
work together to create
an AI system or product?**

Scenario with an example

The “FutureTech” team



At **FutureTech**, a diverse team collaborates on an AI driven tool to personalize **shopping experiences**. The **generative AI lead** crafts the **vision**, while the **product manager** ensures this vision **meets business needs**.

- The **UX UI designer** focuses on **user engagement**.
- **Governance Experts** guarantee **compliance with regulations**.
- Technical roles like **AI platform engineers, data engineers, and software developers** build the **infrastructure and application**, while **machine learning engineers** and mlops engineers develop and **manage the AI models**.
- This collaborative effort seamlessly integrates
 - **strategy,**
 - **design,**
 - **technology, and**
 - **transforms the shopping experience through innovation**

Summary

Summary

In this video, we learned:

- AI projects necessitate a **collaborative approach** and **diverse set of skills** to transform strategic visions into practical, efficient, and compliant AI solutions.
- We see that AI projects **necessitate a collaborative approach** and diverse set of skills to **transform strategic visions** into practical, efficient, and compliant AI solutions.
- Now that you've seen the **unique roles and potential** for collaboration in AI development, this is your invitation.
- Whether you're guiding the strategic direction as a gen AI lead or pioneering innovative technologies as a software developer to embrace the opportunity to contribute to transformative AI driven solutions.

How to Build an Effective Gen AI Capability

The article below explores actions that CIOs and CTOs can take to reimagine business and technology with generative AI.

<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/technologys-generational-moment-with-generative-ai-a-cio-and-cto-guide>

Lesson 1: Practice Quiz

Lesson 1: Practice Quiz

Review Learning Objectives

coach ^

Ready to review what you've learned before starting the assignment? I'm here to help.

 Help me practice

 Let's chat

Assignment details

Attempts

Unlimited

Start

Your grade

You haven't submitted this yet. We keep your highest score.

--

1. What is the primary purpose of conducting a digital capability assessment in an organization?

1. What is the primary purpose of conducting a digital capability assessment in an organization?

- To assess the financial stability of the organization.
- To evaluate the organization's digital capabilities and align them with business goals.
- To determine the organization's market share.
- To calculate the return on investment for digital marketing campaigns.

2. Why should an organization consider implementing Microsoft Copilot or Google Gemini?

2. Why should an organization consider implementing Microsoft Copilot or Google Gemini?

- To improve their search engine rankings.
- To enhance team collaboration and productivity.
- To increase their social media following.
- To automate their email marketing campaigns.

3. What is one of the key actions technology leaders can take to create value with generative AI according to the article titled ‘Technology’s generational moment with generative AI: A CIO and CTO guide’?
3. What is one of the key actions technology leaders can take to create value with generative AI according to the article titled ‘Technology’s generational moment with generative AI: A CIO and CTO guide’?
- Ignore the potential of generative AI and continue with traditional methods.
 - Develop a “financial AI” (FinAI) capability that can estimate the true costs and returns of generative AI.
 - Focus solely on the risks without considering the benefits of generative AI.
 - Avoid investing in upskilling programs for current employees.

Module 3

Mitigating Disruption in an AI Landscape: Performing a Risk Assessment

- In running your business, it's crucial to take a step back and evaluate potential risks, especially when it comes to disruptive new AI technologies.
- Ask yourself some key is your core business under threat? Are your competitors surging ahead and leaving you behind?
- Today, we'll uncover how to mitigate against disruption caused by AI. More specifically, we will be exploring risk assessments.

“Is your core business under threat?”
“Are your competitors surging ahead, leaving you behind?”

Learning Objectives

- By the end of this video, you should be able identify possible AI-related risks in your organization and perform a risk assessment in the context of new disruptive AI technologies to evaluate and minimize risks.
- Let's first explore how to identify possible AI-related risks in your organization.

Learning Objectives

By the end of this video, you will be able to:

- Identify possible AI risks in your organization.
- Perform a risk assessment to evaluate and minimize risks.

Identify possible AI-related risks in your organization

- Let's first explore how to identify possible AI-related risks in your organization.

**How to identify possible
AI-related risks in your organization.**

how AI is being used in your industry

How AI is being used in your industry

- Start by looking into how AI is being used in your industry.
- Find out who is using AI and what they're doing with it.
- Compare your AI efforts with the leading companies to learn from their successes and the challenges that they face.

How AI is being used in your industry

- Who is using AI?
- What they are doing with it

Risks and opportunities

- Then think about the risks and opportunities that come with AI, like the risk of falling behind or finding new ways to grow your business
- Plan for different ways your competitors might use AI and how that might affect you.

Risks and opportunities of AI

- The risk of falling behind.
- The opportunity of finding new ways to grow your business.
-

Working with others who are interested in AI

- And finally, think about working with others who are interested in AI.
- Remember, keeping an eye on how AI is changing and what new risks come with it is an ongoing task.
- This will help you stay ahead and make the most of AI in your field.

Working with others interested in AI

- Keeping an eye on how AI is changing
- What new risks come with AI

How you can perform a risk assessment



**How you can perform a
risk assessment**

-

Potential impact that the risk can have if it's realized

How you can perform a risk assessment

- Determine the potential impact that the risk can have if it is realized
- Use an **impact scale**
- First, determine the potential impact that the risk can have if it's realized. To do this, an impact scale can be utilized
- An example of how to assess the potential impact of a risk using an **impact scale** is to analyse the risk against the scale ratings of one to five.
- Where **five is an extreme** risk, which may be defined as losing a **very large amount of income**, **one on the scale** would typically be an incidental risk, which could be potentially **an incidental financial loss**.



Illustrative Impact Scale		
Rating	Descriptor	Definition
5	Extreme	<ul style="list-style-type: none"> • Financial loss of \$X million or more³ • International long-term negative media coverage; game-changing loss of market share • Significant prosecution and fines, litigation including class actions, incarceration of leadership • Significant injuries or fatalities to employees or third parties, such as customers or vendors • Multiple senior leaders leave
4	Major	<ul style="list-style-type: none"> • Financial loss of \$X million up to \$X million • National long-term negative media coverage; significant loss of market share • Report to regulator requiring major project for corrective action • Limited in-patient care required for employees or third parties, such as customers or vendors • Some senior managers leave, high turnover of experienced staff, not perceived as employer of choice
3	Moderate	<ul style="list-style-type: none"> • Financial loss of \$X million up to \$X million • National short-term negative media coverage • Report of breach to regulator with immediate correction to be implemented • Out-patient medical treatment required for employees or third parties, such as customers or vendors • Widespread staff morale problems and high turnover
2	Minor	<ul style="list-style-type: none"> • Financial loss of \$X million up to \$X million • Local reputational damage • Reportable incident to regulator, no follow up • No or minor injuries to employees or third parties, such as customers or vendors • General staff morale problems and increase in turnover
1	Incidental	<ul style="list-style-type: none"> • Financial loss up to \$X million • Local media attention quickly remedied • Not reportable to regulator • No injuries to employees or third parties, such as customers or vendors • Isolated staff dissatisfaction

Deloitte & Touche LLP, October 2012

Impact Scale

Impact Scale

Level 5:

- **Extreme** risk
- Losing a very large amount of income

Level 1:

- **Incidental** risk
- Financial loss up to one million dollars

•

Likelihood scale

- Next, you need to evaluate how probable it is that the risk will come to bear.
- To assess the chance of an event happening, you can use a likelihood scale.

How you can perform a risk assessment

- Evaluate how probable it is that a risk will come to bear
- Use a **likelihood scale**

•

Illustrative Likelihood Scale				
Rating	Annual Frequency Descriptor	Definition	Probability Descriptor	Definition
5	Frequent	Up to once in 2 years or more	Almost certain	90% or greater chance of occurrence over life of asset or project
4	Likely	Once in 2 years up to once in 25 years	Likely	65% up to 90% chance of occurrence over life of asset or project
3	Possible	Once in 25 years up to once in 50 years	Possible	35% up to 65% chance of occurrence over life of asset or project
2	Unlikely	Once in 50 years up to once in 100 years	Unlikely	10% up to 35% chance of occurrence over life of asset or project
1	Rare	Once in 100 years or less	Rare	<10% chance of occurrence over life of asset or project

Deloitte & Touche LLP, October 2012



One way to assess likelihood is to analyse **risks against a scale of 1 to 5**, where 5 indicates that the event has a 90% or greater chance of occurring at least once in the next two years.

- A 1 on the scale would indicate that its occurrence is rare, which means it might happen once in a hundred years.

Likelihood Scale

Level 5:

- A **90% or greater chance of occurring at least once in two years**

Level 1:

- Might happen **once in a hundred years**

- The probability of this happening would be less than 10% chance of occurrence thereafter. Prioritize your risks in order of the combination of severity of impact and likelihood of happening.
- If your risks have an impact of extreme or major and are likely to happen, you need to put plans in place immediately to mitigate against these to reduce your risk.
- When you've identified your mitigations, assess the risks again and see if they have lessened the likelihood of eventuating. You want to reduce the likelihood to unlikely or rare and the impact to minor or incidental.

Mitigation

After mitigation, assess again:

- Reduce risk to “unlikely” or “rare”
- Reduce impact to “minor” or “incidental”
-
- When you've identified your mitigations, assess **the risks again** and see if they have lessened the likelihood of eventuating.
- You want to reduce the likelihood to unlikely or rare and the impact to minor or incidental.

Example of Risk assessment in action



Example of a risk assessment in action

- Risk assessment

Risk Assessment:

- ABC Language Translation Services specializes in legal document translation across 50 languages
 - Relies on a skilled team of translators
 - Facing competition from AI-driven competitors
 - Organization assesses the risk posed by AI competitors
- ABC Language Translation Services specialize in translating legal documents across 50 languages, relying on a skilled team of translators.
- Recently, there has been a significant rise of **AI-driven competitors** offering **faster, cheaper**, and **quality** comparable services.
- The organization decides to assess the significance of this risk on their organization.

- First, the potential impact of losing business to AI competitors is assessed on the impact scale.

Impact of losing Business - High

Impact of losing business:

- Loss of market share could have severe financial implications
- Ratings range from 4 to 5 on the impact scale

- If ABC loses a considerable portion of its market share, the financial implications could be **severe**, potentially fitting a **four or five** on the impact scale, where five represents an **extreme impact** such as a **loss exceeding \$1 billion** and four might indicate a **major financial** hit, such as **losses in the tens or hundreds of millions**.

Impact of losing Business

Likelihood is high

Likelihood of losing business to AI competitors is high:

- Clients likely to turn to AI-driven options
- Ratings range from 4 to 5 on likelihood scale

- In turn, given the market **trends towards**
 - **efficiency**,
 - **cost reduction**, and
 - the **rapid advancement of AI in translation accuracy**, the **likelihood** of this risk is also **high**.
- Clients seeking **cost effective** and **quick translation** services are likely to turn to **AI-driven options**, positioning ABC language translation services likelihood at a four or five on the likelihood scale, with an impact rated as a four or five and a likelihood of four or five.

Mitigation strategy

Risk Assessment:

- High impact and high likelihood of losing business to AI competitors
- Mitigation strategy necessary

- The risk of losing the business to AI competitors is **both high impact and high likelihood**, therefore necessitating a mitigation strategy to counter the risk.

Strategy

Strategy:

- Integrate AI into service offerings to reduce costs, improve efficiency, and remain competitive
- Combine strengths of human translators with AI's efficiency
- By integrating AI into their service offerings, ABC Language Translation Services can reduce
 - operational costs,
 - improve efficiency, and

- maintain competitive pricing without sacrificing the quality that their clients expect.
- In addition, leveraging the unique strengths of human translators for tasks requiring deep cultural understanding and nuances, combined with AI's efficiency can create a differentiated service offering.

Strategy Result

Strategy Result:

- After AI integration, likelihood decreases to 2 or 3
- New competitive advantages lower threat of losing business
- After implementing this strategy, the organization reassesses the risk, discovering a lowered likelihood from a 4 to 5 to a 2 to 3.
- This indicates that the threat of losing business to competitors has become less probable due to the **new competitive advantages** introduced by the AI integration.

Question - two of the following types of scales are used during risk assessments

a) Impact Scale

An impact scale is used to analyse the risk against the scale ratings of 1-5, where five is an extreme risk which may be defined as losing a very large amount of money. One on the scale would typically be an incidental risk which could be a financial loss up to one million dollars.

b) Likelihood scale

A likelihood scale is used to analyse risks against a scale of 1-5, where five indicates the event has a 90 percent or greater chance of occurring at least once

in two years. A one on the scale would indicate that its occurrence is rare, which means it might happen once in a hundred years. The probability of this happening would be <10% chance of occurrence.

Which two of the following types of scales are used during risk assessments? (Select all that apply.)

Cost scale

Impact scale

Correct

Correct. An impact scale is used to analyze the risk against the scale ratings of 1-5, where five is an extreme risk which may be defined as losing a very large amount of money. One on the scale would typically be an incidental risk which could be a financial loss up to one million dollars.

Likelihood scale

Correct

Yes. A likelihood scale is used to analyze risks against a scale of 1-5, where five indicates the event has a 90 percent or greater chance of occurring at least once in two years. A one on the scale would indicate that its occurrence is rare, which means it might happen once in a hundred years. The probability of this happening would be <10% chance of occurrence.

Consequence scale

Summary

What have we learned?

Identify risks:

- Look into how AI is being used
- Think about the risks and opportunities
- Think about working with others who are interested in AI

Perform risk assessments:

- Evaluate both the impact and likelihood of risks occurring
- Enable your organization to manage and mitigate risks in a structured manner

Identify risks,

- First off, to identify risks, you should look into how AI is being used in your industry. Think about the risks and opportunities that come with AI, and think
-

- about working with others who are interested in AI.
- perform risk assessments

perform risk assessments

- Secondly, it's important to perform risk assessments where you evaluate both the impact of potential risks and the likelihood of those risks occurring. This will enable your organization to manage and mitigate risks in a structured manner.
-
- Ultimately, staying informed about AI developments and adopting a proactive approach to risk management are key to leveraging AI technologies for growth and sustainability.

Case Study: How Global Companies Use AI to Prevent Supply Chain Disruptions

[How Global Companies Use AI to Prevent Supply Chain Disruptions \(hbr.org\)](#)

Summary

- The document "How Global Companies Use AI to Prevent Supply Chain Disruptions" explores how companies like **Walmart, Siemens, and Unilever are leveraging AI to enhance supply chain resilience.**
- AI tools improve supplier discovery, expedite responses to disruptions, and even automate negotiations.
- For example, **Unilever uses AI to find alternative suppliers**, while **Siemens employs AI to handle inventory challenges**.
- Companies are **advised to pilot AI technologies, customize their tools for specific supply chain needs**, and focus on **strategic applications** to maximize the benefits 【35†source】 .

Initiatives for Introducing Efficiencies

- Imagine a workplace where there are manual and time consuming tasks that take staff a huge amount of time to complete.

- Now, think about having the ability to transform those tasks into efficient, automated processes that free up staff to perform more high-quality work.
- That's where the power of GenAI can enhance your organization's productivity and achieve meaningful results.
- Today, we'll uncover how to introduce efficiencies into your organization through GenAI initiatives and design thinking methods

Learning objectives

Learning Objectives

By the end of this video, you will be able to:

- Use **prompt libraries** in making your organizational tasks more efficient.
- Analyze how **design thinking methods** can be integrated with GenAI to enhance organizational efficiencies.
- you should be able to make use of **prompt libraries** in making your organizational tasks more efficient and
- analyse how **design thinking** methods can be integrated with GenAI to enhance organizational efficiencies.

Prompt Library

- A collection of ready-made instructions that can inspire your team to interact with AI in ways that support efficiency and creativity.

Prompt Libraries Can...

- Boost productivity for technically adventurous staff
 - Bring more tentative staff up to speed quicker
 - Help ensure the whole team uses AI tools to their full potential
-
- Once you've shown your team **how to use AI tools** and they've got a **good grasp on how AI works**, you'll see them start to use **these tools to help them** to be more efficient in their jobs.
 - But they can use some guidance to really get the hang a bit. One way you can help is by providing a prompt library.
 - A **prompt library** is essentially a collection of **ready-made instructions** that can inspire your team to interact with AI in ways that support efficiency and creativity.

- The provision of prompt libraries can **boost productivity for technically adventurous staff** and bring more tentative staff up to speed quicker.
- It can help ensure that the whole team uses AI tools to their **full potential**.
Prompt Library

Examples of prompts

- Examples of prompts that could form part of your prompt library include,
 - **summarize the meeting transcription into the top five takeaways**, including **action items** or
 - **write a concise product description for our product X**.

Other possibilities may involve inputs, such as,

- **compose an email** to the X team requesting a meeting to discuss Y or
- **generate an inventory report** for product X, including stock levels, expiration dates, and re-order recommendations.

Question - prompt libraries

Question: Which of the following statements about prompt libraries are true?

Ans:

An example of a prompt that could form part of your prompt library might be:

“Summarize the meeting transcription into the top five takeaways including action items”.

Question

Which of the following statements about prompt libraries are true?

- A prompt library is an online collection of books and articles around AI prompting and best practices.
- Prompt libraries are specialized repositories of programming code designed to generate random prompts for users.
- An example of a prompt that could form part of your prompt library might be: “Summarize the meeting transcription into the top five takeaways including action items”.
- Prompt libraries aim to take over your team’s organizational tasks to allow them more time for other work.

Correct

Correct. Other possibilities may involve inputs such as “Compose an email to the X team requesting a meeting to discuss Y” or “Generate an inventory report for product X, including stock levels, expiration dates, and reorder recommendations.”

Skip

Continue

Design Thinking

Emphasizes a flexible, human-centered approach for identifying and solving problems

- Now, let's explore a highly effective ideation methodology that can help identify initiatives to introduce efficiencies.
- When leading and **brainstorming session** to find solutions to problems, the design thinking methodology from **Stanford's D school** is an invaluable tool.
- The methodology emphasizes a **flexible human-centred approach** for identifying and solving problems, making it ideal for generating ideas or ideation, and pinpointing **AI initiatives to enhance your organization's efficiency**.

5 Trustworthy AI core principles

1. Empathize

Empathize

- Put yourself in your team's shoes
 - What motivates them
 - What problems they face
 - What they want to achieve
 - Understand their feelings and challenges
-
- Start by putting yourself in your team's shoes.
 - Think about what motivates them, what problems they face, and what they want to achieve.
 - Using design thinking, you focus on the team and how they work, looking for ways to make their jobs easier.
 - This step shows that you're trying to understand their feelings and challenges by empathizing with them.

2. Define

Define

- Identify the problems
 - Think about how to solve the problems
 - "How might we do this?"
 - State the problem in a way that focuses on real human needs
-
- the next step is to clearly identify the problems, which we call the define phase.
 - In this phase, the organization looks closely at the challenges or identifies the problems, and then thinks about how to solve them by asking, how might we do this?
 - It's an important step because it helps you know exactly what to focus on when thinking about new ideas.
 - You take what you've learned from listening to people and use it to state the problem in a way that really focuses on real human needs.
 - This helps make sure that the solutions that you come up with are actually helpful and relevant.
3. Ideate

Ideate

- Use different ways to think of as many solutions as possible
 - Brings together many different ideas and views
-
- The define phase then blends with the next one, where everyone brainstorms on how to deal with the challenges, which we call the ideation phase.
 - Here, the team uses different ways to think of as many solutions as possible.
 - This step is important because it brings together many different ideas and views, helping to find the best solution.
4. Prototype
 5. Test

Example of Empathise, Define and Ideate

Andy

- Systems engineer
- Challenge: Customer inquiries peaked during the busiest season
 - Frustrated customers
 - Major drain on staff

Design thinking in action



The Problem...

- The **delay** in responding to customer inquiries resulted in **poor service**
-
-

The Solution...

- Leveraging AI technology
- Implementing a **chatbot** that could **address customer queries**
- Reduce the burden on the staff by automating responses
- Conserving the staff's energy for complex tasks
- Let's explore how the empathize, define, and ideate phases can be applied in a real world example.
- Andy, a systems engineer at Tech Forge innovations faces **a mounting challenge** as **customer inquiries** peaked during the **busiest season**, overwhelming the team and leading to **significant delays** in responses.

- This not only **frustrated customers**, but also became a **major drain on staff as they spent countless hours** answering queries, **leaving them unable to focus on other important tasks**.
- Determined to find a solution, Andy convened a **brainstorming session with his team, urging them to use technology** creatively to improve customer service.
- He introduced them to **the design thinking process**, starting with **empathizing with both the customers who were unhappy with the slow service and the staff who were eager to provide better service**, but felt helpless due to being understaffed.
- The **problem was clear**, that delay in responding to **customer inquiries resulted in poor service**.
- Andy and his team then reframe this challenge, exploring how to resolve it for their customers.
- They considered leveraging AI technology and envisioned implementing a **chatbot** that could immediately address customer queries.
- This innovation promised to significantly reduce the burden on the staff by automating responses, thus conserving their energy for more complex tasks and improving their work efficiency.
- By enhancing customer satisfaction through faster service and alleviating staff's workload, Andy demonstrated **the power of AI in achieving both internal and external efficiencies**, transforming the service delivery model at Tech Forge innovations.

Summary

Summary

In this video, we learned:

- Prompt libraries are **sets of ready-made instructions** that help you and your team interact with AI more effectively, making it easier for everyone to get up to speed and fully utilize AI tools.
 - The three design thinking steps (empathize, define, ideate) foster a **human-centered approach** to innovation and problem-solving.
-
- First, you discovered how **prompt libraries** can significantly speed up your work and increase efficiency. These are sets of ready-made instructions that help you and your team interact with AI more effectively, making it easier for everyone to get up to speed and fully utilize AI tools.
 - Next, the three **design thinking steps**, namely empathize, define, and ideate, focus on understanding users, articulating problems, and generating creative solutions, fostering a human-centered approach to innovation and problem solving so there you go.
 - By harnessing the power of AI and design thinking methods, your organization can truly transform manual, time consuming tasks into efficient, automated processes, **significantly boosting your organization's productivity**.

Case Study: How Gen AI Is Reshaping Fashion's Creativity and Introducing Efficiencies

Read this real-world case study to explore emerging use cases of AI across creative industries.

<https://www.businessoffashion.com/articles/technology/the-state-of-fashion-2024-report-generative-ai-artificial-intelligence-technology-creativity/>

Summary

- The document titled "*The Year Ahead: How Gen AI Is Reshaping Fashion's Creativity*" from *The Business of Fashion* explores how generative AI is transforming the fashion industry.
- Key insights include that AI can streamline design processes, improve product development, and enhance customer experiences.
- Fashion executives see AI as a priority, with significant potential for automating creative tasks. However, AI is not yet widely adopted in fashion design workflows.
- Early adopters are using AI for online shopping assistance, marketing, and creative projects. AI is expected to augment creativity while maintaining the essential role of human designers

AI Initiatives: Evaluating Ideas Using the Innovation Process

- To help you identify AI initiatives with the most value for your AI strategy, you need to have an innovation process.
- This will help you to take your products to the next level not only in terms of functionality and revenue potential, but also enhanced value for your customers.
- Today, we'll explore how to adopt an innovation process to prioritize and test each one of your organization's AI-related ideas

Learning Objective

Learning Objectives

By the end of this video, you will be able to:

- Apply the key stages of an innovation process to evaluate your AI-related ideas.
-
- you should be able to apply the key stages of an innovation process to evaluate your AI-related ideas. Now, let's start by defining what an innovation process is.
- Now, let's start by defining what an innovation process is.

Customer Centred Approach

An innovation process is a customer-centered approach to problem-solving focusing on the customers you're creating the AI solution for.

- An innovation process is a customer-centred approach to problem-solving that encourages businesses to focus on their customers that they're creating the AI solution for.
- This leads to better products and services.

Innovation Process

Let's explore the process step by step.

1. Sourcing

- Here you collect different ideas from various sources such as your team, your customers, or even the latest trends using design thinking or other customer centric approaches.

2. Curation

- Then you create or sort through the ideas by evaluating and filtering them based on their value proposition, feasibility, and whether they align with your organization's goals.
- It's also key to figure out if an idea can give you an edge over the competition

3. Prioritization

- After this, you prioritize the ideas by ranking them based on how big of an impact they could have, what resources they need, and how they will fit into your organization strategy.

4. Incubating

- Then follows a period of incubating or maturing of these ideas. At this step, promising concepts are further developed, undergoing continuous refinement, reassessment, and adjustment as needed.

5. Creating prototypes

- Next, you proceed to create prototypes or minimum viable products, MVPs. Swiftly followed by rapid iteration.
- This step includes trying out the prototypes with customers, listening to their opinions, and continuously refining the idea based on their suggestions to improve it.

6. Experimenting

- Then promote a culture of experimentation and taking chances within your organization.
- Should an idea fail, view it as a learning opportunity and adjust your approach accordingly.
- These setbacks are often rich sources of insight for future creative endeavours.

7. Leadership support

- Ensure that your top management actively supports your innovation projects.
- It's really important that these new ideas align with the overall business objectives in your organization

8. Regular Reviews

- Finally, regularly check on how well you're doing. Use metrics like how fast you get your products out to market, how much money you're bringing in, and how satisfied your customers are as ways to measure success.
- How does an innovation process work in the context of AI initiatives?

Question - stages of an innovation process

Question Which of the following options are stages of an innovation process? (Select all that apply.)

Ans

- a) Sourcing and Curation
- b) Prioritizing and incubating

Which of the following options are stages of an innovation process? (Select all that apply.)

Sourcing and curation.

 **Correct**

That's right. These are the first two phases of an innovation process. First, you collect different ideas from various sources and then you curate or sort through the ideas by evaluating and filtering them based on their value proposition, feasibility, and whether they align with your organization's goals.

Prioritizing and incubating.

 **Correct**

Correct. In the third stage, you prioritize the ideas by ranking them based on how big of an impact they could have, what resources they need, and how they will fit into your organization's strategy. The fourth stage is incubating or maturing these ideas.

Approximation and measurement.

Leadership evaluation and final judgment.

Scenarios with an example

Scenarios with an example

Innovation

- Embarked on an innovation process
- Comprehensive idea sourcing phase
- Invited contributions from all
- Looked at customer feedback and market trends
-

Curation

- Collection of ideas then underwent meticulous curation
- Team evaluated each idea for its potential to meet customer needs, feasibility, strategic alignment, and competitive edge
-
-

Ideas

- AI-driven sentiment analysis for customer feedback
- Predictive sales trend analysis tools
- Team considered each idea, balancing potential benefits against required resources and strategic fit with the company's objectives
- Executive sponsorship was achieved
- Team decided to focus on AI-driven analysis
-

Testing and Prototyping

The team:

- Conducted technical assessments
- Conceptualized designs
- Began rapid prototyping
- Sentiment analysis feature prototype was then integrated into the CRM for beta testing
-
- Let's explore a scenario. AcmeTech, a mid sized company specializing in customer relationship management software wanted to harness AI's potential to enhance their products.

- They embarked on an innovation process. The company started the journey with a comprehensive idea sourcing phase.
- They invited contributions from all departments and looked at customer feedback and market trends.
- This wide ranging collection of ideas then underwent meticulous curation. The team evaluated each idea for its potential to meet customer needs, feasibility, strategic alignment, and competitive edge.
- A few high impact ideas rose to the top. AI-driven sentiment analysis for customer feedback and predictive sales trend analysis tools. The team considered each idea, balancing potential benefits against required resources and strategic fit within the company's objectives.
- Executive sponsorship was achieved and the team decided to focus on AI-driven sentiment analysis. The idea entered an incubation phase for detailed development.
- The team conducted technical assessments, conceptualized designs, and began rapid prototyping. The sentiment analysis feature prototype was then integrated into the CRM for beta testing.
- The prototype received positive feedback. This encouraging response informed iterative refinement, emphasizing nuanced sentiment detection. Finally, the AI feature was implemented and launched.
- Its success was measured against key metrics like revenue impact and customer satisfaction. The data affirmed the innovation process's effectiveness in generating valuable customer centric solutions and fostering business growth.

Summary

Summary

In this video, we learned:

- An innovation process is a customer-centered approach to problem-solving.
- Innovation process is composed of the key stages: sourcing, curating, prioritization, testing and exploration, prototyping and rapid iteration, fail fast, learn faster, leadership support and alignment, and regular review and metrics.
- Firstly, an innovation process is a customer-centered approach to problem-solving that encourages businesses to focus on the customers they're creating their AI solutions for.
- This leads to better products and services. Secondly, the innovation process is composed of the following key stages; sourcing, curating, prioritization, testing and exploration, prototyping and rapid iteration, fail fast, learn faster, leadership support and alignment, and regular review and metrics.
- Remember that the innovation process should be adaptable and tailored to your organization's unique culture, industry, and goals.
- You should regularly assess and refine the process to stay agile and responsive to changing market dynamics.

Case Study: How Duolingo Innovated Their Product for Effective Learning

Read this real-world case study to learn about how Duolingo innovated their product for effective learning.

<https://openai.com/customer-stories/duolingo>

Summary

- The document "*Filling Crucial Language Learning Gaps*" discusses how Duolingo has integrated OpenAI's GPT-4 into its platform to address language learning challenges.

- Two key features were introduced: "Role Play," an AI-powered conversation tool, and "Explain My Answer," which provides real-time feedback on learner mistakes.
- These features enhance Duolingo's learning experience by offering deeper conversation practice and contextual feedback, helping users advance beyond basic language proficiency. GPT-4's flexibility and accuracy make it a valuable tool for more engaging and effective language learning

Disruptive Innovation

https://www.innosight.com/wp-content/uploads/2018/01/Innosight_HBR_What-is-Disruptive-Innovation.pdf

- The PDF "What Is Disruptive Innovation?" revisits the concept 20 years after its introduction.
- It clarifies that disruptive innovation refers to smaller companies successfully challenging larger incumbents by starting in overlooked or underserved markets, then moving upmarket.
- The article critiques common misconceptions, such as labeling any breakthrough as disruptive.
- It explains that true disruption follows a process over time and is often confused with sustaining innovation.
- Examples like Uber and Netflix are used to illustrate how disruption works and when it doesn't apply

Lesson 2: Practice Quiz

1. What innovative approach are companies like Unilever and Siemens utilizing to enhance their supply chain resilience in the wake of disruptions such as the COVID-19 pandemic?

1. What innovative approach are companies like Unilever and Siemens utilizing to enhance their supply chain resilience in the wake of disruptions such as the COVID-19 pandemic? 1 p

- Solely relying on traditional procurement methods to manage their supplier base.
- Using advanced AI technologies to plan for and adapt to supply-chain disruptions.
- Completely avoiding the use of technology in their procurement processes to minimize risks.
- Focusing exclusively on developing in-house manufacturing capabilities to avoid external suppliers.

2. What is one of the significant impacts of Gen AI in the fashion industry according to the McKinsey analysis?

2. What is one of the significant impacts of Gen AI in the fashion industry according to the McKinsey analysis? 1 point

- It has reduced the importance of human designers.
- It has increased the cost of product development.
- It has the potential to drive value in design and product development.
- It has decreased the efficiency of the design process.

3. What is one of the business benefits Duolingo has experienced from integrating GPT-4 into its language learning platform?

2. What is one of the significant impacts of Gen AI in the fashion industry according to the McKinsey analysis? 1 point

- It has reduced the importance of human designers.
- It has increased the cost of product development.
- It has the potential to drive value in design and product development.
- It has decreased the efficiency of the design process.

3. What is one of the business benefits Duolingo has experienced from integrating GPT-4 into its language learning platform? 1 point

- Decreased user engagement due to complex AI features.
- Increased subscription costs for all users.
- Enhanced user experience leading to a new subscription tier.
- Reduced content variety for language learners.

4. What is a key characteristic of disruptive innovation according to the HBR article “What Is Disruptive Innovation?”?

4. What is a key characteristic of disruptive innovation according to the HBR article “What Is Disruptive Innovation?”?

- It starts by targeting overlooked market segments.
- It originates from high-end market footholds.
- It is always welcomed by established incumbents.
- It requires large investments to develop.

Module 4

GenAI Ethics: An Introduction

- In today's world, any AI developed by an organization must be developed responsibly.
- **Responsible AI** practices ensure the design, development, and deployment of ethical AI systems and solutions.
- Organizations need to be mindful of new and impending regulations and the steps they must take to ensure that they remain compliant.
- Today, we'll be delving into an introduction to AI ethics and regulatory compliance to help you understand the responsible use of AI technologies.

Learning Objectives

Learning Objectives

By the end of this video, you will be able to:

- Define the concept of **AI ethics**.
- Take steps to conduct an **ethical impact assessment** to ensure that your organization adopts trustworthy AI systems.
- Recognize relevant **regulatory compliance** standards for ethical AI use.

- You should be able define the concept of AI ethics, take steps to conduct an ethical impact assessment to ensure that your organization adopts trustworthy AI systems, and
- recognize relevant regulatory compliance standards for ethical AI use.

AI Ethics

- How data can be handled responsibly and kept private
- The fairness of AI models
- Understanding why AI acts the way it does
- Ensuring AI is reliable
- Being transparent about where AI is being used
-

Let's begin by explaining what we mean by AI ethics.

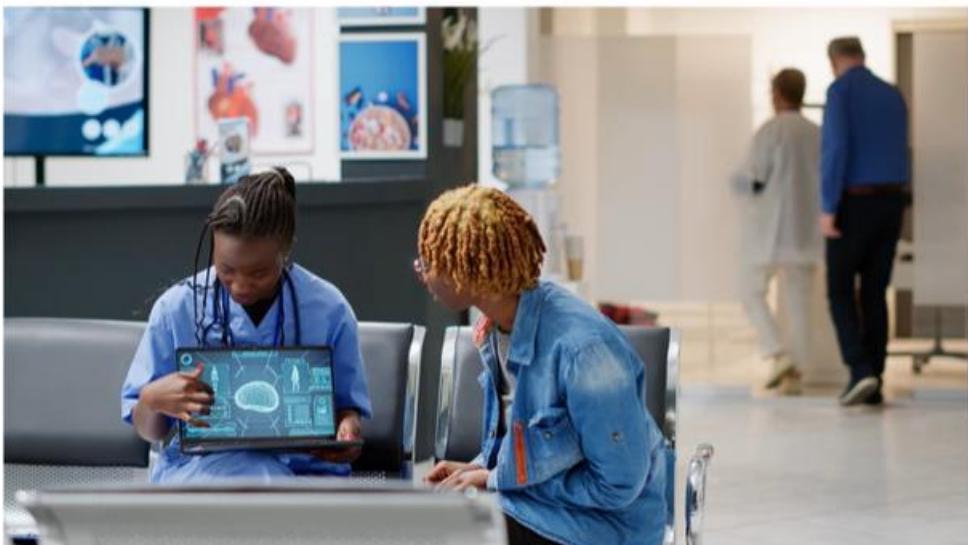
- When we talk about the ethics of AI, we're looking at a wide range of important issues.
- We're talking about how data can be handled responsibly and kept private,
- the fairness of AI models,
- making sure we understand why AI acts the way it does,
- ensuring AI is reliable and
- being transparent about where AI is being used.

Everyone has equal access

- We should also be thinking about making sure that everyone has equal access to the technology and benefits from it,
- understanding how AI makes decisions,
- aligning AI with our values,
- holding people accountable for AI's actions and
- preventing the misuse of technology

Scenario – Hospital: AI-Powered

Hospital: AI-powered platform



-

What if...

What if...

- 1 The decisions are not suitable for all patients because it was trained on data that didn't include a diverse group of people?
- 2 There wasn't transparency about how the AI was trained?

- So how do AI ethics issues show up in real life? Imagine a situation where a hospital uses an AI powered platform to help decide how to treat patients.
- What if the decisions are not suitable for all patients because it was trained on data that did not include a diverse group of people?
- What if there wasn't transparency about how the AI was trained?

Using the platform could lead to...

- Some patients not getting the treatment they need
 - Hospital staff unknowingly jeopardizing the safety of their patients
-
- This could lead to some patients not getting the treatment that they need,
 - and by using this platform, hospital staff would be unknowingly jeopardizing the safety of their patients.

The creators of the platform

- Must align its design and functionality with ethical values
 - Be accountable for its performance
 - Make sure it's used responsibly
 - Ensure transparency
-
- The creators of the platform must align its design and functionality with ethical values,

- be accountable for its performance and make sure it's used responsibly and ensure transparency?
- This example touches on many of the ethical issues surrounding AI, such as
 - safety,
 - fairness,
 - explainability,
 - robustness,
 - transparency, and
 - more.
- Based on this, you may be wondering how organizations can ensure that the AI that they use or create aims for outcomes that are safe, reliable and fair for everyone.

Trustworthy systems.

Trustworthy Systems

- At the heart of your organization's efforts should be the creation of trustworthy systems.
- This means putting in the work to ensure that AI not only functions well, but also respects ethical standards and treats all humans fairly.
-

By focusing on trust, organizations can help ensure that their use of AI benefits society and avoids unintended negative consequences.

Ethical Impact assessment

- To realize trustworthy AI, organizations should conduct an ethical impact assessment for every AI solution developed.
- There are many frameworks available and I encourage you to find one that works best for your organization.

Question - important ethical issues with regards to AI?

Question: Which of the following topics are important ethical issues with regards to AI?
(Select all that apply.)

Answer

- a) The fairness of AI models.
- b) Making sure we understand why AI acts the way it does.
- c) Ensuring AI is reliable

Ethical impact assessment from UNESCO.

- For this explanation, we're going to use the widely trusted ethical impact assessment from UNESCO.

UNESCO Ethical Impact Assessment

This framework was created “to help ensure that AI developments align with the promotion and protection of human rights and human dignity, environmental sustainability, fairness, inclusion, and gender equality.”

- This framework was created to help ensure that
 - AI developments align with the promotion and protection of human rights and human dignity,
 - environmental sustainability,
 - fairness,
 - inclusion and
 - gender equality.

Two Steps

- There are two main steps that UNESCO outlines in its ethical impact assessment, or EIA for short.

Two Steps: UNESCO EIA

- 1 Use scoping questions to help you and your team assess the fundamentals of the AI initiative and whether you're in a position to continue with the rest of the EIA.
 - 2 Align your AI initiative with the UNESCO principles for ethical AI.
- - Firstly, some scoping questions are provided to help you and your team assess the fundamentals of the AI initiative and whether you're in a position to continue with the rest of the EIA.
 - The next step involves aligning your AI initiative with the UNESCO principles for ethical AI. This part helps you analyse if the way that you're planning to design, develop, and roll out your AI system will lead to processes and results that match up with these important guidelines.

UNESCO proposes ten principles to align your AI initiative.

UNESCO principles to align AI initiatives

1. Proportionality and do no harm
2. Safety and security
3. Right to privacy and data protection
4. Multi-stakeholder and adaptive governance and collaboration
5. Responsibility and accountability
6. Transparency and explainability
7. Human oversight and determination
8. Sustainability
9. Awareness and literacy
10. Fairness and non-discrimination

1. Firstly, proportionality and do no harm the use of AI systems must not go beyond what is necessary to achieve a legitimate aim,
2. Safety and security. Unwanted harms as well as vulnerabilities to attack should be avoided and addressed by AI actors.
3. Thirdly, the right to privacy and data protection. Privacy must be protected and promoted throughout the AI lifecycle. Adequate data protection frameworks should also be established.
4. Following that, multi-stakeholder and adaptive governance and collaboration. International law and national sovereignty must be respected in the use of data. Additionally, participation of diverse stakeholders is necessary for inclusive approaches to AI governance. And next,
5. responsibility and accountability, AI systems should be auditable and traceable. There should be oversight, impact assessments, audits, and due diligence mechanisms in place to avoid conflicts with human rights norms and threats to environmental well-being.
6. The sixth is transparency and explainability. The ethical deployment of AI systems depends on their transparency and explainability, known as T&E. The

level of t and e should be appropriate to the context as there may be tensions between t and e and other principles such as privacy, safety and security.

7. Additionally, human oversight and determination, organizations must ensure that **AI systems do not displace ultimate human responsibility** and **accountability**.
8. Next is **sustainability**. AI technologies should be assessed against their impact on sustainability, which is understood as a set of constantly evolving goals, including those set out in the **UN's sustainable development goals**.
9. Ninth, we have **awareness and literacy**. Public understanding of AI and data should be promoted through open and accessible education, civic engagement, digital skills, and AI ethics training, media, and information literacy.
10. And lastly, fairness and non-discrimination. **AI actors** should promote social justice, fairness, and non-discrimination while taking an inclusive approach to ensure AI's benefits are accessible to all

EU AI Act - 2024

- This now brings us to exploring the regulatory compliance requirement. So how do governments ensure that organizations comply with AI regulations? The European Union has taken the lead by putting in place the first ever specific laws for AI.
- With the EU AI Act introduced in 2024, there will now be an AI office tasked with checking the safety level of AI applications.
- Certain uses of AI, like picking who gets a job or deciding students' grades, are seen as high risk under this new act.
- Organizations are encouraged to get up to speed with the laws and regulations that apply where they operate.
- Right now, the regulation may be recommendation based, but it is likely that the more AI matures, the more regulation will be put into place.

Summary

Summary

In this video, we learned:

- The ethics of AI is encompassed in a wide range of important issues.
- Conducting ethical impact assessments is key to ensuring trustworthy AI.
- Staying updated and compliant with AI laws is crucial, especially when deploying the use of high-risk AI systems.

- Firstly, the ethics of AI is encompassed in a wide range of important issues.
- Secondly, conducting ethical impact assessments as recommended by frameworks like UNESCO's is key to ensuring trustworthy AI.
- Finally, as regulations like the EU AI act of 2024 become more common, staying updated and compliant with these laws is crucial, especially when deploying the use of high risk AI systems.

Ultimately, everyone involved in AI, from creators to regulators, play a part in ensuring that technology positively impacts society and aligns with ethical standards.

[Optional] The Generative AI Lab Playground

As part of this learning experience, you have access to experiment and follow along with course concepts in a fully optional hands-on GenAI Lab Playground. This playground provides access to a generative AI large language model at no additional cost to you. Through this lab you'll have access to basic GenAI tools without signing up for any new accounts or paying for additional services or tokens. Best of all, it is a secure environment where nothing you enter can or will be used by third parties, Coursera, or any other entity to train any public AI model.

We hope you enjoy access to this Playground! You can learn more about this tool and access it in the Lab item immediately following this reading called [Optional] Access Your Gemini Pro GenAI Playground

Happy Learning!

Global Standards to Consider

While you may be focused on finding the most practical approach for conducting an ethical impact assessment that suits your company, it is also imperative to be aware of the following standards, frameworks, and guidelines that may apply.

1. Organizations can draw from AI Ethics frameworks such as UNESCO's first-ever global standard on AI Ethics – the '[Recommendation on the Ethics of Artificial Intelligence](#)'.
2. It is advised to conduct an Ethical Impact Assessment for every AI solution developed. <https://unesdoc.unesco.org/ark:/48223/pf0000386276>
3. Also explore the International Standard ISO/IEC 42001:2023. <https://www.iso.org/standard/81230.html>. The International Standard ISO/IEC 42001:2023 is being adopted by many countries and complying with this standard will help ensure that AI is being developed responsibly.
4. Finally, the EU AI Act is a significant regulation on AI that can aid your organisation to foster innovation in a responsible manner. <https://artificialintelligenceact.eu/>.

Implementing AI Governance Structure

- A 2022 survey by Gartner found that 41% of organizations in countries like the US, the UK and Germany have experienced an AI privacy or security breach.
- There's a lot of talk out there about how AI can go wrong, from unfair hiring practices to mistakes in the justice system.
- That's why it's so important for organizations to use AI in a way that's both ethical and careful, making sure to mitigate against any risk that might arise.
- This brings us to today's lesson, which focuses on exploring how to set up your organization's AI governance process.

Learning Objectives

Learning Objectives

By the end of this video, you will be able to:

- Define the concept of **AI governance** and explain its **importance**.
- Implement **guidelines** for setting up your organization's **AI governance process**.

-
- you should be able to define the concept of AI governance, and explain its importance, and
- implement the guidelines for setting up your organization's AI governance process

AI Governance

- Let's begin by establishing what AI governance actually is.

AI governance is a system of rules, processes, frameworks, and tools within an organization to ensure the ethical and responsible development of AI.

-
- AI governance is a system of rules, processes, frameworks, and tools within an organization to ensure the ethical and responsible development of AI.

Why is AI governance needed

Strong AI governance...



Tackles issues with regulations

Tackles issues with societal risks

Tackles issues with public relations

- Well, setting up **strong AI governance is crucial** because it helps tackle potential issues with regulations, societal risks, and public relations.
- To deal with these issues and **make sure that AI is used responsibly**. Many groups and **government bodies are working together** to make clear rules to help guide us through these changes.

AI Groups and Government Bodies

- IEEE
- AIGA–European Union
- Montreal Forum
- National Institute of Standards and Technology
- Groups like the **IEEE**, **AIGA in the European Union**, the **Montreal Forum**, and the **National Institute of Standards and Technology in the US** are working on establishing guidelines and practical advice for AI governance.
- These groups highlight that AI governance is **interdisciplinary**, involving not just the AI teams, but also **legal experts** and **specialists** in relevant fields such as user **interface designers**, **software testers**, etc.
- These organizations also stress the importance of putting governance structures in place from the moment AI is introduced into an organization.

Early setup is crucial to ensure that AI's development and application meet ethical standards and societal expectations.

- This early step is crucial to ensure that AI's development and application meet ethical standards and societal expectations.

AI Laws

New AI Laws

- European Union's AI Act
- United States' AI Bill of Rights
- China's AI Regulations
- As these groups work together to set up rules for using AI in the right way, new laws are being introduced around the world, such as the
 - European Union's AI act,
 - the United States AI Bill of Rights, and
 - China's AI regulations, such as their regulations on recommendation algorithms and generative AI.
- These laws will require organizations to have AI governance systems in place.

- This means that companies using AI will need to ensure that they have structured guidelines and processes to oversee the ethical and responsible use of AI in line with these new regulations.
- And AI governance doesn't come with a universal solution, since every company has its own set of risks and ways of doing things, and similarly, each application of AI is different.

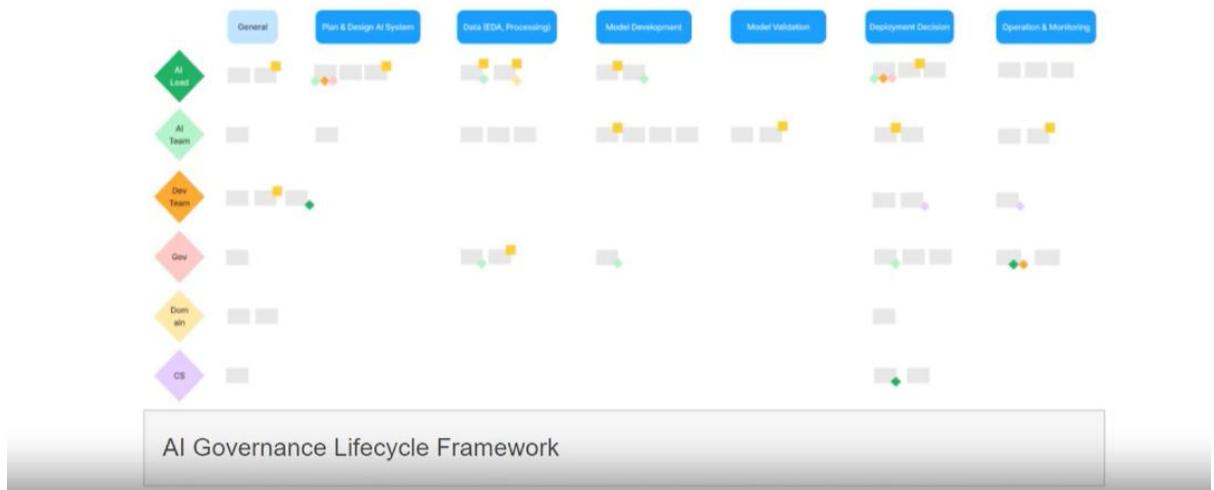
AI Governance Guidelines

AI Governance Guidelines

- Appoint someone to lead AI governance
- Pick a governance framework
- Lay out your company's AI processes
- Create the necessary documents
- Check your AI systems
-
- Now, let's explore a set of guidelines that can help your organization set up an AI governance process.
- First, if you're running a small company, appoint someone to lead AI governance. Now, this person doesn't need to work on it full time, but they can handle it as part of their existing duties.
- They will be responsible for setting up and maintaining the AI governance process, including managing tasks and overseeing outcomes.
- Next, pick a governance framework to guide you, such as the one from AIGA, which is designed to help define practical tasks and include steps for complying with the EU AI Act.

- Then lay out your company's AI processes along a horizontal line and list all the people involved on a vertical line.
- This helps you **assign specific governance tasks** to the right stage of the process and to the appropriate person.

Lay out AI Processes



- After that, bring these tasks to life by creating the necessary documents, such as the AI system architecture and AI system operational metrics.
- Finally, decide how often to check on your AI systems to make sure they're still performing well after they've been launched.

Question - most accurate definition of AI Governance.

Question - Select the most accurate definition of AI Governance.

Answer - AI governance is defined as a system encompassing rules, processes, frameworks and tools to ensure the ethical development and application of AI within an organization.

Question

Select the most accurate definition of AI Governance.

- A government's process of developing advanced algorithms for artificial intelligence systems.
- AI governance is defined as a system encompassing rules, processes, frameworks and tools to ensure the ethical development and application of AI within an organization.
- AI governance is a new sector being set up in each government. This sector is employed to check the ethical use of AI in every registered organization.
- The systematic rollout and implementation of ethical guidelines within artificial intelligence models.

 **Correct**

Correct! AI governance is defined as a system encompassing rules, processes, frameworks and tools to ensure the ethical

[Skip](#)

[Continue](#)

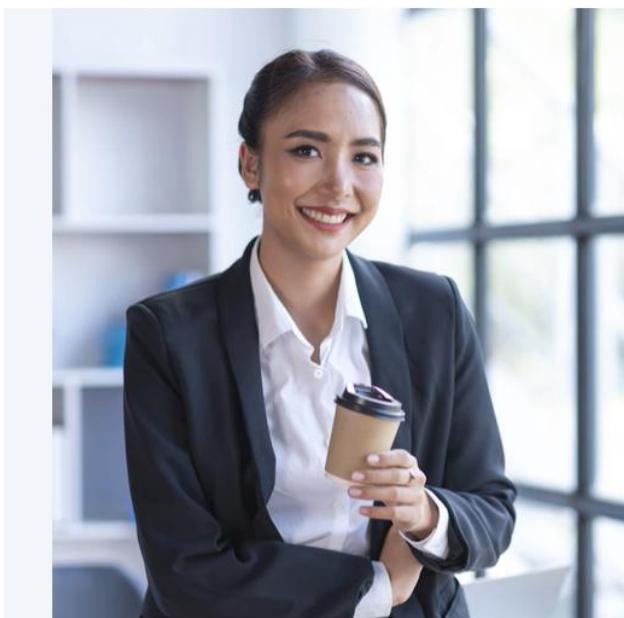
Scenario with an example

- Now, you may ask yourself, how does all of this work in real life? Well, let's explore an example.

Small tech start-up

- 

- A small tech startup decides to use AI to create personalized health plans for its customers.



CEO

- Software developer
- AI governance leader

- The CEO, who's also a software developer, takes on the additional role of AI governance leader.

After researching...

- Decide to follow the AIGA's governance framework
- They draw a simple chart, plotting the development stages of their AI tool and listing team members
-
- After researching, they decide to follow the AIGA's governance framework, which is practical and aligns with current EU regulations.

The chart...

- Helps them distribute specific responsibilities
 - Data privacy checks
 - Ensures that each task is matched with the right stage of development
 - Task is matched with the team member best equipped to handle it
- They draw a simple chart, plotting the **development stages of their AI tool** horizontally and listing team members like developers, legal advisors, health experts, and customer service reps vertically.
- This chart helps them distribute specific responsibilities such as data privacy checks, and ensures that each task is matched with the right stage of development and the team member best equipped to handle it.

Next Steps

- Regular "health checks" scheduled every quarter
- Team is brought up to speed on these plans, ensuring integration of AI that is:
 - seamless,
 - responsible,
 - avoids pitfalls, and
 - benefits users.
- Regular health checks for their AI system are scheduled every quarter to ensure it's working as intended and adhering to ethical standards.
- Everyone on the team is brought up to speed on these plans, ensuring that the integration of AI into their workflow is seamless and responsible, aiming to avoid potential pitfalls and ensure their tool genuinely benefits their users.
- The startups careful planning for using AI means they're ready to handle any roles and make sure their AI is used in the right way.
- This smart approach helps them offer a better and safer service to their customers

Summary

-
-
-

Summary

In this video, we learned:

- AI governance is a system encompassing rules, processes, frameworks, and tools that ensures the ethical development and application of AI within an organization.
- Strong AI governance is crucial for addressing potential issues with regulations, societal risks, and public relations.
- Organizations can take practical steps to set up their AI governance process.
-
- First, we've learned that AI governance is defined as a system encompassing rules, processes, frameworks, and tools to ensure the ethical development and application of AI within an organization.
- Then we discovered that strong AI governance is crucial for addressing potential issues with regulations, societal risks, and public relations.
- And finally, we explored the practical steps for organizations to set up their AI governance process, which include appointing a governance leader, choosing a governance framework, mapping out AI processes and responsibilities, creating the necessary documents and tools, and establishing regular checks on AI systems.
- By adopting a structured approach to AI governance, your organization can mitigate risks, fulfil regulatory requirements, and harness AI's potential responsibly and ethically, ultimately contributing to a safer, more equitable technological future.

AIGA AI Governance Framework

- Let's explore the AIGA AI Governance Framework in greater detail.
- It would be valuable for you to focus on the **three layers of the framework** and assess what is suitable for your organization based on its size, capability maturity, and goals for AI.

- <https://ai-governance.eu/>

Lesson 3: Practice Quiz

1. How might an Ethical Impact Assessment influence the strategic decisions of AI development teams regarding the design and deployment of AI solutions?
2. What are the three layers of the AIGA AI Governance Hourglass Model?

1. How might an Ethical Impact Assessment influence the strategic decisions of AI development teams regarding the design and deployment of AI solutions? 1 point

- By prioritizing economic gains over ethical considerations in AI development.
- By integrating ethical considerations into the AI development process, potentially leading to innovations that are both technologically advanced and socially responsible.

- By encouraging a focus on surpassing existing technological benchmarks without regard to ethical impacts.
- By mandating environmental sustainability as the sole focus of AI development, irrespective of the technology's societal impact.

2. What are the three layers of the AIGA AI Governance Hourglass Model? 1 point

- Data Management, Algorithm Design, and User Interaction.
- Technology Development, Legal Compliance, and Market Analysis.
- Ethical Considerations, Technology Deployment, and Post-Deployment Analysis.
- Principles and Values, Legal and Regulatory Frameworks, and Operational Practices.

Hands-on learning activity: Scenario

- In this hands-on learning activity, you'll apply what you've learned so far in the context of a real-world scenario. Read through the following hypothetical case example of a company at the start of its AI journey.
- Then in the next section, you'll consider what practical steps this company should take to begin to harness the power of AI.
- Bargain Mart is a **chain of discount stores in Ireland** that sells a variety of products, **such as clothing, electronics, groceries, and household items**. The company has been in **business for over 50 years** and has a **loyal customer base**.

- However, it's facing increasing competition from online retailers and other discount stores that **offer more convenience, variety, and personalization.**
- Bargain Mart's approach to customer service is old-fashioned and inefficient. While it does use some software to manage inventory, it also relies on **manual processes**, such as **paper receipts** and **cash registers**.
- It has a website but no mobile app, or loyalty program.
- It collects minimal customer data in the form of feedback—primarily customer inquiries and concerns to which employees respond by email when they have time.
- The company does not offer any **recommendations, promotions, or incentives to customers** based on their needs or interests.
- Bargain Mart is interested in starting to use AI to improve operational efficiency. The company has a few staff who know about AI but are novices at it.
- They have some basic knowledge of AI concepts, such as ChatGPT, and online chatbots.
- However, they **do not have the skills** or the tools to implement AI solutions for Bargain Mart.
- They also do not have the support or the budget from the management to pursue AI initiatives.
- Given the current knowledge levels and technical capacity of Bargain Mart,
 - what steps should the company take to begin to use AI to improve operational efficiency?
 - What risks does it face?

- Move on to the Scenario Reflection to consider a few questions.
- Question 1

What is the first step Bargain Mart should take to assess its AI capability maturity?

 - a) Benchmark against AI leaders in the retail sector
 - b) Purchase the latest AI technology without assessing needs
 - c) Launch full scale AI system immediately
 - d) Conduct a detailed skills of a current staff knowledge in AI**
- Question 2

What is the most significant **risk** that Bargain Mart faces due to increasing competition from online retailers and other discount stores?

 - a) Increased costs of technological investments
 - b) Challenges in maintaining operational efficiencies
 - c) Inability to stock a wide variety of products
 - d) Decrease in in-store traffic and sales revenue**
- Which AI tool should Bargain Mart introduce first to **address its manual and inefficient customer service?**
 - a) Augmented reality for virtual store navigation.
 - b) Advanced quantum computing solutions
 - c) Blockchain for supply chain transparency
 - d) An online chatbot it assists with customer inquiries**

Reference

1. Build and execute an organisational AI strategy

<https://www.coursera.org/learn/build-and-execute-an-organisational-ai-strategy/>

2. Microsoft AI Strategy

AI Strategy

<https://learn.microsoft.com/en-us/azure/cloud-adoption-framework/scenarios/ai/strategy>

3. Microsoft AI Plan

<https://learn.microsoft.com/en-us/azure/cloud-adoption-framework/scenarios/ai/plan>