

Enhancing workflows with AI

GENERATIVE AI FOR BUSINESS



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Style Synchrony

A fashion marketing company

- Creates narratives
- Across all media platforms

Implementing AI

- Generative AI assistant
- Competitive edge?



Generative AI Assistant: Augmentation

Augmentation

- Complete parts of a human task

Example - promotional video Black Friday

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



Generative AI Assistant: Co-creation

Co-creation

- Humans and AI collaborate
- Generate a finished product

Example - Presenting to the client

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



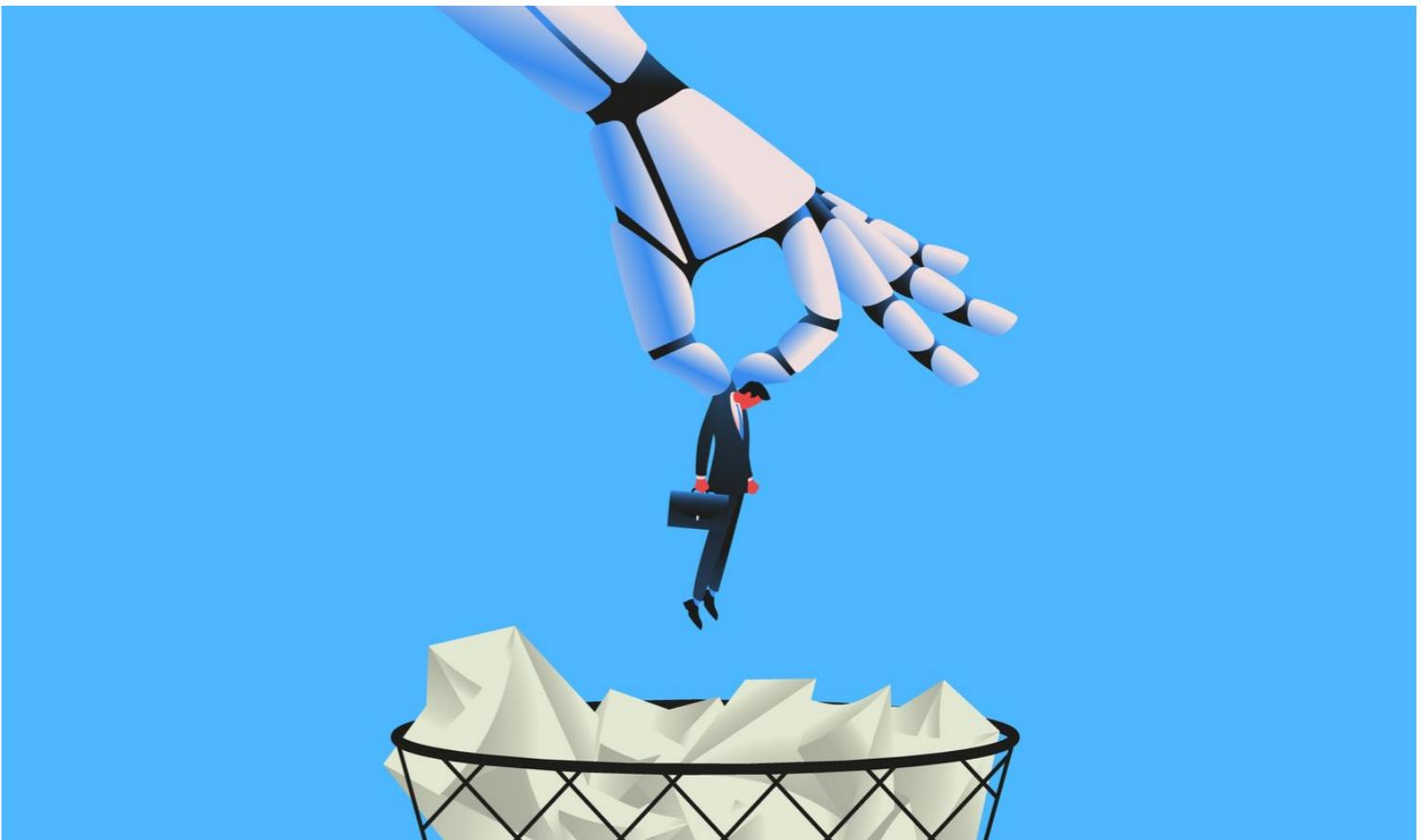
Generative AI Assistant: Replacement

Replacement

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

Example - Fashion trend analysis

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



Successful human and AI collaboration

Map company processes and tasks

- Track metrics
- Brainstorm innovative concepts
- Create process workflows

Identify tasks where the AI assistant could be valuable

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



Test and deploy

Trial and Iterate

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

Deploy to a wider group

- Monitor performance
- Explore new tasks and reiterate



Generative AI in workflows

Use cases

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

Rapid development

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

Change Management

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



Let's practice!

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Responsible AI: Social bias, copyright, ownership

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Social Bias in AI

What is social bias?

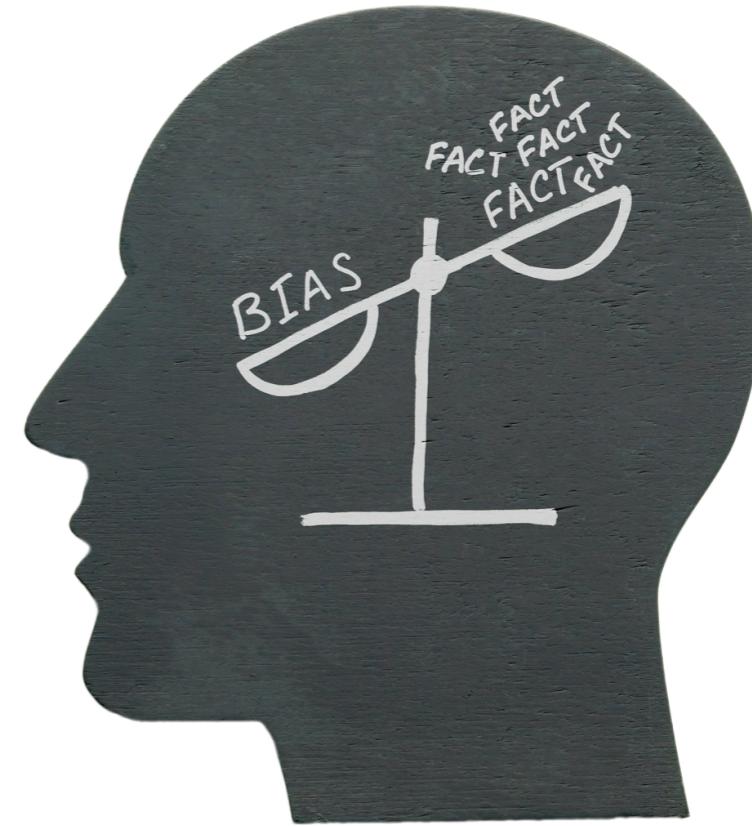
- Systematic unfairness towards certain groups
- Hiring, medical or other settings

What is fair?

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

How to move forward?

- Focus on broadly shared human values



Why is there a risk of bias in AI?

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



Detection and mitigation techniques

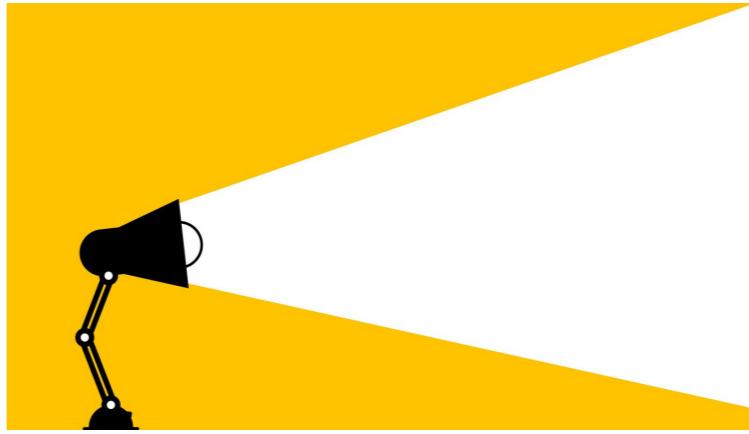
Detection

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



Mitigation

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



¹ Oxford Languages

Intellectual Property and AI content

AI generated content

- Paintings, music or academic research

Who owns the content?

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

Legal landscape

- Rapidly evolving



Generative AI and the legal landscape

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



Generative AI across industries

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



Ethical considerations

Malicious use

- Deepfakes
- Misinformation campaigns
- Enhanced hacking

Mitigation strategies

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



Generative AI is ever evolving

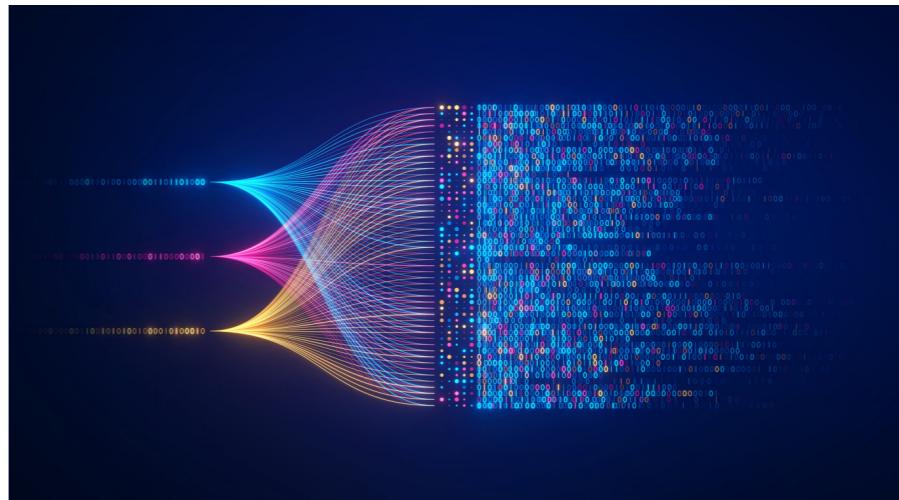
Clear guidelines and feedback opportunities

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



A complex new domain

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



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Preparing for a future of generative AI

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Increasing human potential

Enhance human potential

- Augmentation
- Co-creation
- Replacement

Examples

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



Impact will not be evenly distributed

Broadband Internet

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

Organization Culture

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

AI Literacy

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



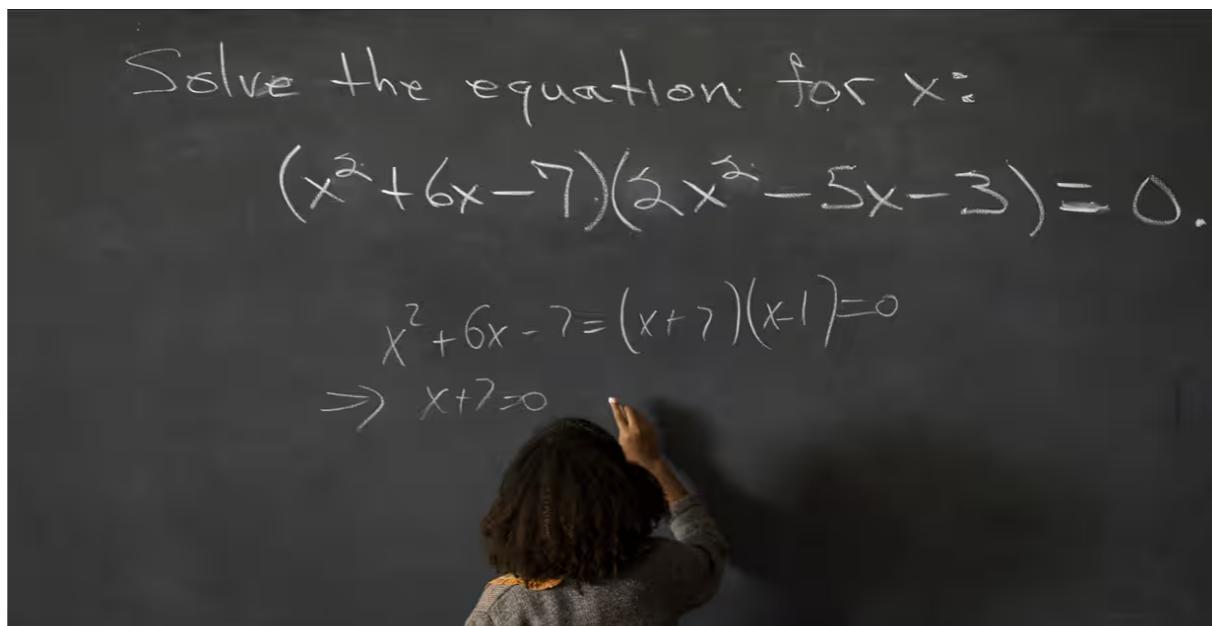
The Future of work

AI has multiple use cases

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

Example

- The human calculator



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

Society and education

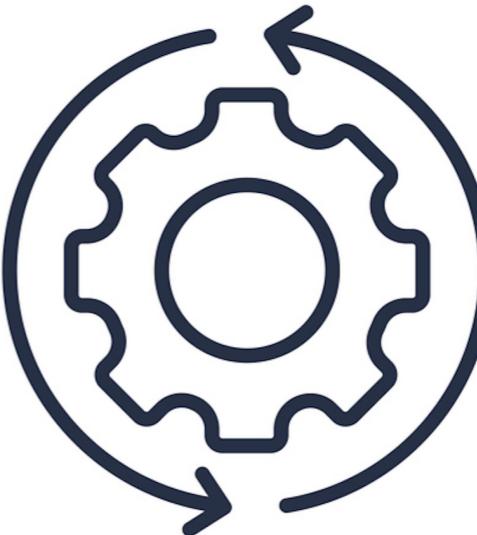
The way people learn will change

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



Governments, schools and companies need to adapt

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



Media and entertainment

Creative explosion

- Increased productivity
- Personalized media



Real or fake

- Fake media
- Deepfakes



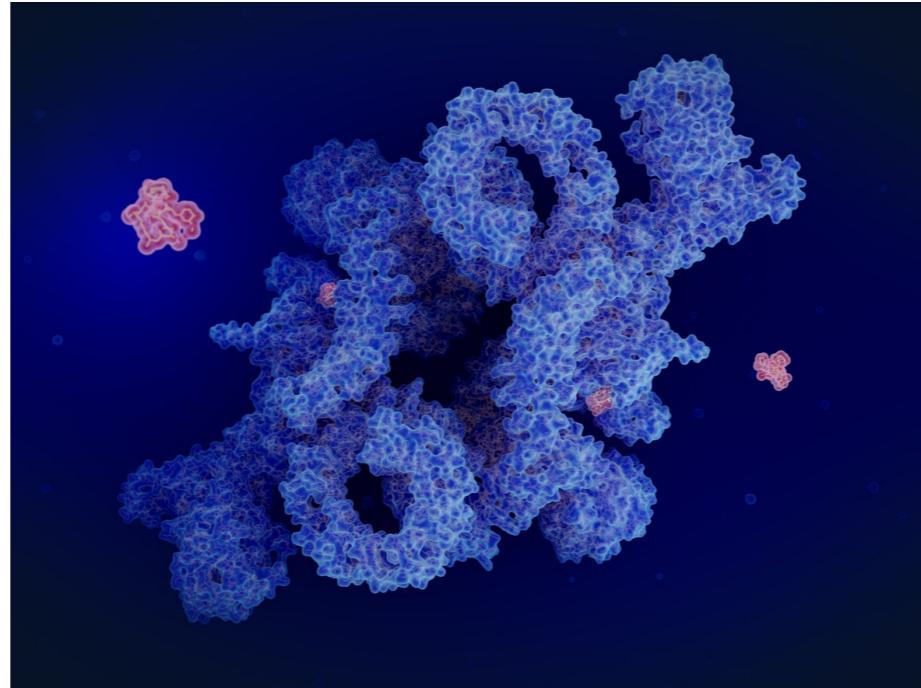
Research and innovation breakthroughs

Information explosion

- Fundamental discoveries are being made at an increasingly rapid speed

Example

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



Human computer interaction

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



Let's practice!

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Leading change in AI era

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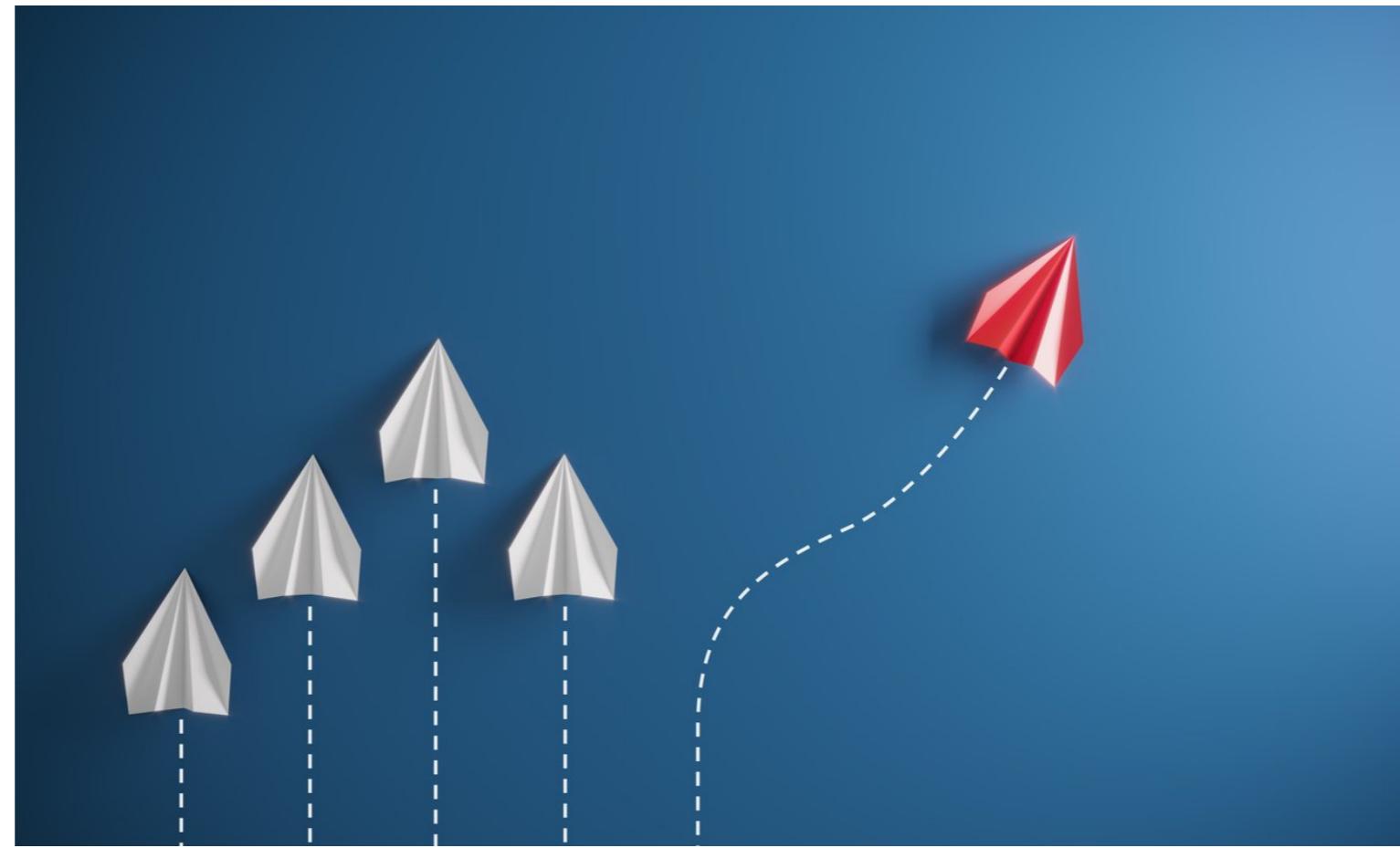


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Catalyst for organizational transformation

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



Strategic alignment is paramount

Integrating AI

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



Culture of adaptation and continuous learning

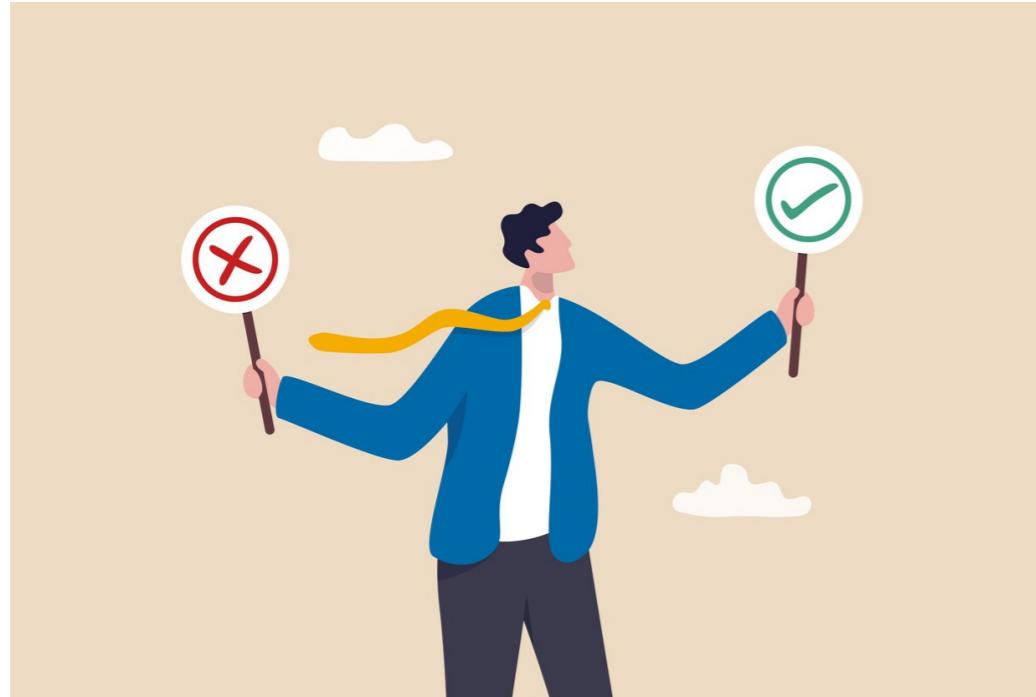
- Skills and knowledge evolve at a rapid pace
- Invest in education
- Change management



The impact of AI will be widespread

Ethical considerations

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



Ecosystem impact

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



Risk management

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



Continuous improvement

Measurement and evaluation

- Defining clear metrics
- Iterating on strategies



Leading change in a new era

It won't be easy

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



Enjoy the journey!

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Congratulations!

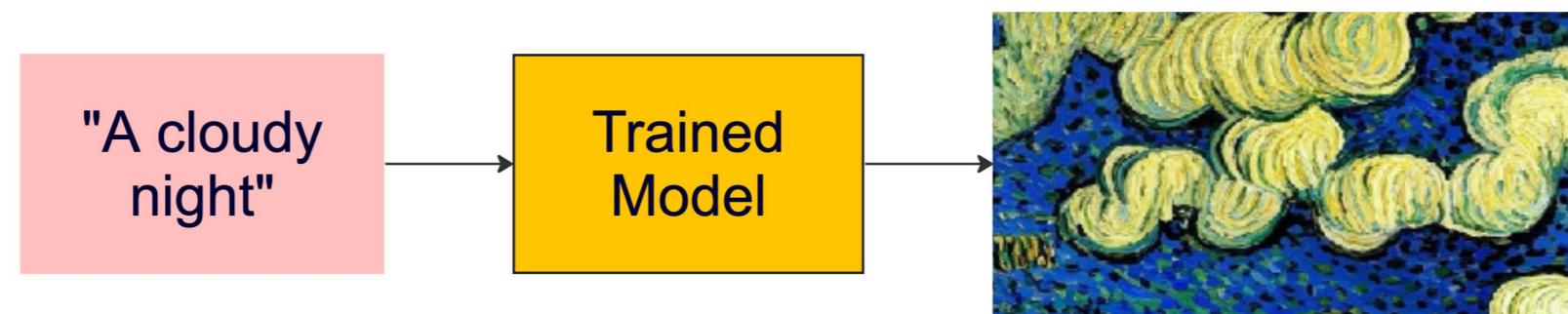
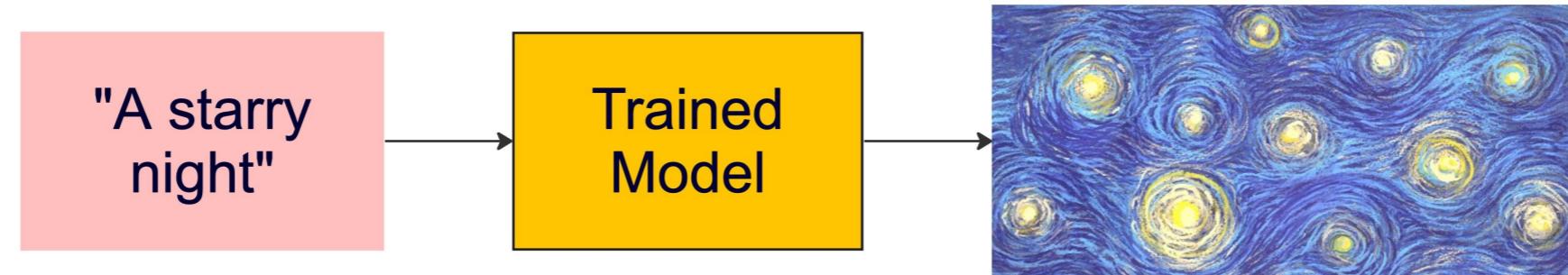
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What is generative AI?



The evolution and progress of generative AI

Key factors

- Cloud
- Market competition
- Model breakthroughs



Key players

- Universities
- Companies
- Governments
- Open source communities



Generative AI solutions

Enhance workflows

- Augmentation
- Co-creation
- Replacement



Ethical considerations

- Social bias
- Copyright
- Ownership



Preparing for the future

- Uneven distribution
- Forever change how we work and learn



Lead in an AI first world

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



**Congratulations on
your journey!**

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