"Just Do Something with AI"

Bridging the Business Communication Gap for ML Practitioners

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"Let's put AI in the product!"

Do you…

1. Pivot immediately

2. Pretend you didn't hear that

3. Push back and fight it

How about none of these?

There is a better way!

Ask Questions

- Who?
- Why?
- Why now?

Frame the problem (if any)

What do we hope to solve?

Is AI actually going to help?

What does AI mean to your questioner?

Risk/Reward tradeoff

- What are the business or legal risks of using AI for this?
- Are we ok with those? Are they worth it?

Gate #1

Now we know...

1. What the problem is, and the objective

2. What we mean by "AI" and how it relates to the problem

3. What risks we are accepting if we go down this road

Scope the project

- How would you actually do this thing?
- Do you have enough resources/people?

Consider your priorities

- What falls off the roadmap if we do this thing?

Gate #2

Decision time!

Moment of truth: do you think we should do this or not?

Communicate the decision

- Are you the final decisionmaker, or just an advisor?
- Talk to the initial questioner, your team, and any other stakeholders
- Build your argument using the information you've collected

Why is this worth the trouble?

- Your reputation
- Your sanity
- Your team's work satisfaction
- The quality of your product/business

Thank you!