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# First Five Minutes with Generative AI

**Introduction**

* **Generative AI is transformative:** This technology is rapidly changing the landscape, making it crucial to understand how it works and how to use it effectively.
* **A Range of Tools:** Generative AI encompasses a broad spectrum of tools (ChatGPT, Midjourney, etc.) and can be integrated into existing applications.
* **The Power to Create:** The core function of generative AI is producing brand-new content (text, images, code, audio, etc.) in response to your prompts, rather than just retrieving existing information.

**Key Points**

* **Gen AI can be counterintuitive:** Sometimes it tackles complex tasks easily, while struggling with seemingly simple ones. Understanding how it works is key to using it well.
* **Not just about tools:** This course aims to provide a foundation for effectively working with *any* generative AI tool, covering important terms like prompts, LLMs, and more.
* **No need to be an AI expert:** You don't need a deep technical understanding of the algorithms to successfully use generative AI.

**What to Expect**

This course offers a practical overview to help you:

* Keep up with the fast-evolving world of generative AI
* Identify tools best suited for your needs
* Prepare for the future of this technology

# Your First Five Minutes with Generative AI message

**Introduction**

* **Beyond Trivial Examples:** While early exposure to generative AI often involves simple requests, the real power lies in its ability to enhance productivity.
* **ChatGPT as a starting point:** The demonstration uses ChatGPT due to its popularity, but concepts apply to other generative AI tools as well.

**Key Takeaways**

* **Context is King:** Generative AI chatbots retain the history of your conversation, allowing you to refine your requests without starting from scratch.
* **Expect Variation:** Responses to the same prompt will differ slightly each time, adding an element of randomness that mimics human output.
* **Experimentation is Key:** Don't worry about perfect prompts initially. Focus on trying things out, revising, and learning what works best through continuous exploration.

**Examples of Use**

* **Email Drafting:** Generating emails and refining them based on formality.
* **Interview Prep:** Quickly generating relevant interview questions.
* **Document Summarization:** Extracting key points from research papers and expanding on specific sections.

# Beyond ChatGPT: The Evolving Landscape of Generative AI

* **Diverse Specializations:** Generative AI offers a multitude of tools that create different content types – text, images, video, and audio.
* **Chatbots: Beyond the Basics** While ChatGPT is popular, other chatbots exist (Google Bard, Anthropic Claude, etc.). Each has unique use cases, strengths, and weaknesses. Ask them about their capabilities!
* **Text for Business:** Tools like Jasper and Copy.ai offer focused support for marketing and content creation with templates and guidance.
* **Coding with AI:** General-purpose chatbots can handle coding tasks, but specialized tools like GitHub Copilot are designed to integrate with developers' environments.
* **Image Generation:** DALL-E, Midjourney, and Stable Diffusion excel at creating images from text prompts. Features are even being added to existing design tools like Adobe Photoshop.
* **The Power of Video:** While not perfect yet, tools like Runway ML and Kaiber generate video from text. More specific use cases include video avatars (HeyGen, Synthesia, D-ID) for realistic virtual speakers.
* **Audio Generation:** Create music, sound effects, or clone voices with tools like ElevenLabs.
* **Multimodal AI and Creative Combinations** The future lies in combining these capabilities. Imagine ChatGPT guiding DALL-E to create images, or the powerful video translation enabled by text translation, voice cloning, and video processing.

**Choosing Your Tools:**

1. **What do you want to generate?** Start by defining your desired output type (text, image, etc.).
2. **General vs. Specialist:** Do you need a broad tool or one tailored to a specific task (like marketing)?

**Important Note:** The market evolves rapidly. Thoroughly evaluate new tools and the hype surrounding them to find the best fit for your needs.

# How Generative AI Learns

* **Machine Learning:** Generative AI systems learn through analyzing immense amounts of data (text, images, code, etc.).
* **Data is Key:** The more data, the better the ability to spot patterns, which is key for generating new content.
* **Model, Not Database:** The result of this training is a "model" that understands patterns, not a collection of the original data. Think of it like a giant autocomplete trained on vast amounts of information.

**Types of Models**

* **LLM (Large Language Model):** Generates text, trained on massive text sources.
* **Foundation Model:** A more general term for models trained on non-text data (images, video, etc.)

**The Cost of Training**

* **Training takes time and money:** Building a powerful generative AI model costs millions due to the need for powerful computing resources. This is why some models have a knowledge cut-off date.

**Understanding Limitations**

* **Predicting Patterns, Not Recalling Facts:** Generative AI is great at predicting the next word or phrase based on patterns it's learned, but struggles to retrieve specific information like a database would.
* **No Concept of Truth:** LLMs process text without distinguishing fiction from fact, potentially leading to inaccurate but seemingly plausible results.

**The Importance of Context**

* **More context, better predictions:** The more information a generative AI has (previous sentences, topic area, etc.), the more accurate its responses become. This highlights the importance of detailed prompts.
* **The Risk of 'Wrong but Plausible':** Even with context, generative AI can produce results that sound logical but are fundamentally incorrect.

# When Generative AI Goes Wrong

**The Risks of "Convincing But Wrong"**

* **Hallucinations:** Generative AI can create convincing answers that are simply untrue, even inventing citations. This reinforces the need for diligent fact-checking.
* **Pattern Matching, Not Understanding:** These models are impressive at identifying patterns and making combinations, but don't have a true understanding of cause and effect or real-world consequences. This is demonstrated by the inaccurate sodium and water images.
* **Limitations Require Mitigation:** Fact-checking is crucial, particularly for technical data. Using tools like ChatGPT as an intermediary can help filter out risky prompts.

**The Issue of Bias**

* **Mirroring Existing Bias:** Generative AI, trained on existing images and data, can reinforce harmful stereotypes (e.g., the default professor being an older white male).
* **Proactive Inclusion:** To generate more diverse results, diversity needs to be explicitly requested in prompts. This awareness is crucial as bias can be harder to detect in text outputs.

**Beyond Technical Issues**

Generative AI also presents broader societal concerns:

* **Misinformation:** The ease of generating plausible but false information poses risks.
* **Data Privacy & Ownership:** Questions exist around the use of data to train these models and who owns the generated content.
* **Impact on Professions:** The widespread use of generative AI will have significant implications for many jobs and industries.

"Getting Better Results from Generative AI" message:

**Prompt Engineering: It's Not About Perfection**

* **Beyond Job Replacement:** While "prompt engineering" is a buzzword, don't let it over-complicate things. Focus on refining your prompts to steer the AI towards desired results.
* **Avoid Handing Over Your Skills:** Instead of asking the AI to act as the expert, position it as a "puzzled learner" to help you refine your own teaching or understanding of a concept.

**Tips for Better Prompts**

* **Specificity is Key:** Be precise about the audience (age, profession), desired tone, and length of the output.
* **Experiment and Iterate:** Generative AI thrives on continuous tweaks and revisions, so don't worry about the perfect initial prompt.

**The Future of Prompts**

* **AI is Improving:** Tools are getting better at understanding our intent, easing the pressure to craft intricate prompts.
* **Focus on Approach, Not Perfection:** Embrace experimentation and revision as a natural part of the process.

**Key Takeaway:**

The best way to get comfortable with generative AI is to **use it consistently**. Integrate it into your daily tasks, substituting it for search engines or simple journaling.

# Prompt Engineering: It's Not About Perfection

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# Large Language Models

**Introduction**

* Gen AI (generative AI) is a hot technology with immense potential for businesses.
* LLMs (Large Language Models) are a powerful type of generative AI, but it's important to understand when they're the right tool for a task.

**Paul Daugherty on LLMs**

* LLMs consume significant energy and computational power due to their size and complexity.
* They excel at understanding and manipulating language, but this power may be overkill for simpler tasks.
* Sometimes it's like "using a 200,000-watt light to read with" - powerful, but unnecessary.

**AI Types 101**

* **Diagnostic AI:** Analyzes data to explain why something happened. (Example: preventative maintenance in manufacturing)
* **Predictive AI:** Forecasts future trends and recommends actions. (Example: sales forecasting for retail)
* **Generative AI:** Creates new content based on existing data patterns. (Example: sports summary engine for a broadcast network)

**Holistic AI with 'Good Morning Accenture'**

* Accenture's 'Good Morning Accenture' demonstrates the benefits of combining all three AI types.
* This resulted in a customized news digest for employees and a 46% reduction in internal emails.

**Paul Daugherty's Final Word**

* Organizations need a range of AI tools, processes, and talent to fully take advantage of data.
* This represents a fundamental change in how businesses will operate and how humans and AI work together.

# Foundation Models: What Makes Them Special

* **Core of Generative AI:** Foundation models (like those powering ChatGPT, Bard, DALL-E 2) are the building blocks of generative AI applications.
* **Beyond Classification:** Unlike traditional AI's focus on pattern recognition, foundation models can interpret, automate, and create new content.
* **Key Advantages:**
  + Pre-trained: They learn from vast datasets before specific tasks are defined.
  + Self-supervising: Learn continuously and adapt using "common sense" reasoning.
  + Contextual: Maintain context across multiple interactions for better results.

**Types of Foundation Models**

* **In-application/Copilot Models:** Integrated within existing enterprise apps, using domain-specific data (example: Salesforce's Einstein Copilot).
* **Proprietary Models:** Prebuilt, powerful models with limited customization. They're closed-source (example: Accenture using OpenAI's GPT-4 for RFP drafts).
* **Open-source Models:** Free to use, highly customizable, and transparent (example: Meta's Llama 2 model).

**Choosing the Right Model: Key Factors**

1. **Open vs. Closed:** How crucial is transparency and explainability (especially for regulated industries)?
2. **Adaptability:** Do you need significant customization or will you add your own data?
3. **Modality:** Does it need to process text, images, or other formats?
4. **Enterprise Readiness:** Consider data policy, security needs, and compatibility with existing technology.

**Strategies for CTOs**

* **Buy:** Easy-to-use, off-the-shelf models requiring careful prompting.
* **Boost:** Customize existing models with company-specific data.
* **Build:** Develop a unique foundation model from scratch (most complex, expensive).

**Evolving Needs:** Organizations may revisit strategies as they mature in their AI journey and tap into the power of their own data.

**Key Takeaways**

* Data is a company's most valuable asset for competitive advantage.
* Gen AI is a general-purpose technology (GPT) applicable to many tasks.
* Its adaptability offers immense potential for answering even unanticipated questions.

**Lan's Final Thought**

Building a generative AI capability requires careful strategy alignment and a trusted partner to navigate the complexities.

# The Importance of Cloud & Data

* **Gen AI's Backbone:** Cloud computing and robust data infrastructure are the foundation for unlocking the full value of generative AI. Think of them as the power and water for making your "hot tub" work.
* **Limitations Without Foundation:** While basic uses of generative AI are possible, businesses without the right technology in place won't achieve its full potential.

**Four Key Steps for Gen AI Readiness**

* **Move to the Cloud:** Cloud environments provide the necessary processing power to handle the demands of generative AI.
* **Modernize Data Platform:** Ensure your data storage and management systems are up to date for optimal AI performance.
* **Prioritize Data Quality:** High-quality, accurate, and diverse data fuels the best results from AI.
* **Implement Data Governance:** Have strong governance mechanisms in place to manage the responsible and ethical use of data.

**The Benefits of Fine-Tuning**

* **Customization:** Companies that have completed the above steps can uniquely tailor large language models (LLMs) with their own data, leading to more personalized and valuable outcomes.

**Cloud = Scalability & Accessibility**

* **Virtually Unlimited Power:** The cloud removes processing limitations that hinder AI applications.
* **Data Storage:** The cloud handles vast quantities of data needed for machine learning with scalable storage solutions.
* **Lowering Entry Barriers:** Cloud providers offer competitive solutions, making AI more accessible for companies of all sizes.

# Responsible AI

With the immense capabilities of cloud and data combined with generative AI, a strong focus on responsible and ethical use of this technology is paramount.

"Responsible Gen AI" video, focusing on the key risks and how Accenture helps businesses navigate these challenges:

**The Importance of Responsible AI**

* The rapid development of generative AI presents both immense opportunities and significant risks.
* Potential hazards include data leaks, harmful advice, and biased outcomes. Responsible AI practices are essential for building trust and maximizing benefits.

**Arnab Chakraborty on Managing Risks**

* There are ways to mitigate risks and compete ethically in this space.
* Accenture's responsible AI framework helps clients assess risks and navigate compliance.
* Core principles for responsible AI include: human-centricity, fairness, transparency, explainability, accuracy, safety, accountability, compliance, privacy, security, and sustainability.

**Five Actions for Responsible AI**

* **Establish AI Governance:** Set clear principles, accountability, and governance for responsible AI design and use.
* **Conduct Risk Assessments:** Understand the potential risks of AI systems through qualitative and quantitative assessments.
* **Enable AI Testing:** Continuously test for human impact, bias, and other factors. Use responsible AI tools and technologies for mitigation.
* **Monitor and Ensure Compliance:** Regularly monitor AI systems and oversee responsible AI initiatives.
* **Address Cross-functional Impacts:** Engage with privacy, security, workforce planning, and sustainability teams to manage wider impacts.

**Sustainability Considerations**

* AI is computationally intensive, leading to significant carbon emissions.
* Organizations must prioritize responsible AI design for energy efficiency and environmental impact mitigation.

**Accenture's Approach**

* **Dual-Speed Approach:** We help clients balance rapid implementation with responsible AI practices.
* **Client Example:** Accenture helped a global retailer build a responsible AI operating model, develop a risk framework, mitigate bias, and train their teams.

**What Can Accenture People Do?**

* Review and follow Accenture's seven principles for responsible AI design.
* Access resources like the Responsible AI solution tablet and scenario-based training.
* Utilize the generative AI legal playbook for guidance on third-party AI tools and risk mitigation.

**Key Takeaway**

Building a strong foundation in responsible AI will set you and your clients up for success in the generative AI race. Remember, it's a marathon! Be sure to complete the provided exercise on responsible use of generative AI.

# Key Investments for Gen AI Success

As generative AI moves from experimentation to realizing value, five essential investments will make the difference for leading organizations:

* **Lead with Value:** Don't focus on isolated use cases. Prioritize entire business capabilities with clear ROI potential across the value chain (example: focusing on insurance underwriting, claims, and distribution as a whole).
* **AI-Enabled Secure Digital Core:**
  + Data and Gen AI are intertwined. Build trustworthy data platforms that both provide fuel for AI and are enhanced by AI insights in a "circular data pathway."
  + Develop a model-neutral architecture – like Accenture's 'Switchboard' – allowing the flexibility to choose the right models for specific business needs based on accuracy, cost, latency, and sustainability.
* **Talent & Ways of Working:**
  + Completely reimagine talent strategies to align with gen AI skills needs.
  + Build new operating models that center on data and gen AI, recognizing the cultural shifts needed.
  + Cultivate a learning culture for continuous skill development in this rapidly evolving field.
* **Close the Gap on Responsible AI:**
  + Proactively design, deploy, and monitor AI applications with a responsibility-first mindset to maximize value and safeguard against risks.
  + Integrate responsible AI strategy, compliance, and security throughout the entire value chain.
* **Drive Continuous Reinvention:**
  + Embrace a modular, step-by-step approach to innovation that spans multiple years.
  + Build a culture that sees continuous reinvention with AI as a core competency, not just a one-time project.

**Important Note:** These five areas are interconnected. Committing the time, capital, and talent to excel in each will enable lasting success in gen AI-driven transformation.

# Why Partnerships Matter for Gen AI

* **A Game-Changer Requiring Significant Investment:** Gen AI demands specialized infrastructure, architecture, governance, cost management, and responsible design – challenges many organizations can't tackle alone.
* **Rapid Evolution Unlike Past Tech:** Everything is changing at once in Gen AI, making it even harder for businesses to keep up without dedicated partners.

**5 Key Types of Ecosystem Partners**

* **Application Providers:** Offer off-the-shelf products like Microsoft 365 Copilot and Salesforce Einstein that embed gen AI into everyday business applications, empowering frontline workers with real-time AI support.
* **Foundation Model Builders:** Drive Gen AI innovation (language, image, video generation models) with partners like OpenAI, Anthropic, Cohere, SambaNova, Scale AI, and NVIDIA.
* **Data and Platform Providers:** Supply the tools to manage, store, and utilize data on a grand scale. They also help make data ready for advanced AI and machine learning applications.
* **Cloud and Infrastructure Providers:** Provide the essential hardware and software foundation for gen AI projects. Key partners: Microsoft, Google, and AWS. These "hyperscaler innovators" constantly push advancements in the entire technology stack.
* **Academic Institutions:** Don't just supply talent, they keep businesses at the forefront of gen AI knowledge through institutions like Stanford, MIT, and Oxford.

**Key Takeaway:** In this fast-paced environment, the right network of partners is essential for staying ahead and managing the complexity of generative AI implementation.

# Meet Accenture's Gen AI Assistants

* **Amethyst:** A personal AI assistant embedded within Microsoft Teams, Amethyst helps with brainstorming, internal knowledge searches, and answering common questions (e.g., tech support, PTO balance). You can even use it to ask general questions starting with "Ask GPT." Key benefit: keeps information within Accenture's system for privacy.
* **Accenture Search with Amethyst:** Enhances search results with the ability to click the Amethyst icon to summarize longer documents, providing quick insights.
* **Workday Feedback Coach:** Takes your key feedback points and desired tone to generate draft employee feedback text. Important: Always review and edit AI-generated text before sending.

**Why These Tools Matter**

These tools demonstrate how generative AI can streamline tasks, improve productivity, and make you more proactive in problem-solving and learning.

**How to Access**

* Amethyst: Install it within your Teams toolbar.
* Accenture Search: Look for the Amethyst icon next to search results.
* Workday Feedback Coach: Find the Feedback Hub in your Workday profile.

# Ethical and Responsible Use of Gen AI

* **Fact-Checking is Essential:** Gen AI can be creative but may invent information. Always verify any AI-generated output.
* **Be Mindful of Bias:** AI reflects the data it's trained on. Existing social inequities and biased datasets can lead to biased results.
* **Seek Approval:** Ensure projects incorporating generative AI tools (internal or external) have the necessary approvals.
* **Protect Confidential Data:** Use approved internal tools like Amethyst X GPT or M365 Copilot when working with sensitive information to keep it secure.
* **Acknowledge AI-Generated Content:** Include disclaimers whenever using AI-generated content.
* **Prioritize Sustainability:** Gen AI can be energy-intensive. Understand how to minimize environmental impact both in your use of AI tools and when advising clients.

**Important Resources**

* **Generative AI Legal Playbook:** Provides comprehensive policies on generative AI use.
* **Center for Advanced AI:** Offers further guidance and support on specific questions.

**Key Takeaway** We have a collective responsibility to use generative AI ethically and sustainably. Embrace these practices to ensure positive impact both within Accenture and for our clients.

**Call to Action**

* Download the hands-on activity on responsible use of Gen AI for practice and deeper understanding.
* Be a champion for ethical AI use by sharing your knowledge with others.

# Gen AI Key Takeaways

* **Gen AI's Transformative Impact:** Generative AI has the potential to revolutionize how we work and live. It empowers us with new solutions, enhances human capabilities, and opens up exciting possibilities.
* **Take Action:**
  + Complete the provided exercises to practice, gain familiarity with Accenture's internal AI tools, and boost your AI skills.
  + Join the TQ Viva Engage community to stay updated on TQ, challenges, and campaigns.
  + Start using Accenture's generative AI tools like Amethyst, AI feedback coach in Workday, enterprise search, and others.
* **Embrace Continuous Learning:** Generative AI is a rapidly evolving field. Stay ahead of the curve and contribute to the future of this technology.

# Introduction to Prompt Engineering

* **The Power of Prompts:** The quality of your input (prompts) directly influences the outcome you'll get from generative AI tools like ChatGPT, Google Bard, DALL-E, etc.
* **What is Prompt** **Engineering?:** The art of crafting specific and effective prompts to guide generative AI towards the desired results.
* **Key Concepts:** Explore aspects like personas, tone, style, audience, length, and more to create better prompts.
* **Advanced Techniques:** Learn terms like prompt chaining, context length, shot-based prompting, and flipping the role for improved results.

Planning a Successful Prompt

* **Prompts are Like Other Writing:** Just as any written work has length, style, tone, audience, and purpose, so do your prompts! Understanding these attributes is crucial for guiding AI towards the output you want.
* **Example: Marketing Campaign Planning** Let's say you want to create marketing copy for the Eames Lounge Chair. Thinking in terms of attributes guides how you'll craft your prompt.
* **Start with Basics, Then Refine:** Begin with a simple prompt, like "Write some marketing copy, focusing on the Eames Lounge Chair," but don't stop there. Refine it with specific attributes.
* **Controlling Length:** Don't just use word count. Express length in ways that reflect the medium (newsletter, blog post), reading time ("a 5-minute read"), or several points ("use three main points").
* **Prompt Chaining:** Treat the interaction like a conversation. Refine your prompt based on the AI's output and give multiple pieces of feedback at once for further refinement.

**Exercise: Analyze Writing**

To develop this mindset, analyze a piece of writing (book, article) and identify these attributes:

* Length
* Style
* Audience
* Tone
* Purpose

Understanding Prompt Attributes

* Just as any piece of writing is defined by certain qualities, successful prompts require the same consideration of attributes.
* Think about various writing qualities and how they can be expressed in prompts to guide the AI's output.
* **Token Limits & Context Length:** It's important to be mindful of the limitations of AI models and craft prompts accordingly.

**Key Prompt Attributes**

* **Format:** Specify the desired output form (essay, dialogue, list, etc.). Adding length specifications further refines the focus.
* **Audience:** Consider the target audience's age, background, profession, culture, interests, as this greatly impacts the tone and style of the output.
* **Domain:** Narrow the focus by choosing a specific domain (health, economic, cultural, etc.). This ensures relevance and depth in the response.
* **Perspective:** Guide the output by specifying a viewpoint (positive, negative, neutral, etc.)
* **Tone/Mood:** Set the desired feel of the writing (formal, informal, humorous, etc.)
* **Purpose:** Establish the intention of the content (entertain, educate, influence)
* **Role:** Have the AI assume a role (expert barista, coffee enthusiast, etc.) to get tailored information and perspectives.

**Key Points and Tips**

* **Experiment and Practice:** Successful prompting is an art. Don't be afraid to experiment with different attribute combinations.
* **Flipping the Role:** Try approaching a prompt from the opposite perspective (expert vs. novice) to uncover new insights.
* **It's Not All or Nothing:** You don't need to use all attributes at once. Start with a few and refine as needed.

# Generative AI as a Research Assistant

* Instead of simply asking generative AI tools to produce something, see them as enthusiastic research assistants. Their output is a starting point, not a final product.
* Use role-playing prompts to gather comprehensive insights and develop a more well-rounded understanding of your topic.

**Why Flipping Roles Matters**

* **Diverse Perspectives:** Stepping into different roles (product manager, user, creative director, consumer, etc.) gives you a 360-degree view of the problem or situation.
* **Empathy Development:** Understanding different perspectives fosters empathy, a key element in design thinking. It helps you create more balanced, relatable outcomes.
* **Beyond Research:** Flipping roles can also support skill development (like conflict resolution) and boost innovation.

**Example: Launching a New Product**

Use role-based prompts to gain diverse insights throughout the launch process:

* **Design:** Understand user needs and preferences.
* **Market Understanding:** Identify market trends and competition.
* **UX:** Explore potential challenges and user experiences.

**Key Takeaways**

* Flipping roles is a powerful way to use generative AI, leading to better research and deeper understanding.
* It promotes a curious, open-minded approach, crucial for effective prompt writing.
* Don't just ask the expert – consider the novice, the critic, the customer, and so on to gain a complete picture.

**"Advanced" is Relative**

* Don't be intimidated by the term! An "advanced" prompt is simply one you haven't tried before. Experimentation is key.

**Techniques to Try**

* **Combine Attributes:** Don't just use roles alone. Integrate them with time periods, format specifications, and more for nuanced results.
* **Long, Specific Prompts:** Provide more context upfront to guide the AI's response and get detailed answers tailored to your needs.
* **Multiple Choice:**
  + Ask the AI to generate multiple-choice questions to test your knowledge.
  + Give the AI multiple choices to streamline its responses for faster validation.
* **Interactive Prompting:** Engage in a back-and-forth dialogue to refine your request and the AI's output.
* **Shot-Based Prompting:** Guide the AI's understanding and output by providing examples:
  + Zero-shot: No examples.
  + One-shot: Single example.
  + Few-shot: 2-3 examples.
  + Many-shot: Extensive examples.

**Key Takeaway:** These techniques offer dynamic ways to interact and unlock the full potential of generative AI tools. Embrace experimentation and discovery!

# Prompting in Other Generative AI

**Key Ideas**

* **Attributes Matter:** Just as writing has attributes, images possess qualities like style, composition, color scheme, mood, subject, focus, and genre. Understanding these allows you to craft precise prompts.
* **Balance Specificity:** Don't overload your prompts, but provide enough detail to guide the AI without stifling creativity. Experiment to find the ideal balance.
* **Iterative Refinement:** Most image generators allow you to progressively fine-tune images through a series of prompts. Start with a base and change elements step by step.
* **Merge Styles & Subjects:** Combine unexpected elements (vintage aesthetics + modern tech) to create unique results.

**Challenges to Overcome**

* **Overspecification:** Excessive detail may hinder the AI's ability to interpret your request creatively.
* **Ambiguity:** Vague prompts may lead to unpredictable or undesirable outcomes.

**Best Practices**

* **Iterative Refinement:** Start with a basic idea and tweak it through subsequent prompts.
* **Use Previous Outputs:** Employ generated images as new prompts for further modification.
* **Build a Prompt Library:** Keep track of what works for you. Experiment and discover the most effective combinations of attributes.

**Remember:** Generative AI is a tool for your imagination. Embrace experimentation and refine your understanding of the tool's capabilities!

# Generative AI: A Game-Changer

* Gen AI is outpacing all previous technologies in its impact on business. Understanding it is crucial for staying ahead of the curve.
* This new installment of the TQ course promises even more valuable insights and practical applications.

**Why Accenture People Should Embrace Gen AI (as explained by Alison Horn's avatar)**

* **Productivity & Efficiency:** Gen AI enhances productivity and allows for greater focus on impactful work.
* **Confidence & Creativity:** It unlocks creative potential and builds confidence in employees.
* **Embracing Innovation:** Learning about Gen AI demonstrates a commitment to innovation and staying relevant with new technologies.

**Key Points**

* **Human-like Technology:** Gen AI's ability to communicate and create human-quality output sets it apart.
* **Increased Potential:** It boosts creativity, productivity, and knowledge for everyone.
* **Total Enterprise Impact:** Gen AI will revolutionize every aspect of the business, from the top down.
* **Accenture's Commitment:** Accenture is at the forefront of shaping the future with Gen AI.

**Call to Action**

* Stay up-to-date and continuously learn about Gen AI, as it will fundamentally change how you work, regardless of your role.
* Start using Gen AI tools and complete the hands-on exercises provided.

# State of the Market and Latest Trends

**Key Points and Exciting Developments**

* **Battleground for Foundation Models:** Competitors like Anthropic's Claude are challenging GPT's dominance, with models like Opus offering near-instant responsiveness and undergraduate-level problem-solving ability.
* **Open-Source Innovations:** Companies like Mistral AI are democratizing access through open-source models, fostering collaboration and blurring lines between free and commercial offerings.
* **Multimodal Models (LMMs):** AI can now understand and generate content across text, images, video, *and* sound (Sora, Pika), enhancing the way AI mimics human interaction.
* **The Shift to Smaller (SLMs):** Efficiency drives a trend towards smaller language models, often specialized with your own data for a specific domain. This offers customization without the huge GPU demands.
* **Retrieval Augmented Generation (RAG):** Think of it as "supercharged search" allowing the model to pull relevant data from external sources, ensuring up-to-date and specialized information.
* **AI at the Edge:** Edge computing brings AI to devices. This enhances privacy, reduces costs, improves speed, and importantly, addresses the energy demands of AI.
* **Devin and Large Action Models (LAMs):** Moving beyond generation, AI is becoming a software engineer and an agent, writing code, booking trips, and taking action based on your instructions.

**Overall Takeaways**

* Gen AI's development pace is outstripping any previous tech. It's continuously impacting every part of the value chain.
* This rapid evolution underscores the importance for businesses and individuals to stay informed and engaged with this revolutionary technology.

# Gen AI as a Transformational Force

* **Disruption is the New Normal:** The pace of change is relentless, driving companies to embrace reinvention to stay competitive.
* **Gen AI: The Key to Reinvention:** This technology uniquely affects every part of the value chain, enabling significant productivity and performance gains (20-40%+).
* **No Regrets vs. Strategic Bets:** Companies can balance immediate value with long-term competitive advantage by investing in both.

**Examples & Use Cases**

* **Consumer Goods:** Gen AI can streamline the sales process, from lead generation with real-time insights to AI-assisted sales pitches and personalized interactions.
* **Life Sciences:** Accelerate drug discovery, revolutionize clinical trials, and personalize healthcare with Gen AI.
* **Accenture's AI Navigator:** A Gen AI-powered tool to guide clients through their reinvention journey, demonstrating the potential impact across industries.

**The Importance of the Digital Core**

* **The AI Foundation:** Generative AI relies on a robust data-driven digital core to function effectively and deliver insights.

**Workforce Transformation**

* **Skills Redistribution:** Gen AI automates certain tasks, empowering workers to focus on higher-value activities like relationship building.
* **New Skill Requirements:** Employees must adapt, learning to work alongside Gen AI. This includes skills in prompting, model management, and data analysis.

**Case Study: BBVA**

The bank's successful reinvention into a digital leader showcases the power of Gen AI in operations, marketing, and customer experience. Key outcomes include increased digital interactions, personalized loans, streamlined onboarding, and significant financial efficiency gains.

**Call to Action**

* **Embrace Gen AI:** This is not a passing trend, but a transformative force reshaping how businesses operate.
* **Get Educated:** Utilize Accenture resources:
  + Tech Vision 24
  + Reinvention in the era of generative AI
  + Work, workforce, workers
  + The Pulse of Change 2024
* **Cross-Functional Collaboration:** Gen AI success requires a "one Accenture" approach involving different areas of expertise.

# What is a Modern Digital Core?

* It's the technology backbone that drives business functions, providing agility, innovation, and differentiation.
* It's not just about the tech itself, but also new ways of working to deliver business reinvention.
* Key components include:
  + Cloud for agility and innovation
  + Data and AI for insights
  + Applications for growth
  + Experiences tailored to customers and employees
  + Security built into every layer

**Why It Matters for Gen AI**

* Gen AI raises the bar, making a modern digital core crucial for unlocking its full potential and managing rapid change.
* Key steps to modernize your digital core:
  1. **Move to the Cloud:** AI innovation thrives on cloud-native platforms.
  2. **Establish a Modern Data Foundation:** Your data is your competitive advantage in the Gen AI era. Structure, collect, and leverage the right data in a responsible way.
  3. **Upgrade Applications:** Bring them into the cloud to tap into AI capabilities (consider SAP Joule).
  4. **Build a Gen AI Backbone:** This is the new piece – it allows for easy integration and switching between multiple foundation models.

**Client Success with Switchboard**

* **Challenge:** Clients face too many foundation model choices, lack ways to compare them, and need governance around model selection.
* **Solution:** Accenture's Switchboard provides:
  + Exploration and comparison of pre-approved models
  + Guidance on choosing the best prompts
  + Side-by-side model performance comparisons
  + Model selection based on cost, latency, and performance needs
  + Model execution policies to enforce responsible use across use cases

**Key Takeaways**

* Gen AI adoption depends on a modern digital core.
* Companies must make the right technology shifts to successfully harness the power of generative AI and manage the risks involved.

# Gen AI at Accenture: Making Work Easier & Smarter

* **Amethyst:** Your one-stop shop for navigating Accenture systems and knowledge. Find answers quickly and easily, like how to enter your Workday priorities.
* **Copilot (from Microsoft):** Integrated across Office, Teams, and Outlook, Copilot helps you:
  + Take efficient meeting notes and generate summaries.
  + Draft emails with the right tone and accuracy.
* **Gen Wizard:** Enhances the myWizard platform, already used for automating software development and engineering tasks. Gen Wizard adds Gen AI capabilities, boosting efficiency for system integrators and developers.
* **Agile with Gen AI:** Integrates Gen AI into the Agile software development process, supporting sprint planning, story creation, and even retrospectives.
* **GitHub Copilot:** Provides AI-powered assistance for coding:
  + Suggests lines of code across multiple programming languages.
  + Checks performance, security, and helps with testing aspects.

**Key Takeaways**

* Gen AI is a powerful tool for boosting productivity and efficiency across a variety of work tasks.
* These tools are about augmenting human abilities, not replacing them. They allow for focusing on strategic, impactful, and creative work.
* Get hands-on! Experiment with Gen AI and unlock its potential to reshape how you work.

**Call to Action**

* Continue learning and practicing with the tools mentioned to reap their full benefits.
* Embrace Gen AI as a positive change that enables a smarter and more efficient work experience.

# Scaling with Responsibility

* As businesses move to scale Gen AI, focusing on responsible implementation is crucial.
* A major gap: 96% of companies adopt responsible AI principles, but only 2% have practical solutions to put them into practice.

**Three Key Areas of Responsible AI**

* **Governance:** Establishing clear protocols and accountability for Gen AI use.
* **Compliance:** Adhering to evolving AI regulations set by governments.
* **Data Privacy & Security:** Proactive risk management regarding sensitive data and cybersecurity threats.

**Cybersecurity: Protecting Against Gen AI-Powered Threats** (Paolo Dal Cin)

* Gen AI increases cyber risks: Sophisticated phishing, deepfakes, and malware are on the rise.
* Data leakage and model disruption are additional threats to mitigate.
* Strategies for protection:
  + **Govern:** Identify security risks across all phases of AI projects.
  + **Protect:** Secure all layers of your Gen AI environment.
  + **Defend:** Regularly test and monitor systems for vulnerabilities.

**Regulation: Balancing Innovation and Risk** (Andrew Wilson)

* Governments worldwide are creating regulatory frameworks, with different approaches:
  + Voluntary compliance (Singapore)
  + Mandatory rules and prohibitions (China, EU)
  + Hybrid models (US, Saudi Arabia)
* US focuses on voluntary frameworks with some exceptions (dual-use foundation models, cloud infrastructure).
* EU AI Act takes a risk-based approach, banning unacceptable risks, and imposing strict rules on high-risk use cases across industries.

**Global Governance**

* There's a need for harmonization and interoperability between countries to address key safety principles.
* Organizations like the UN, G7, and G20 are working on global frameworks.

**Accenture's Responsible AI Assessment** (Arnab Chakraborty)

* Risk assessments are embedded in our processes to protect clients and our reputation.
* Our Responsible AI platform assesses risk, tests for bias/explainability, and provides continuous monitoring.
* We leverage tools and standards from various bodies (EU AI Act, NIST, etc.)

**Call to Action**

* Stay up-to-date and informed on the evolving Gen AI landscape.
* Prioritize responsible AI implementation to build trust, mitigate risks, and unlock Gen AI's full potential.

# Recap and Closing

**Key Takeaways**

* **Gen AI's Impact:** This technology is rapidly changing the world, and Accenture is at the forefront of this transformation.
* **Importance of Learning:** Commitment to continuous learning and TQ is crucial for success in the AI-driven future.
* **Prompt Engineering:** Mastering the art of crafting prompts is a powerful skill for getting the most out of Gen AI tools.
* **Driving Reinvention:** Gen AI is a key driver of business reinvention, impacting all areas of the value chain.
* **Responsible AI:** It's essential to prioritize responsible AI practices for building trust and mitigating risks. This includes aspects like regulations, data privacy, and cybersecurity.
* **Accenture's Gen AI Tools:** We've developed powerful Gen AI tools to enhance your work experience. Discover these tools to boost productivity and creativity.

**Call to Action**

* **Experiment:** Put your knowledge into practice! Explore at least one new Gen AI tool to see its benefits.
* **Stay Updated:** Visit the ciogenerativeai website to keep up with new Gen AI developments.
* **Continuous Learning:** Never stop the TQ journey! Embracing ongoing learning helps you thrive in the ever-evolving world of Gen AI.