

# ChatGPT and GPT: A Board Reference Presentation

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Initiatives: [Artificial Intelligence](#); [Data and Analytics Programs and Practices](#)

This PowerPoint presentation, which includes slides for the board, gives software engineering leaders an overview of ChatGPT, GPT and the field of generative AI. It outlines the technology, business context, example interactions and how to exploit this area, with industry and enterprise use cases.

## Why Is ChatGPT Generating Such a Buzz?

OpenAI's ChatGPT service is the subject of intense interest because it:

- Represents a “perfect storm” of “hot” technologies by using:
  - A chatbot that enables natural-sounding conversational interactions.
  - A large language model (Generative Pre-trained Transformer [GPT]) that performs advanced language-related functions, including language generation, summarization and question answering.
- Can hold seemingly intelligent conversations with humans by appearing to understand what they say:
  - Interactions with ChatGPT can be humorous and insightful, even profound. But they can also be factually incorrect or biased, despite OpenAI's improvement efforts so far.
  - There is a danger that ChatGPT content that is factually incorrect may be assumed to be correct because it is presented eloquently.
  - The terms “understand” and “intelligent” are implicitly human terms; their application to a machine algorithm like that of ChatGPT is highly misleading.
- It has massive market implications:

- It offers significant potential opportunities, but also entails disruption and risk.

## Recommendations

- Avoid being seduced by the intense hype about ChatGPT, a service that is still at a very early stage of development:
  - Learn about the risks associated with the use of large language models, which include the introduction of erroneous information.
  - Investigate this technology's significant potential, but avoid committing too much to it.
  - Explore other emerging use cases for generative artificial intelligence (AI), beyond GPT's language-focused ones.
- Encourage exploration of potential use cases and changes to work processes:
  - Define usage guidelines — ensure that *all* users understand the risks, issues and practices.
  - Do not use versions of ChatGPT with any private data if the service does not offer assurances of privacy or confidentiality. It is likely, however, that Microsoft's Azure OpenAI Service version of ChatGPT will have enterprise-level confidentiality, privacy and compliance capabilities.
- Form a task force, which should report to your CIO and CEO, charged with:
  - Detailing existential threats and major opportunities.
  - Documenting what management needs to know in order to plan and set direction.
  - Developing a plan to explore opportunities as they arise.
  - Monitoring this fast-evolving market.

## Recommended by the Authors

[Quick Answer: What Is ChatGPT?](#)

[Innovation Insight for Artificial Intelligence Foundation Models](#)

[Innovation Insight for Generative AI](#)

[Use Generative AI to Enhance Content and Customer Experience](#)

[Predicts 2022: Generative AI Is Poised to Revolutionize Digital Product Development](#)

[Hype Cycle for Natural Language Technologies, 2022](#)

## Evidence

Eric Boyd, [General Availability of Azure OpenAI Service Expands Access to Large, Advanced AI Models With Added Enterprise Benefits](#), Microsoft, 16 January 2023.

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