

# Welcome!

**Applied Generative AI  
Workshop**



# WHAT'S IN IT FOR YOU?

- ❑ Learn the **fundamentals of generative AI** and its ethical implications.
- ❑ Discover how AI can revolutionize business **communication, planning, and innovation.**
- ❑ Gain **hands-on experience** with tools like ChatGPT to improve your workflows.

# GENERATIVE AI: A RAPIDLY EVOLVING DOMAIN

- Like generative AI models, this workshop has **"Knowledge Cut-offs"**
  - As AI models like ChatGPT get trained, their last update determines their knowledge cut-off
  - The workshop is up-to-date as of **January 1st 2024.**

# HOW THE DAYS WILL FLOW

- **Two packed days:** Covering five key units as outlined in the workshop program.
- **Daily activities:** Mix of lectures, hands-on practice, group activities, and Q&A.
- **Breaks and lunch:** Short breaks between each unit, with 1 hour for lunch.

# Workshop Content



# CLASS NORMS

- ☐ **Participation:** Engage actively, share experiences, and ask questions.
- ☐ **Collaboration:** Work together, respect differing viewpoints.
- ☐ **Communication:** Listen actively, provide constructive feedback.
- ☐ **Seek Help:** Don't hesitate to ask instructors or peers for clarification or assistance.

*\*Should we include anything else?*

# ICE BREAKER

1. Share your name, your role, and one non-work-related fact about yourself that you're comfortable sharing with the group.
2. What's one question or topic about AI that you find particularly intriguing or want to know more about?



# **Generative AI**

## **Generative AI's Impact on Work**



# LEARNING OBJECTIVES

By the end of the lesson, you will be able to...

- Identify the key benefits and potential applications of Generative AI for work.
- Analyze the impact of Generative AI on various industries and business functions.

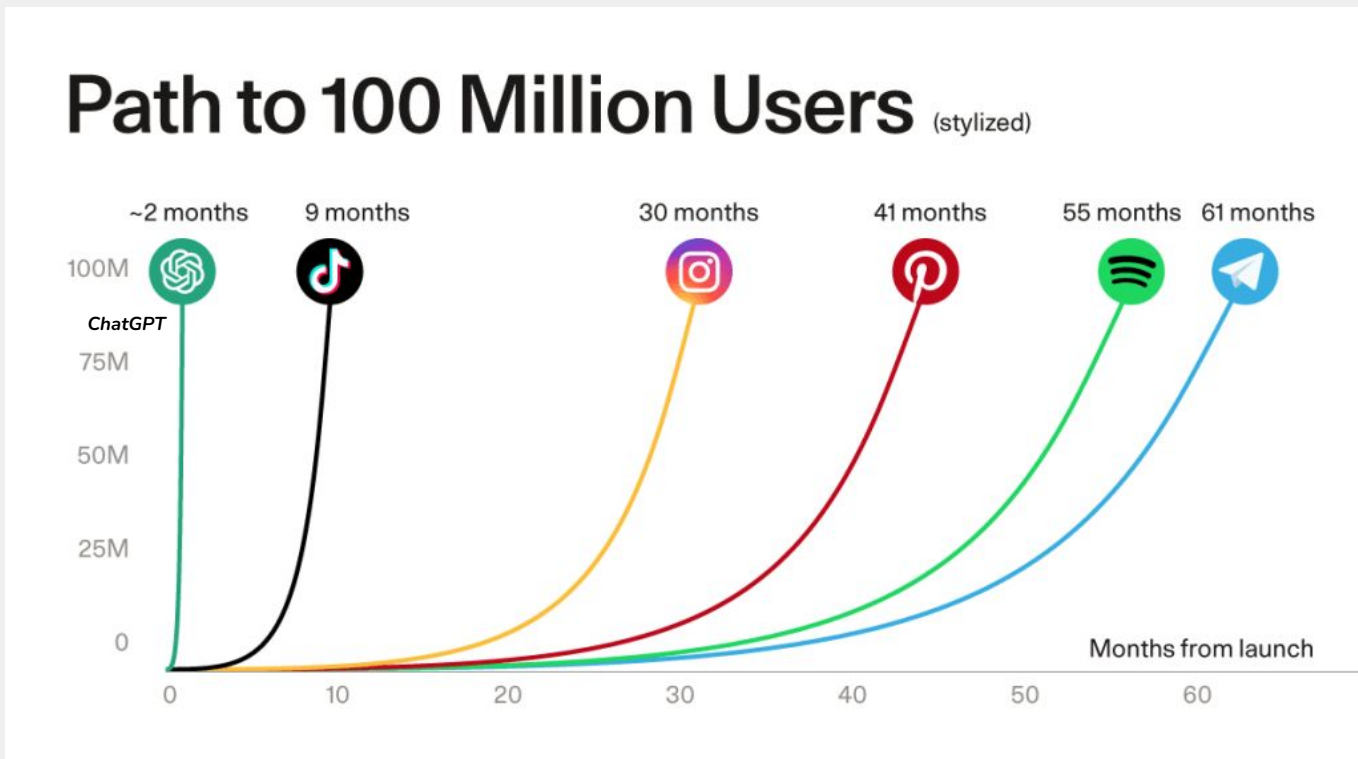


# LEARN

## The Impact of Gen AI on Work



# Why Now? The Incredible Growth of ChatGPT





**AI is quite possibly the most important – and best – thing our civilization has ever created, certainly on par with electricity and microchips, and probably beyond those.**

Marc Andreessen, Co-founder  
Andreessen Horowitz



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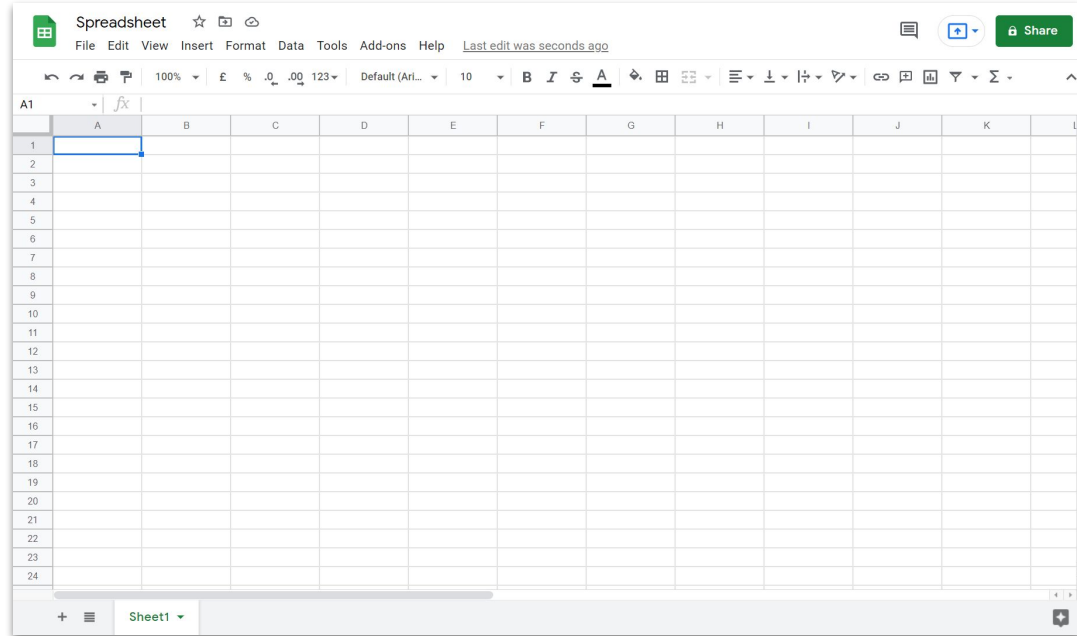
Take a few moments to reflect... **what is your reaction to this quote?**



Type your response  
in the chat.

# Let's Consider a Previous Technological Revolution...

## The spreadsheet



# The Impact of the Spreadsheet

- ❑ **1960s:** Insurance clerks represent single spreadsheet cells (see below)
- ❑ **1970s:** Mainframes automate away this work
- ❑ **1980s:** Desktop spreadsheets (VisiCalc)
- ❑ **1990s:** Spreadsheets for everyone - offices never looked the same



**Image:** "The Apartment" (1960), Directed by Billy Wilder

**Source:** Office, messaging and verbs — Benedict Evans



Generative AI could be **this century's spreadsheet.**



## **An experiment in using GPT-4 to augment consulting work**

A randomized control trial involving hundreds of consultants found that those with access to GPT-4 outperformed those without in eighteen different tasks for a fictional shoe company, across metrics like time, task completion, and output quality.

- GPT-4 empowered consultants were more efficient and produced higher-quality work in creative, analytical, and writing tasks.
- Both AI and human graders rated assisted work as higher quality.

# Think About It: Performance Boost 🤔

Guess the performance boost (%) for consultants when working with GPT-4

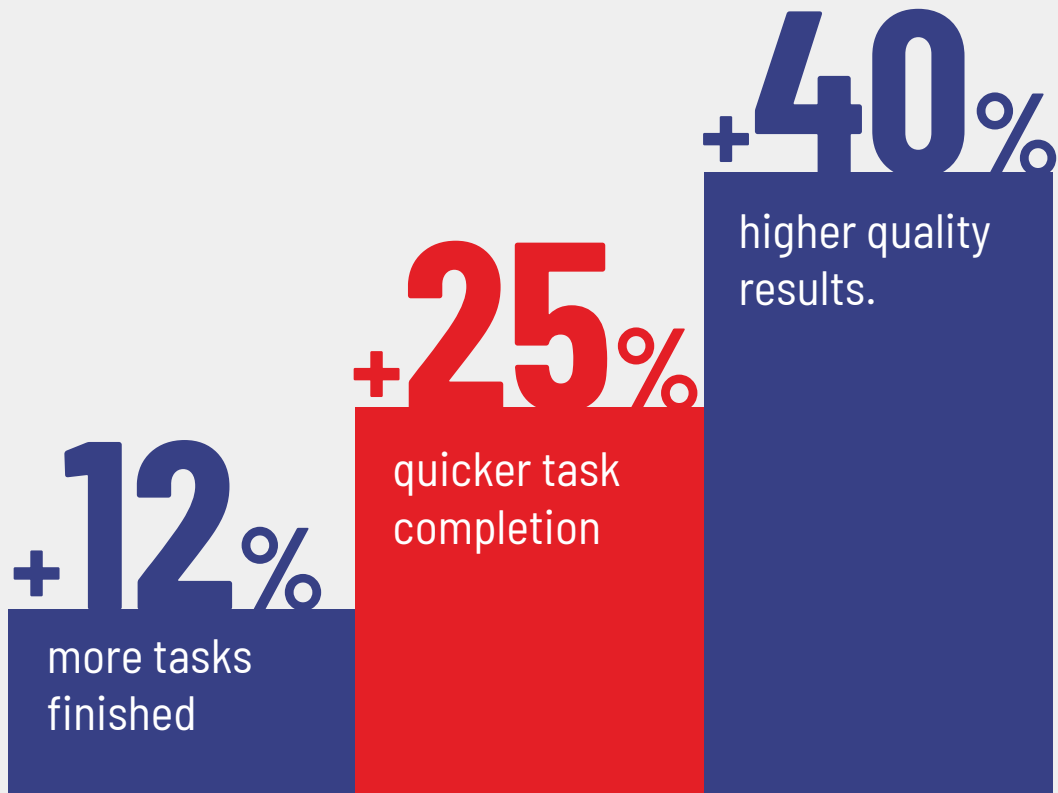


Type your response  
in the chat.

# Consultants using GPT-4

Versus the control group

"The consultants who scored the worst [in initial tests] had the biggest jump in their overall performance, **43%.**"



# REAL CASES: Human/AI Collaboration

5 Minutes

## A Field Experiment on HR Recruiters

- Researchers found that **while higher-quality AI improved task efficiency** in HR recruitment, **it led to reduced human engagement and poorer decision-making**
- More experienced recruiters performed significantly better when given a lower quality AI assistant.

*This "falling asleep at the wheel" effect suggests that **maximising AI performance alone may not yield the best outcomes** in human-AI collaborations.*

**Don't fall asleep at the wheel.**

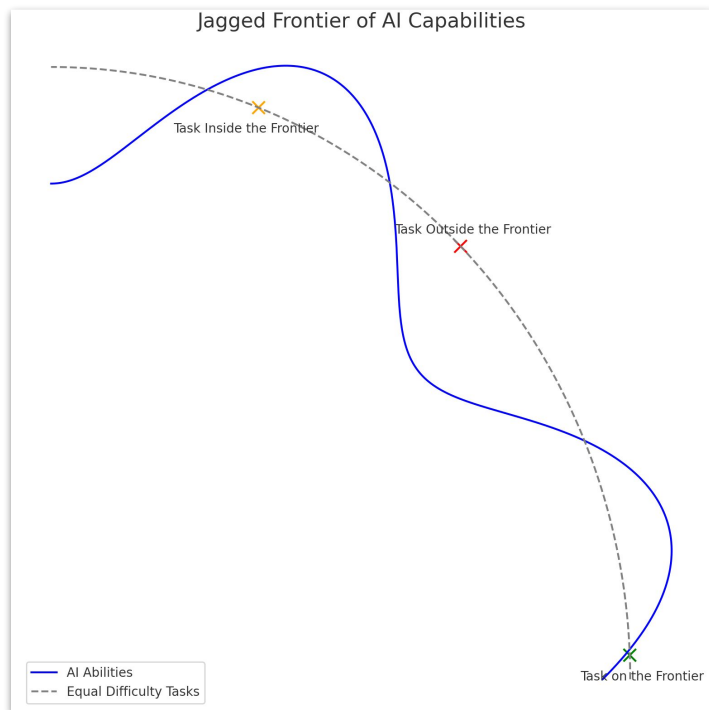
# LEARN

**Generative AI: What is it Good For?**



# Working out which tasks are suitable for Gen AI (and which aren't)

- Generative AI is not good at everything.
- It is surprisingly good at some tasks (“inside the frontier”) and terrible at other tasks (“outside the frontier”), which seem to be of equal difficulty for a human.

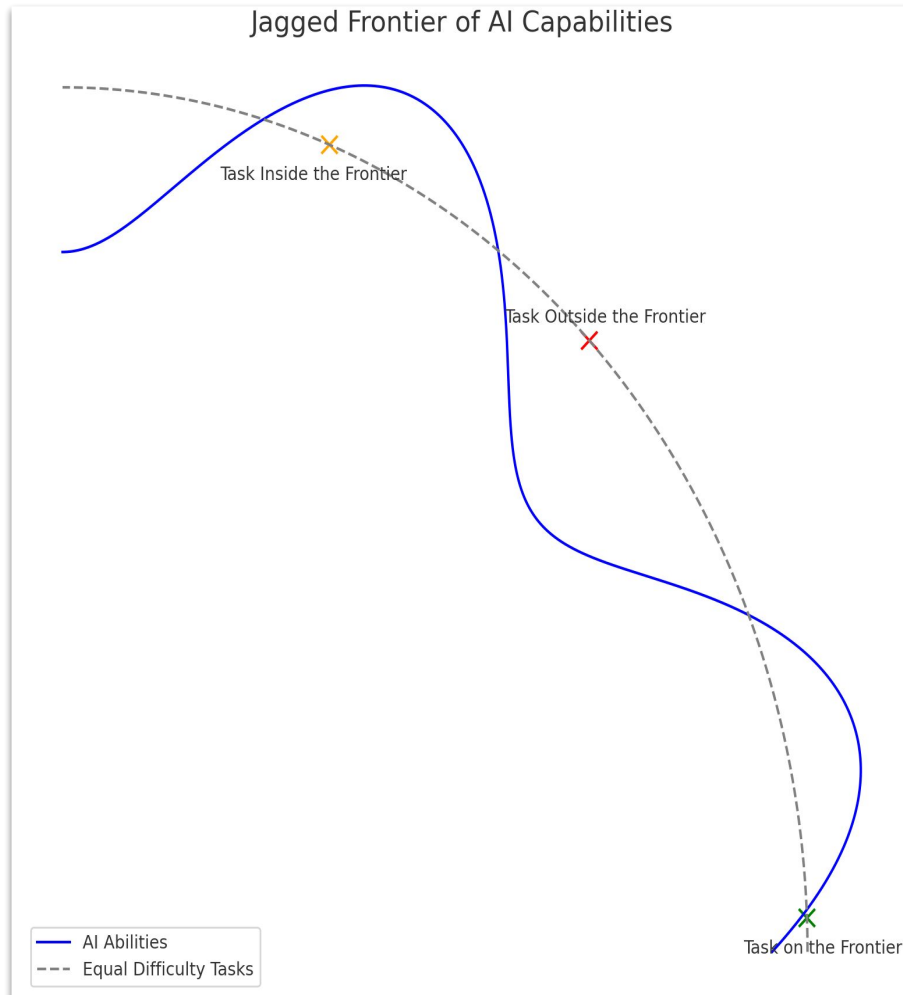


Source: [Centaurs and Cyborgs on the Jagged Frontier](#)

How can we figure out the tasks that fall inside, and outside, of the *frontier*?



Type your response  
in the chat.



Source: [Centaur and Cyborgs on the Jagged Frontier](#)





# Some Business Applications of Generative AI

**Writing**

**Working with Data**

**Working with Documents**

**Idea Generation**

# GROUP EXERCISE: Tasks at Work

10 Minutes

**Reflect for a moment, then take turns discussing the following:**

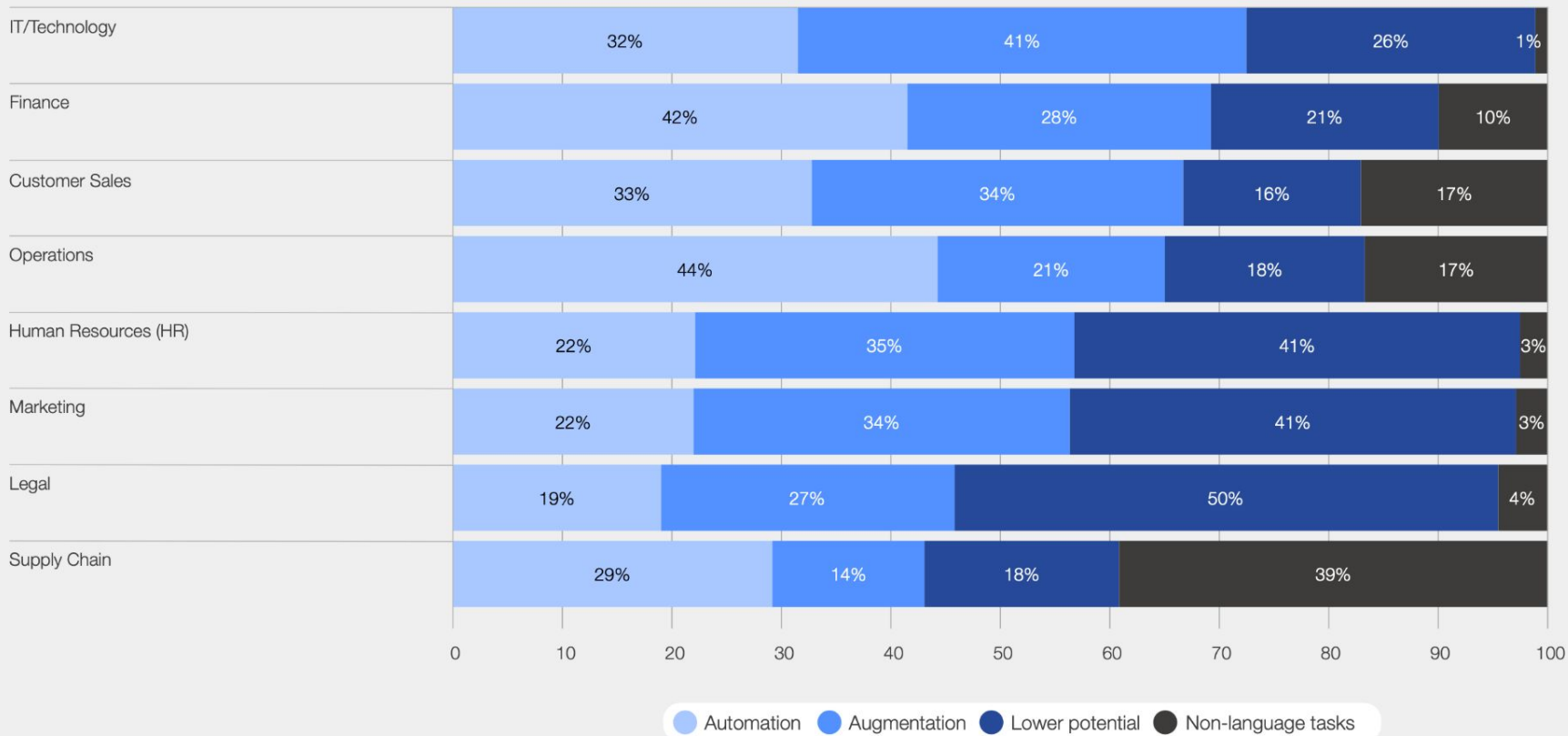
- ☐ What tasks do you perform weekly? Reporting? Planning? Communicating?
  - ☐ How much time do you spend on email? In meetings? In chat?
  - ☐ How would you estimate you spend your time each week?
- ☐ What tasks do you struggle to achieve?
  - ☐ What tasks do you not have enough time for?
  - ☐ What tasks take up time without delivering value?
  - ☐ Of the tasks you've considered, which ones would you like to use ChatGPT for?



# Exposure of Business Functions to LLMs

Source: [Jobs of Tomorrow: Large Language Models and Jobs](#)

## Occupations



# REFLECT

**Your Tasks at Work**



# Reflection: Your Tasks at Work

Taking what you learned and what you practiced, answer the following reflection questions.

- 1 How do you think generative AI will affect the skills required for jobs in the next decade?
- 2 Reflect on how generative AI might impact job security and the nature of employment. What are your thoughts and feelings about these changes?



## Tips for Reflection:

Think carefully through the questions, provide specific details and examples, and try to break down your thinking.



**AI won't replace humans, but humans with  
AI will replace humans without AI**

Karim Lakhani,  
Professor at Harvard Business School

