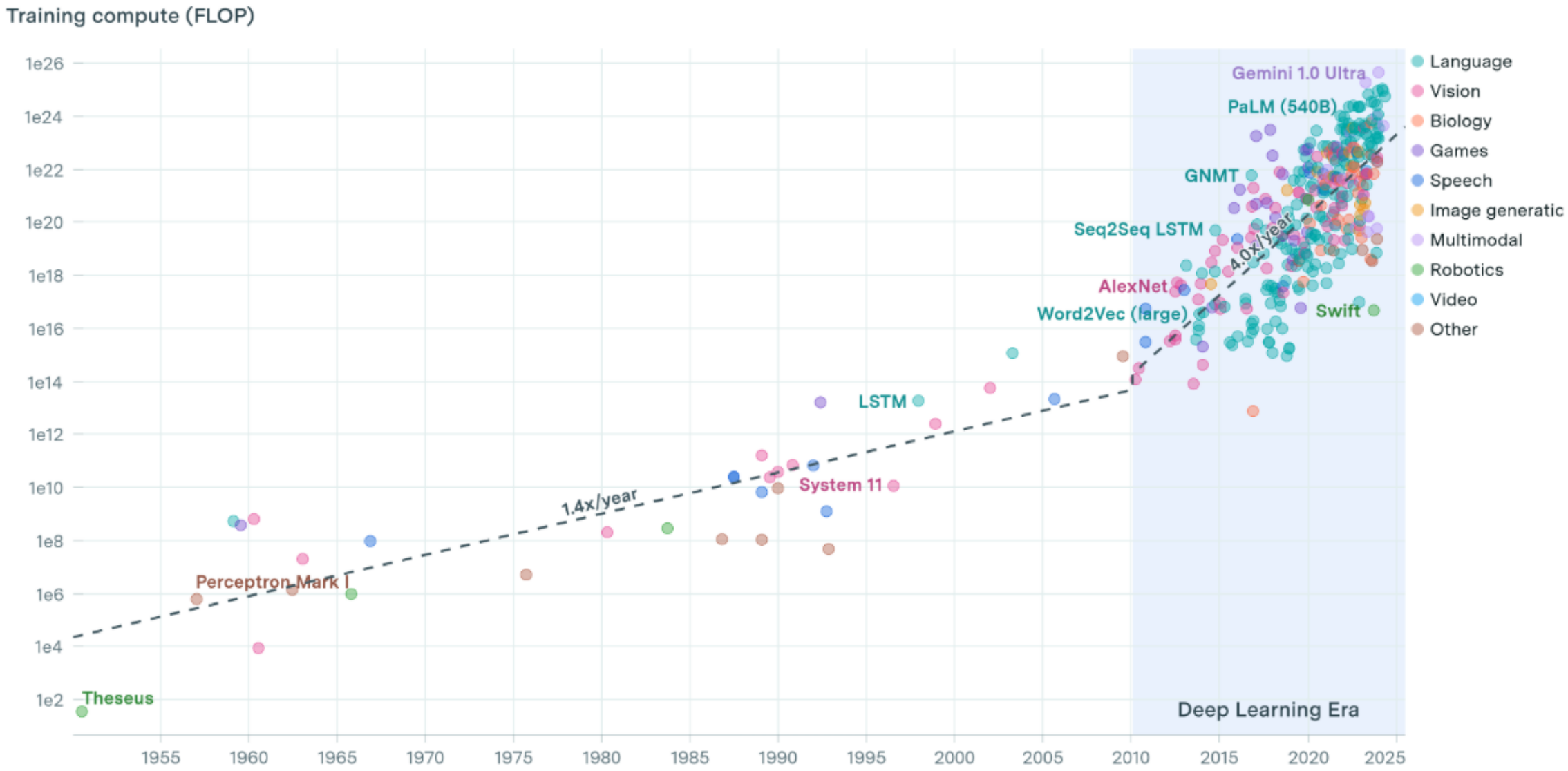
improving

Executive AI Workshop

An Executive’s field guide to AI in your business

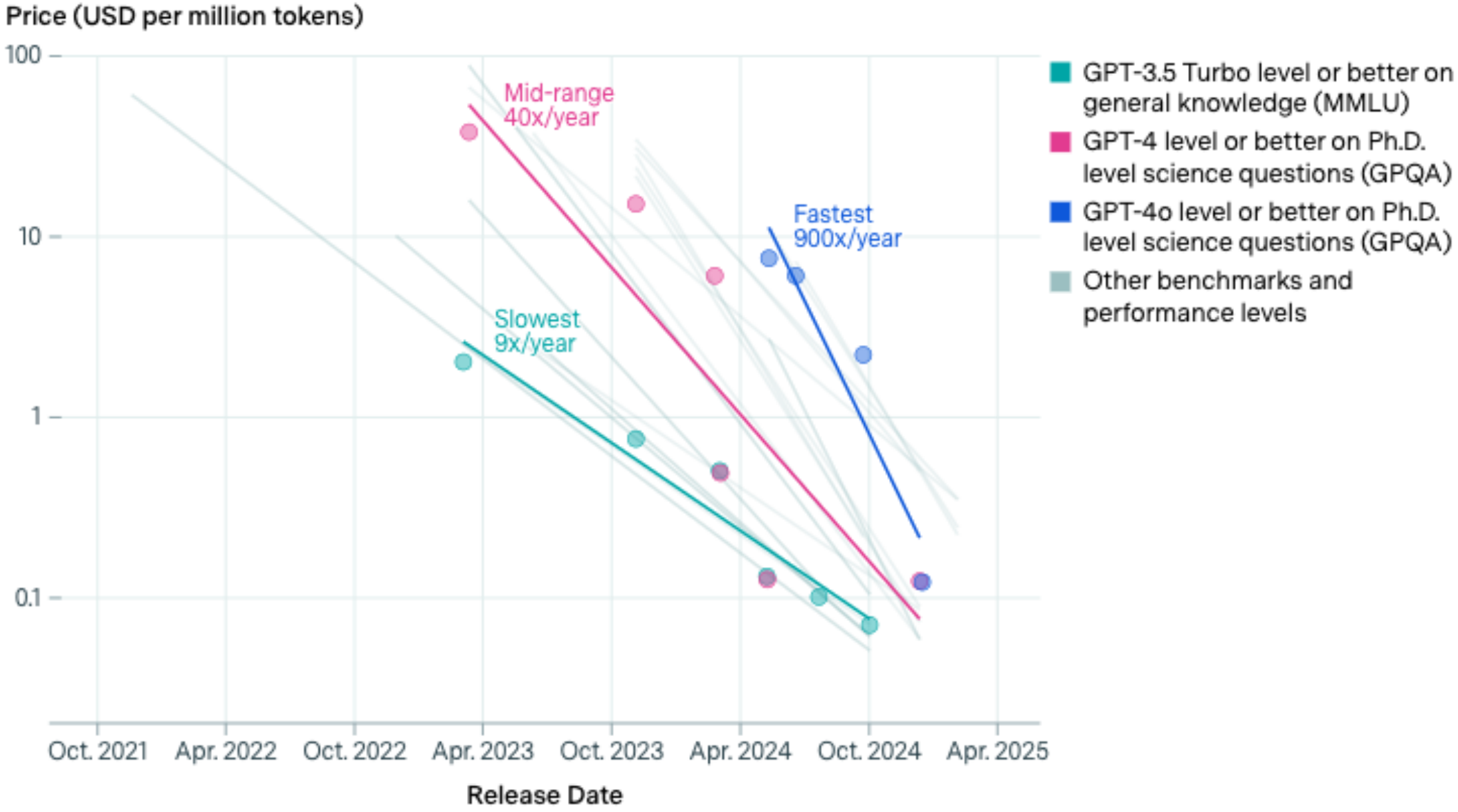
What do you already know / believe about AI?

Where are we today?

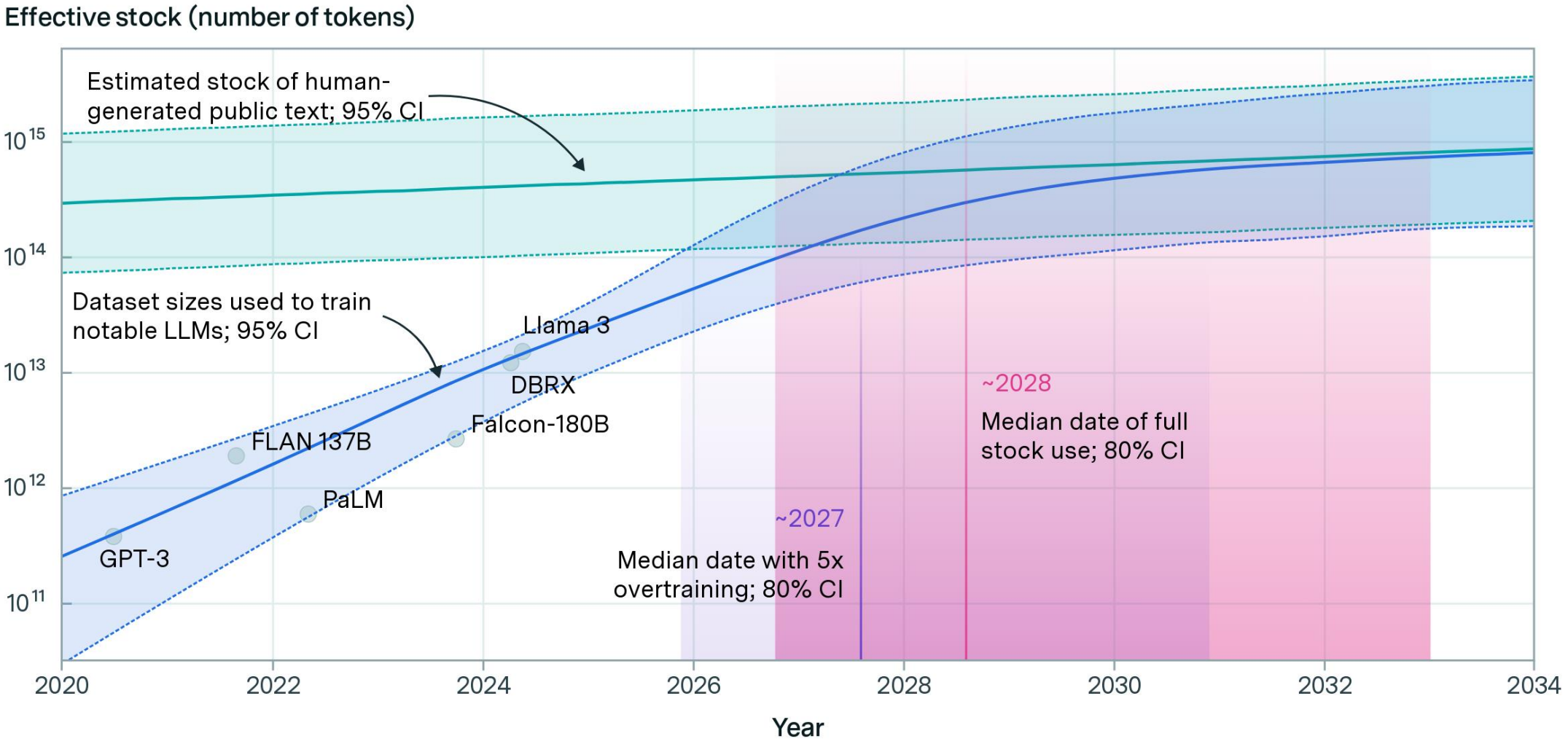


improving

Where are we today?



Where are we today?



improving

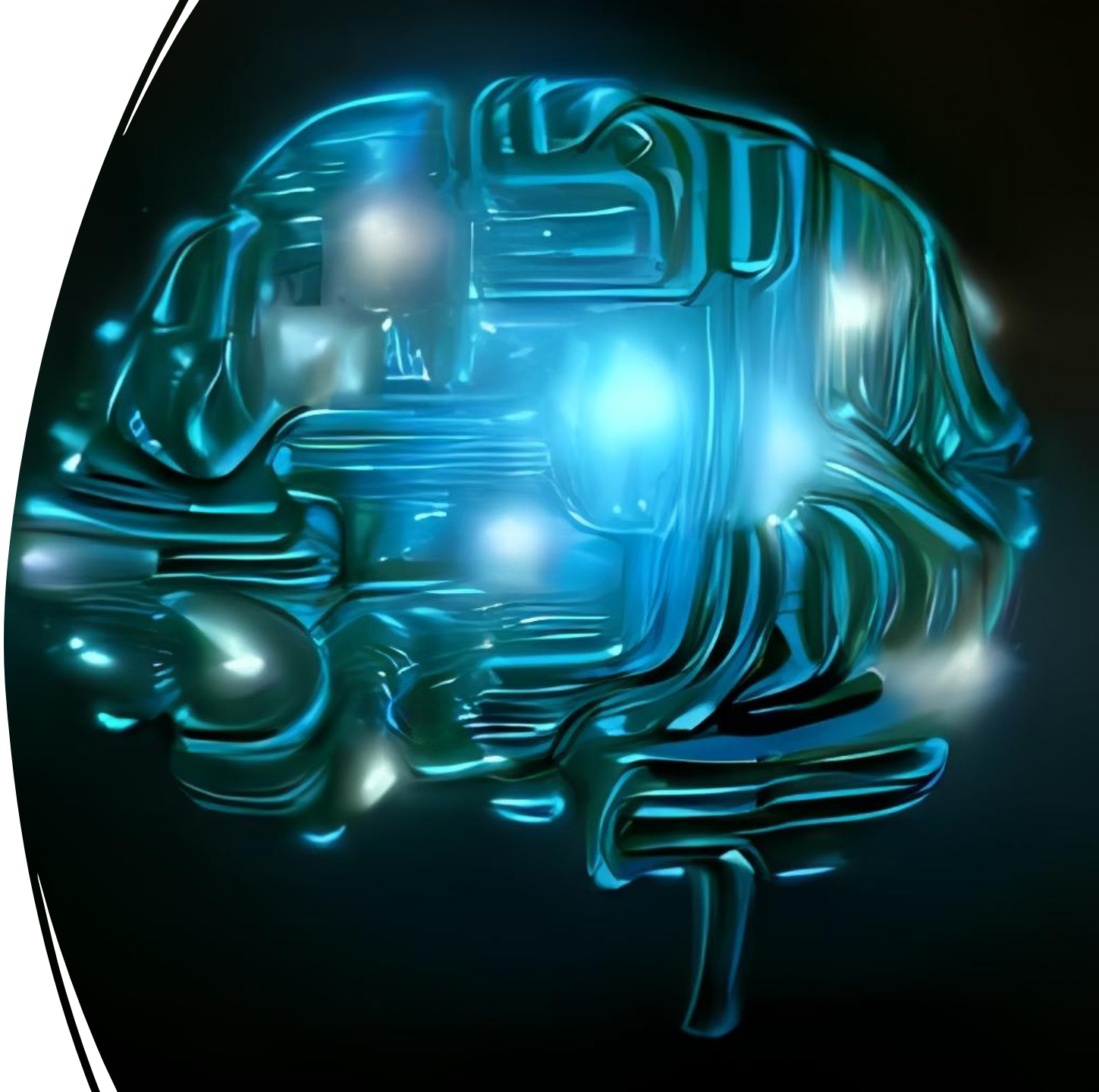
Common perceptions of AI

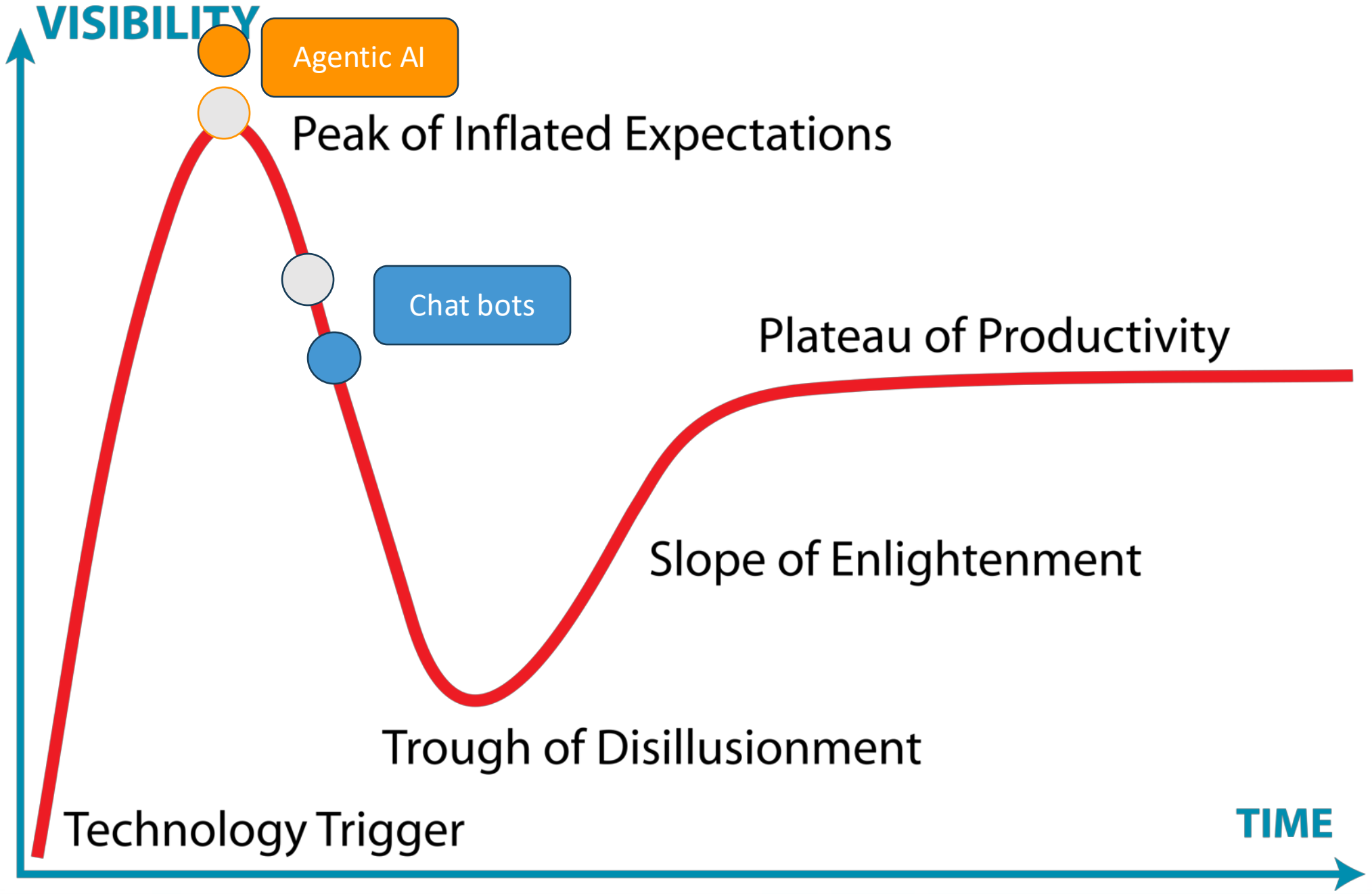
"Greetings, I am your new A.I. assistant...I just sorted all your emails...cleaning up invoices...corporate inefficiencies detected...starting mass layoffs...dumping stocks on the market...poor market reaction, selling all assets...this company is now insolvent, shuttering all operations...you are now fired...goodbye!"

improving

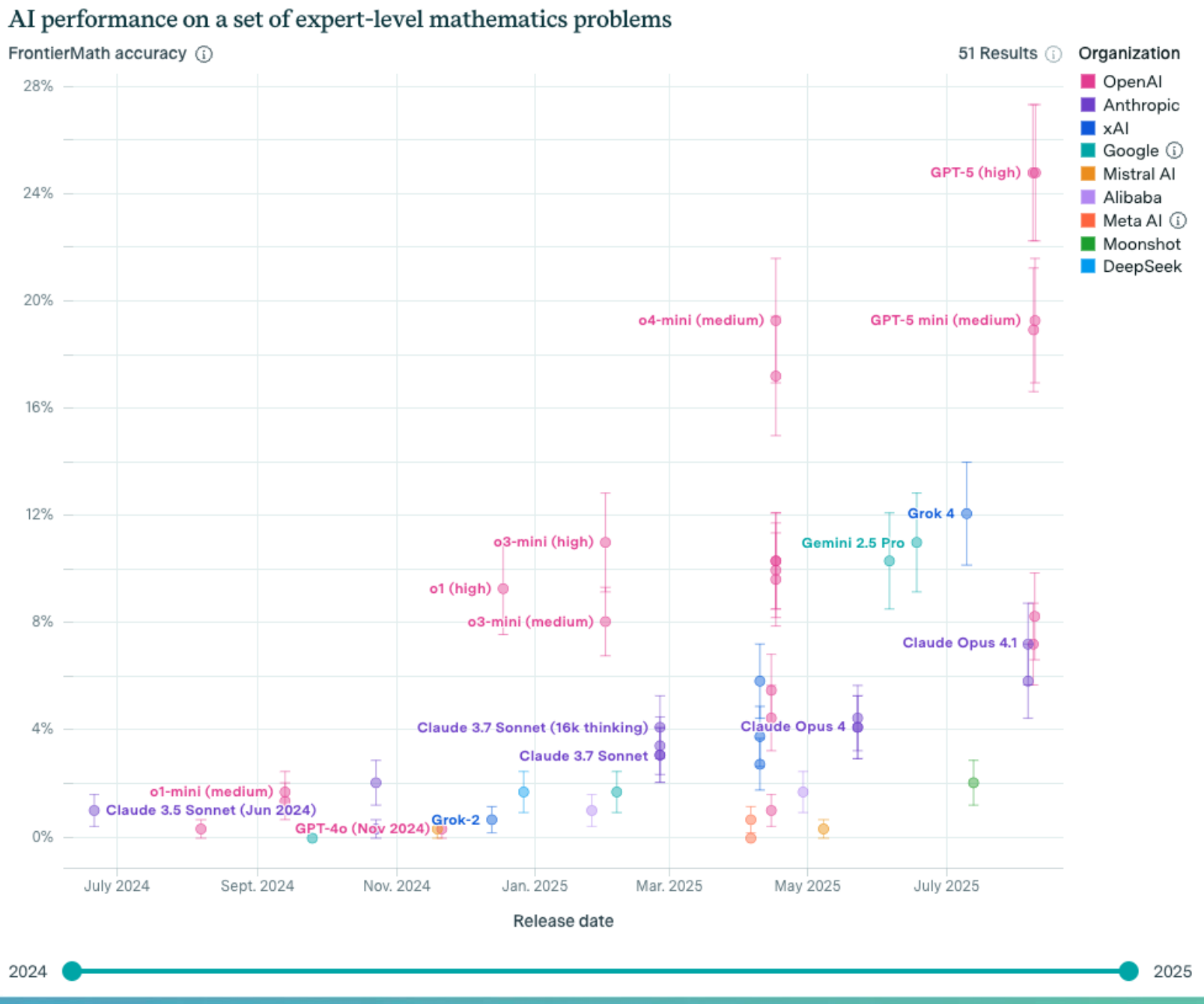
Introduction to AI

- Historical Context
- Impact on the Business
- Potential Good
- Potential Bad
- Hands on Examples




VISIBILITY
Agentic AI
Peak of Inflated Expectations
Chat bots
Plateau of Productivity
Slope of Enlightenment
Trough of Disillusionment
Technology Trigger
TIME

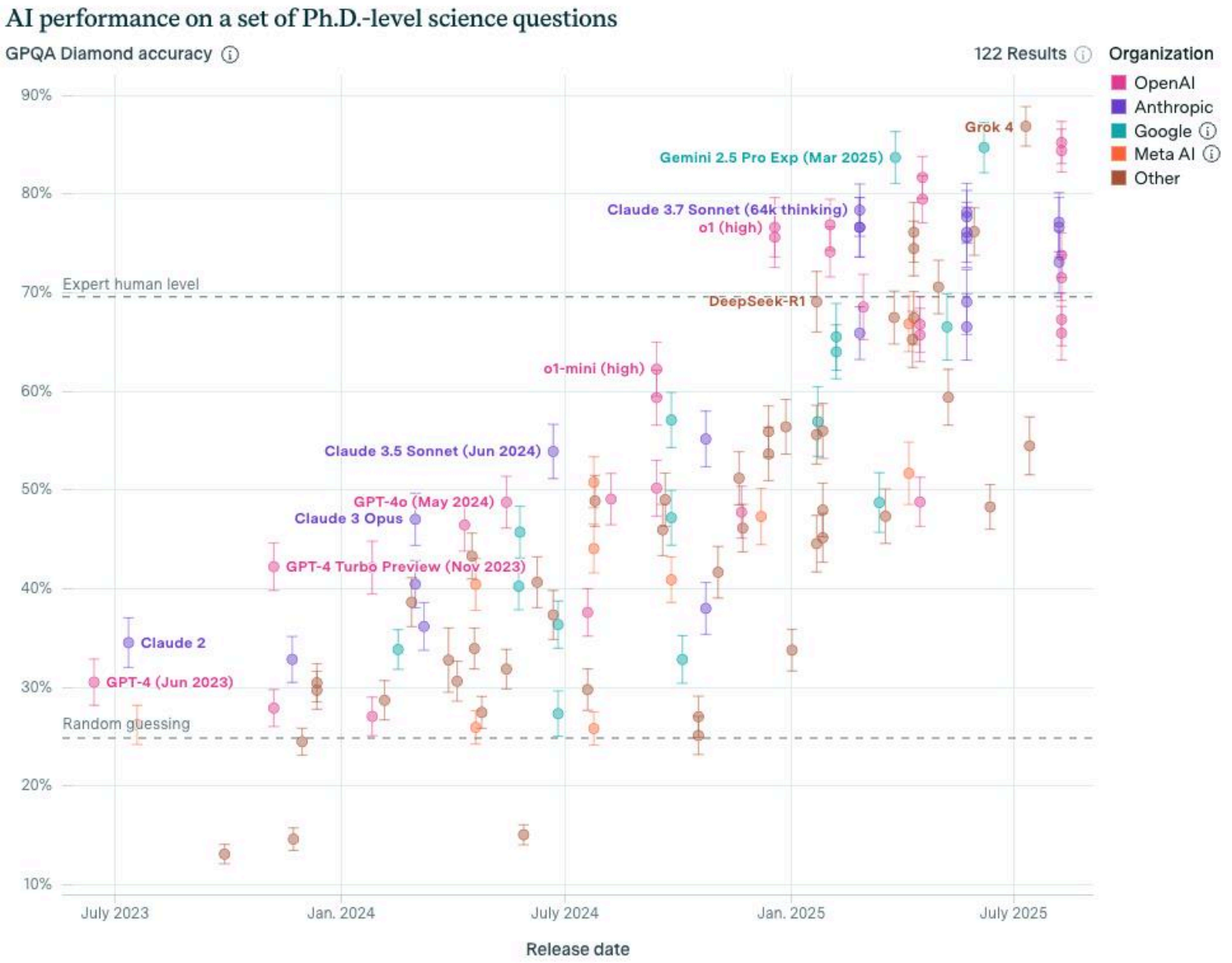
Math Proficiency



13

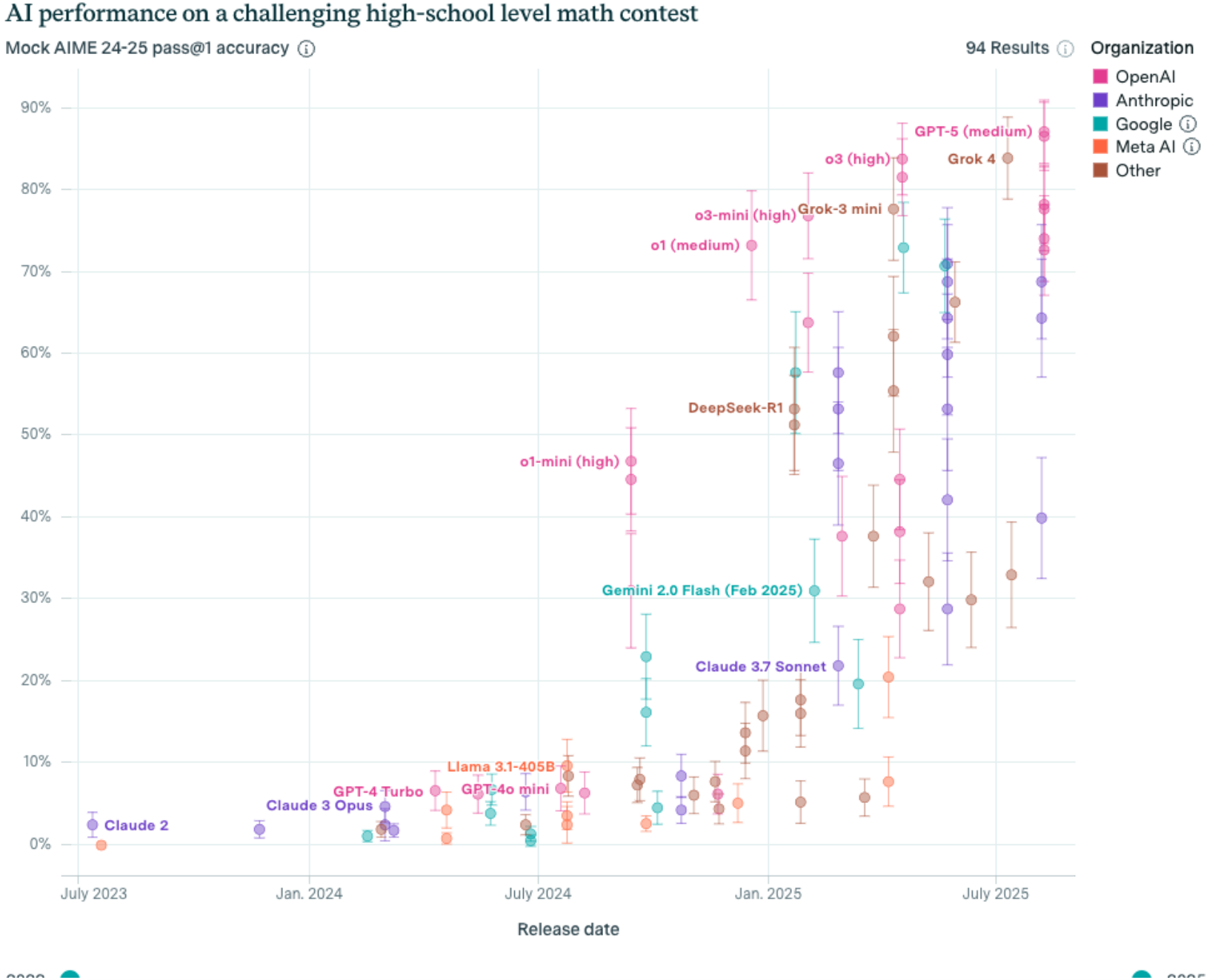
Science Proficiency

Ph.D. Non-Research



14

High School Math

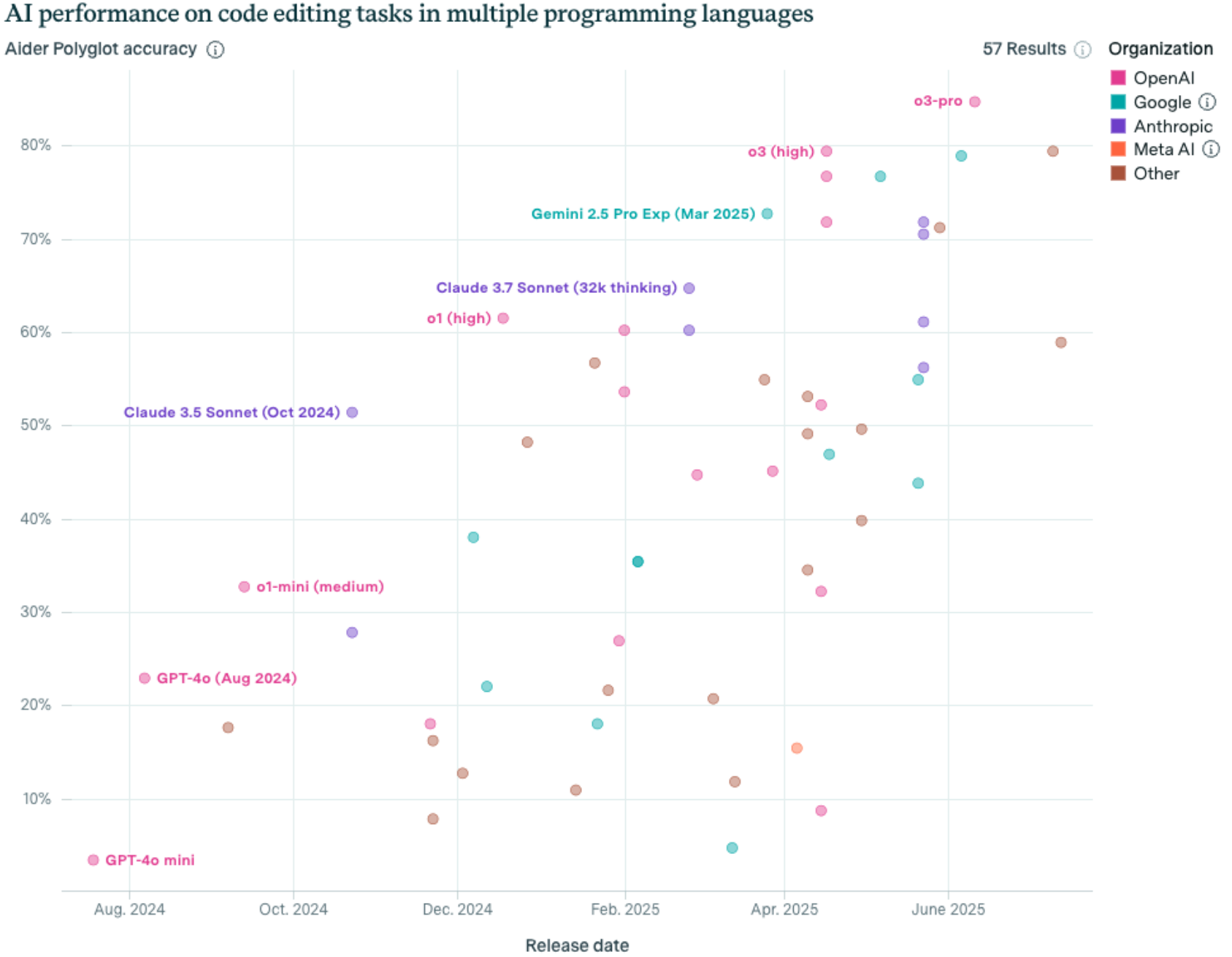


15

Web Research

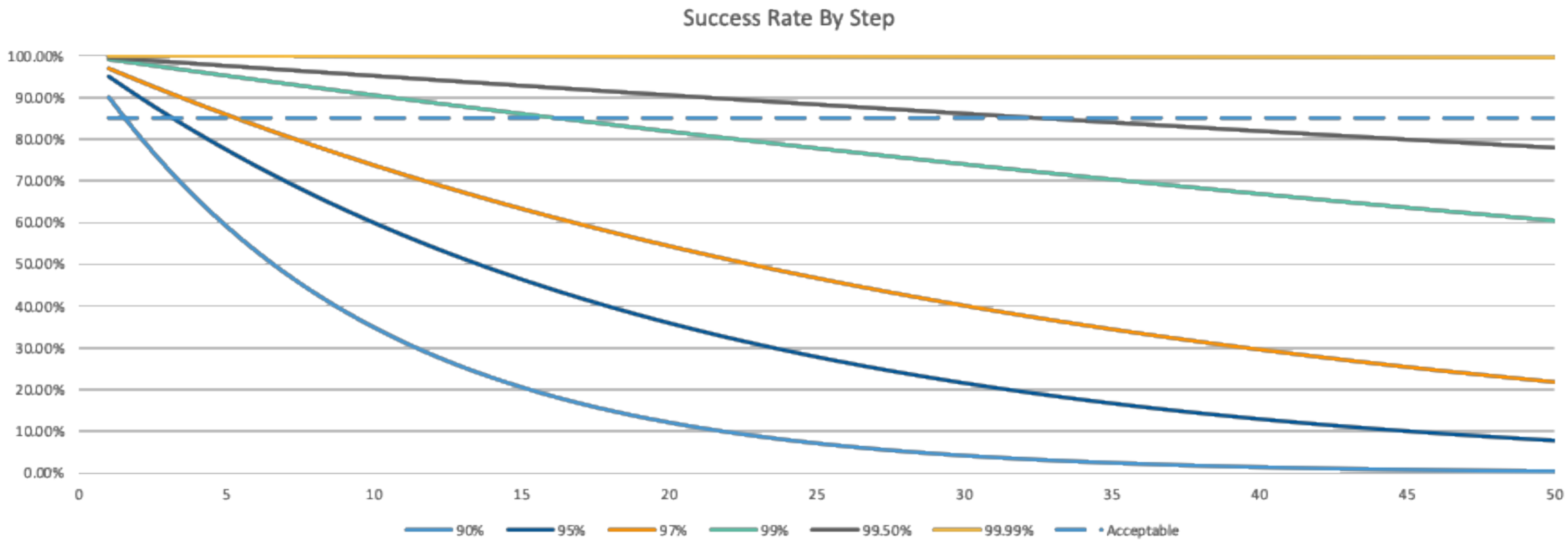
16

Software Development



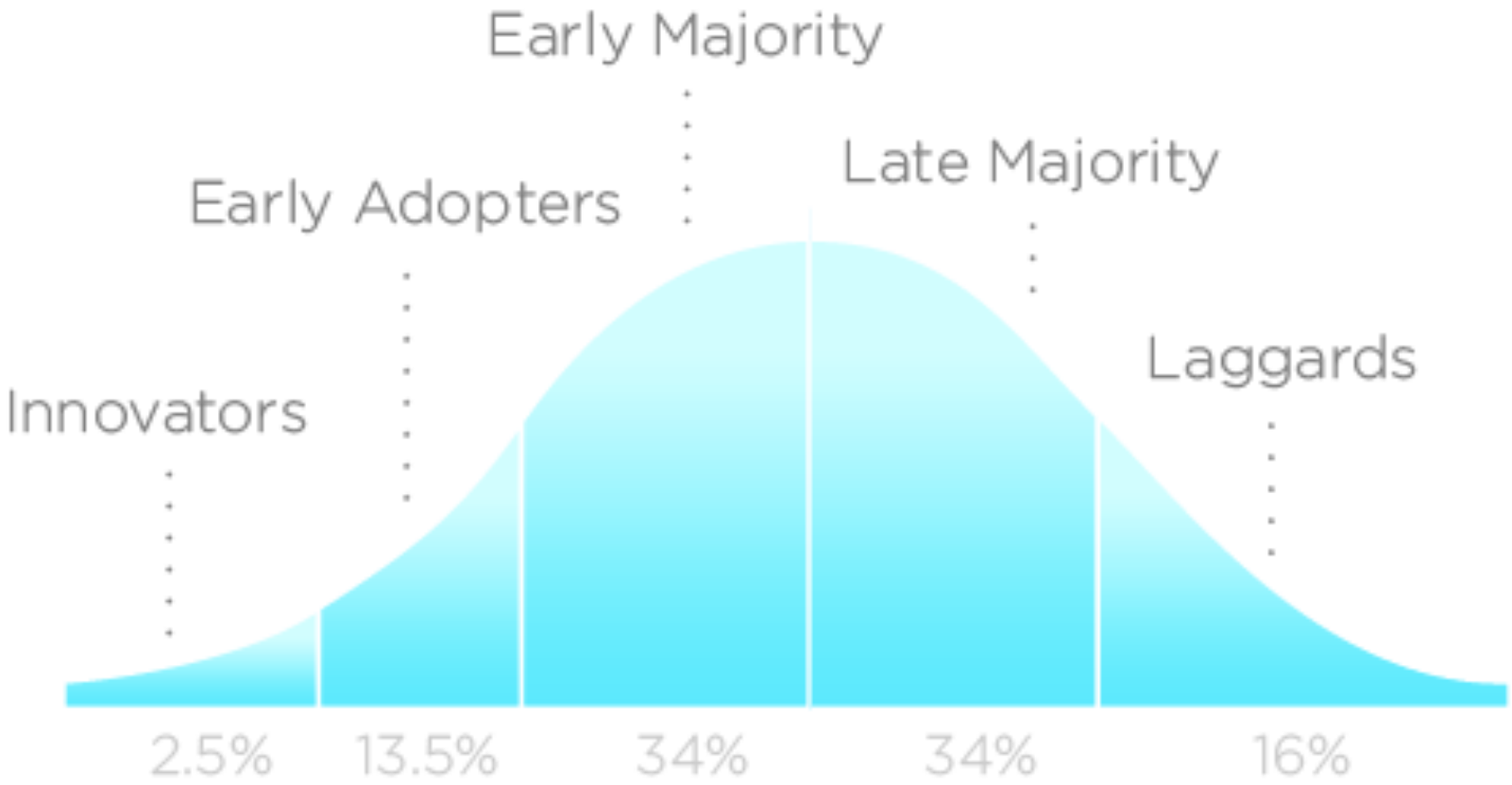
17

Autonomous Agents – Stacking Errors



improving

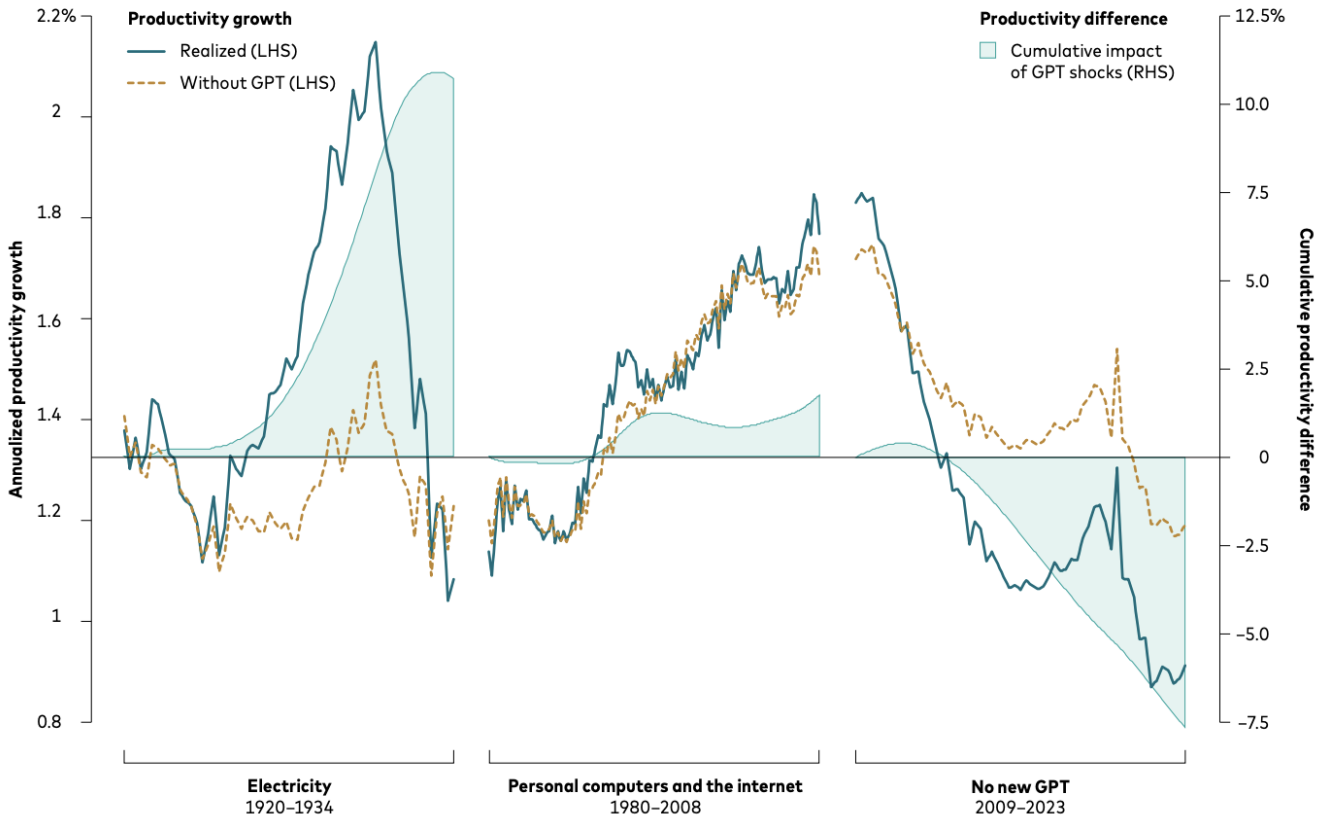
Diffusion of Innovations



Not that GPT

FIGURE 6

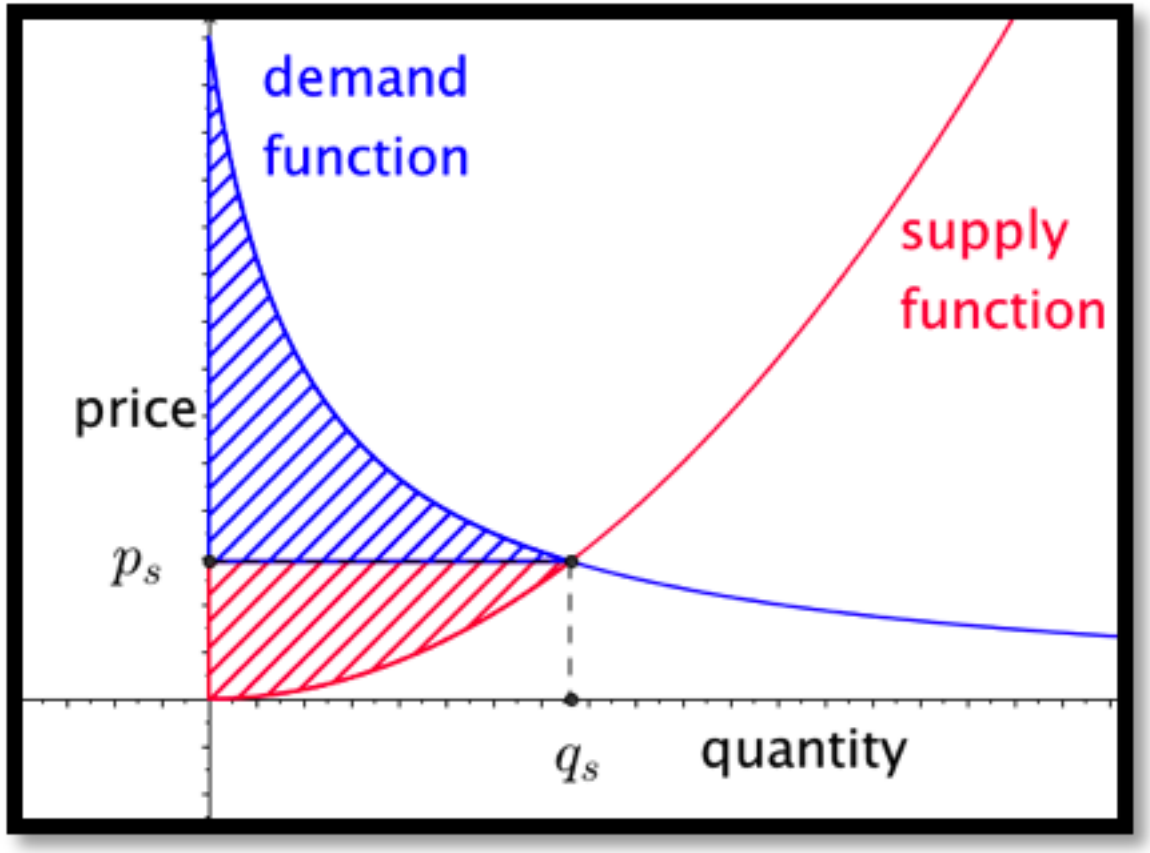
GPTs: The good (electricity), the OK (computers and the internet), and the ugly (no new GPT)



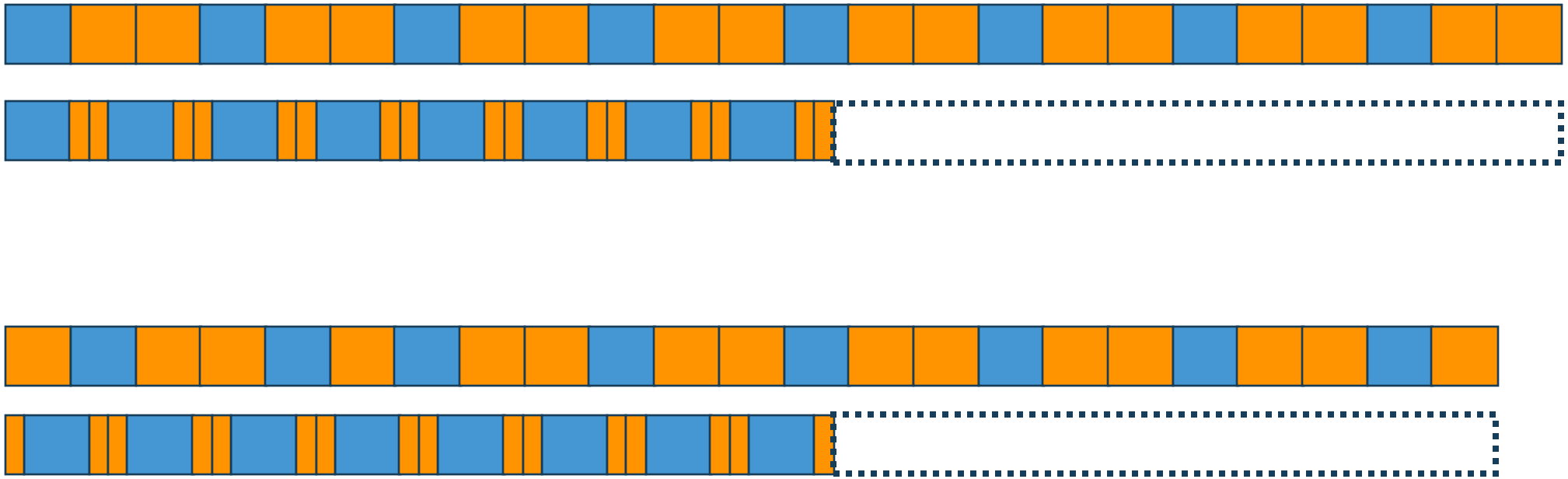
improving

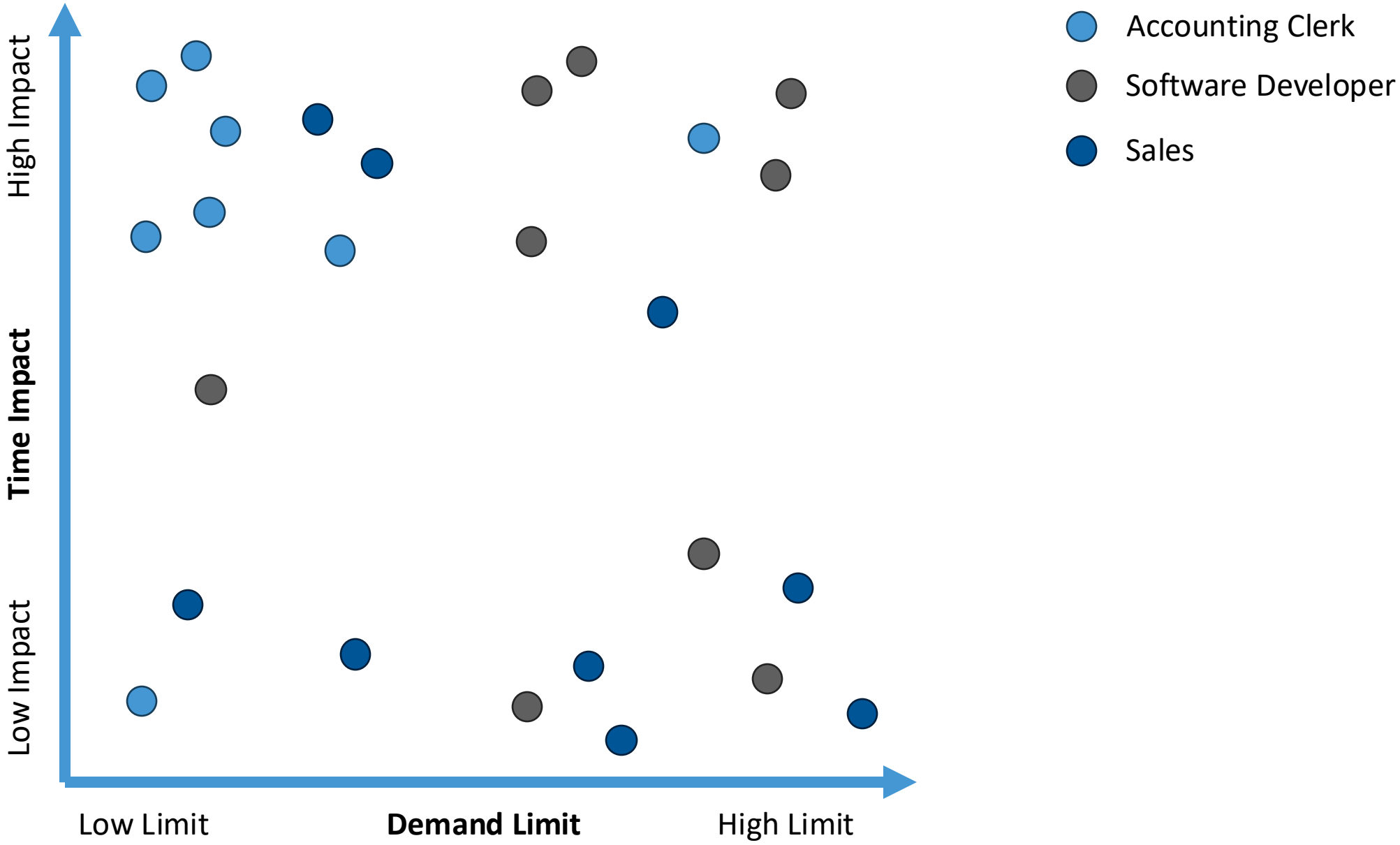
How to map the impact?

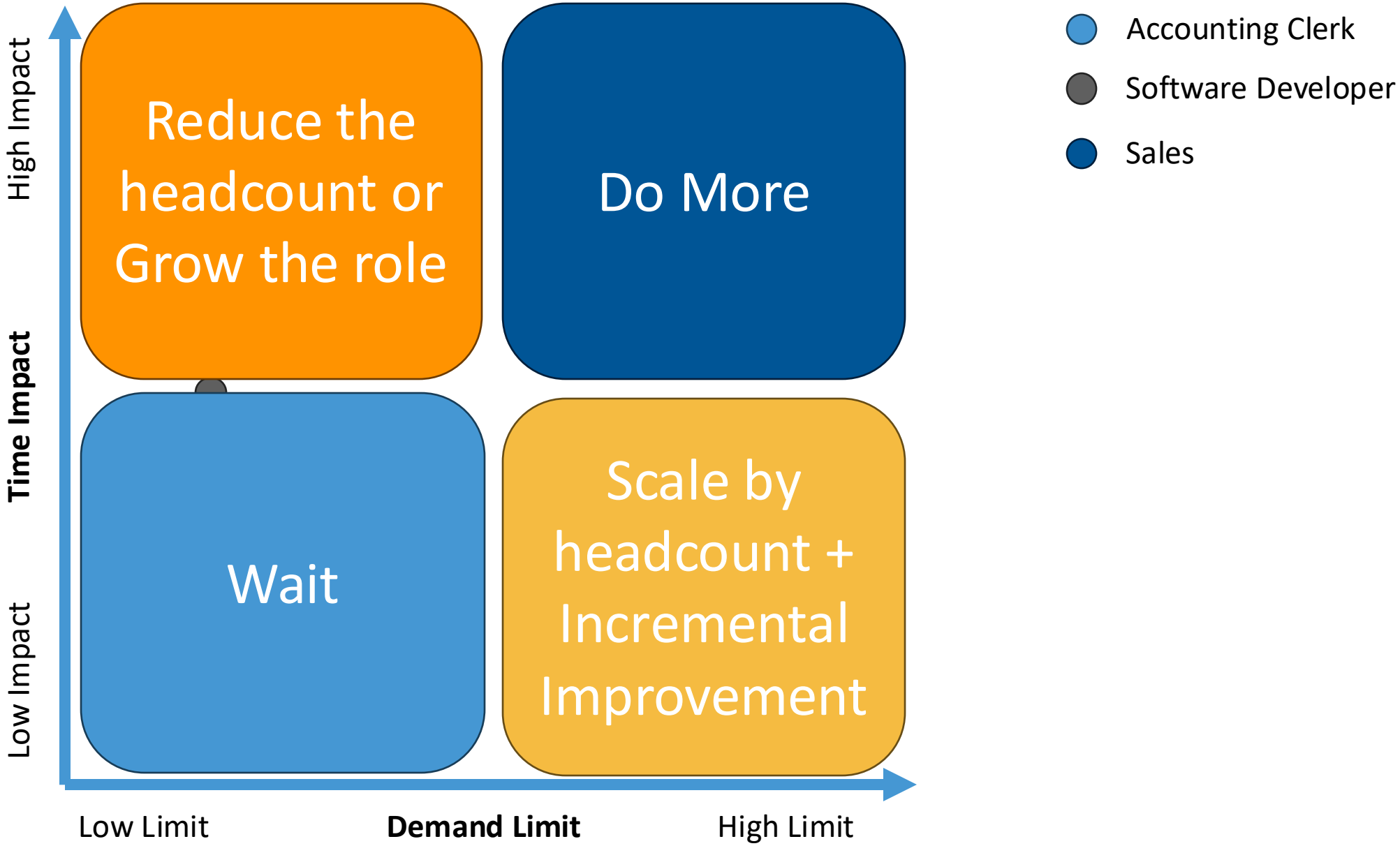
AI impact on tasks that are demand limited



AI impact on tasks that are collapsable




High Impact
Time Impact
Low Impact
Low Limit
Demand Limit
High Limit
Accounting Clerk
Software Developer
Sales

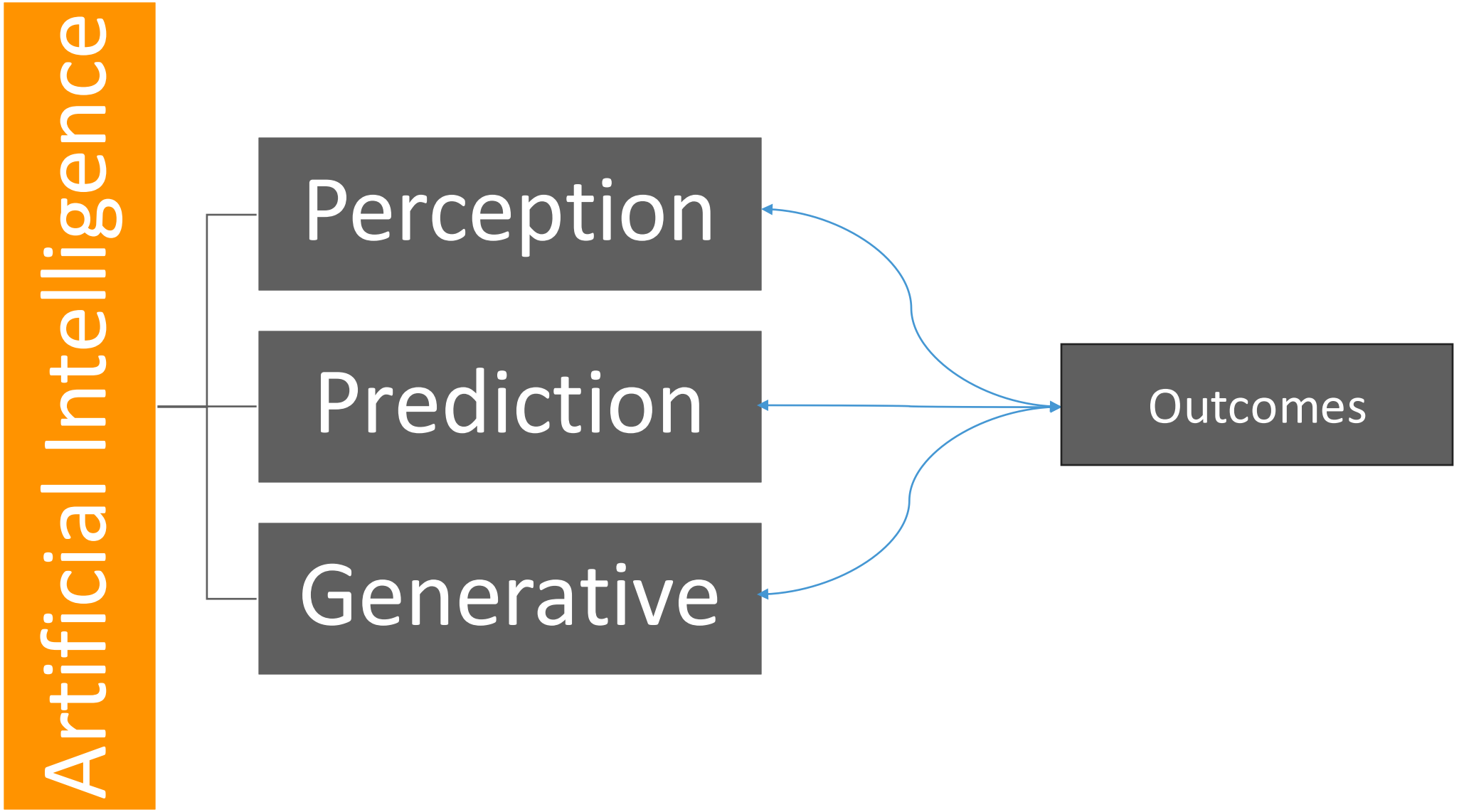

Reduce the headcount or Grow the role
Do More
Wait
Scale by headcount + Incremental Improvement
High Impact
Time Impact
Low Impact
Low Limit
Demand Limit
High Limit
Accounting Clerk
Software Developer
Sales

Defining AI

What is your definition?

AI and ML at the simplest

27


Artificial Intelligence
Perception
Prediction
Generative
Outcomes

Complexity

Lies, Lies, and Statistics

- **Mistruth of commission**
  - Purposeful lying or creation of knowingly fraudulent data
- **Mistruth of omission**
  - Every stated fact is true, but some facts are unstated
- **Mistruth of perspective**
  - Data and facts are true from a perspective, but combining them doesn't yield 100% truth
- **Mistruth of bias**
  - Data and facts were available, but unable to be considered due to focus or experience
- **Mistruth from Frame of Reference**
  - A lack of experience with an event makes understanding basic data nearly impossible.

A.I.
All the hard-won knowledge and wisdom of humanity,
now in a convenient squeezable paste!
ADT

AI Problems and How we solve them

Shuttle Control System

Websites / Marketing Tools

Email Systems

Custom Developed

Mixed Approach

Off the Shelf

GeoPhysics Well Planning

Websites / Marketing Tools

ChatGPT

32

Rules of Thumb for AI Development today

1. Stay as close to off the shelf as possible to start
2. Look for 5-10x returns minimum in picking the problems
3. Define well the problem space before starting

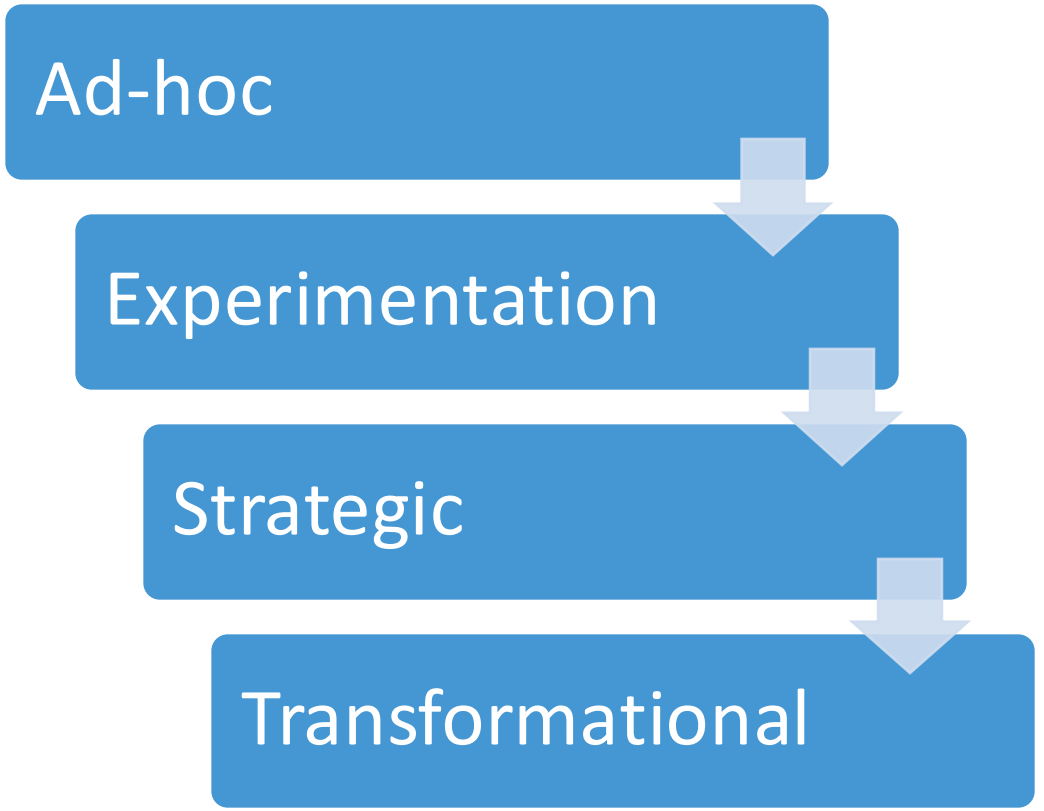
33

Picking the right problem is crucial

From the Past to the Future

What is the AI Adoption Framework?

AI Adoption Framework is a framework to help enterprises evolve their ML/AI project adoption to follow best practices and eliminate potential areas of unnecessary cost. Proper implementation of this framework is necessary to ensure a profitable adoption of AI.



How to get started?

Starting tomorrow – I want to be a superhuman

Problem Selection

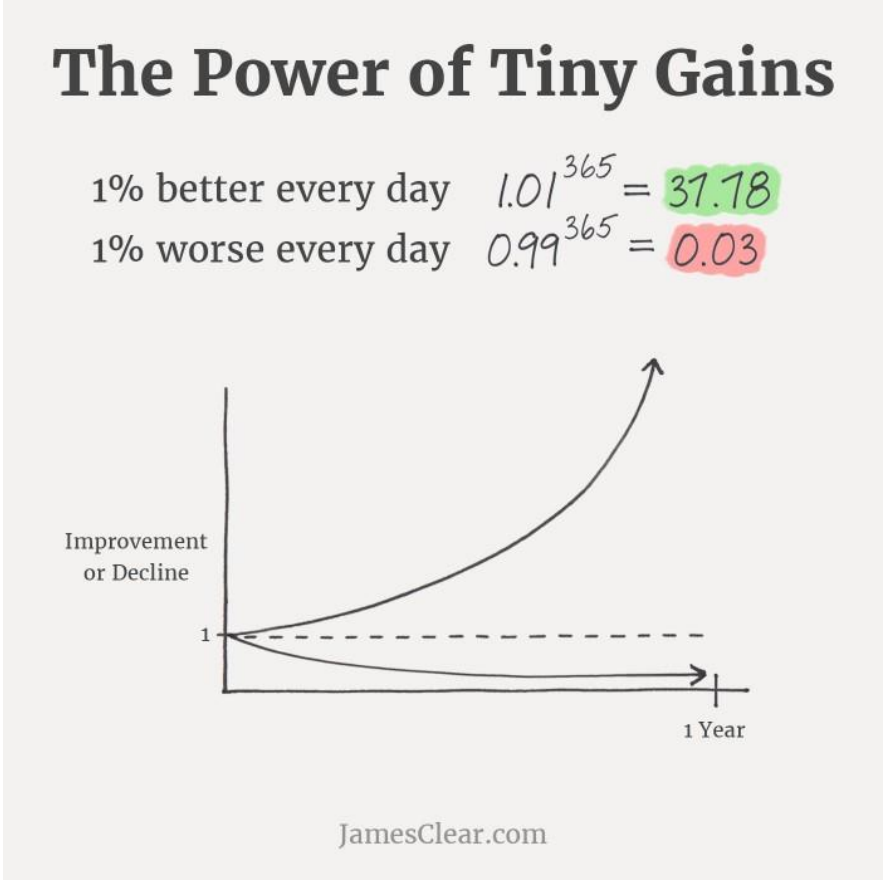
- Create a list of the top 10 things you do each week by the amount of time they take
- Put stars next to the ones you HATE doing
- Pick the highest amount of time starred item

Exploration

- Spend 30 minutes thinking through how to automate significant portions of that work for yourself
- Test it – Did it save time and make you feel better about your job?
- If yes to both, share it so that the rest of the organization can benefit

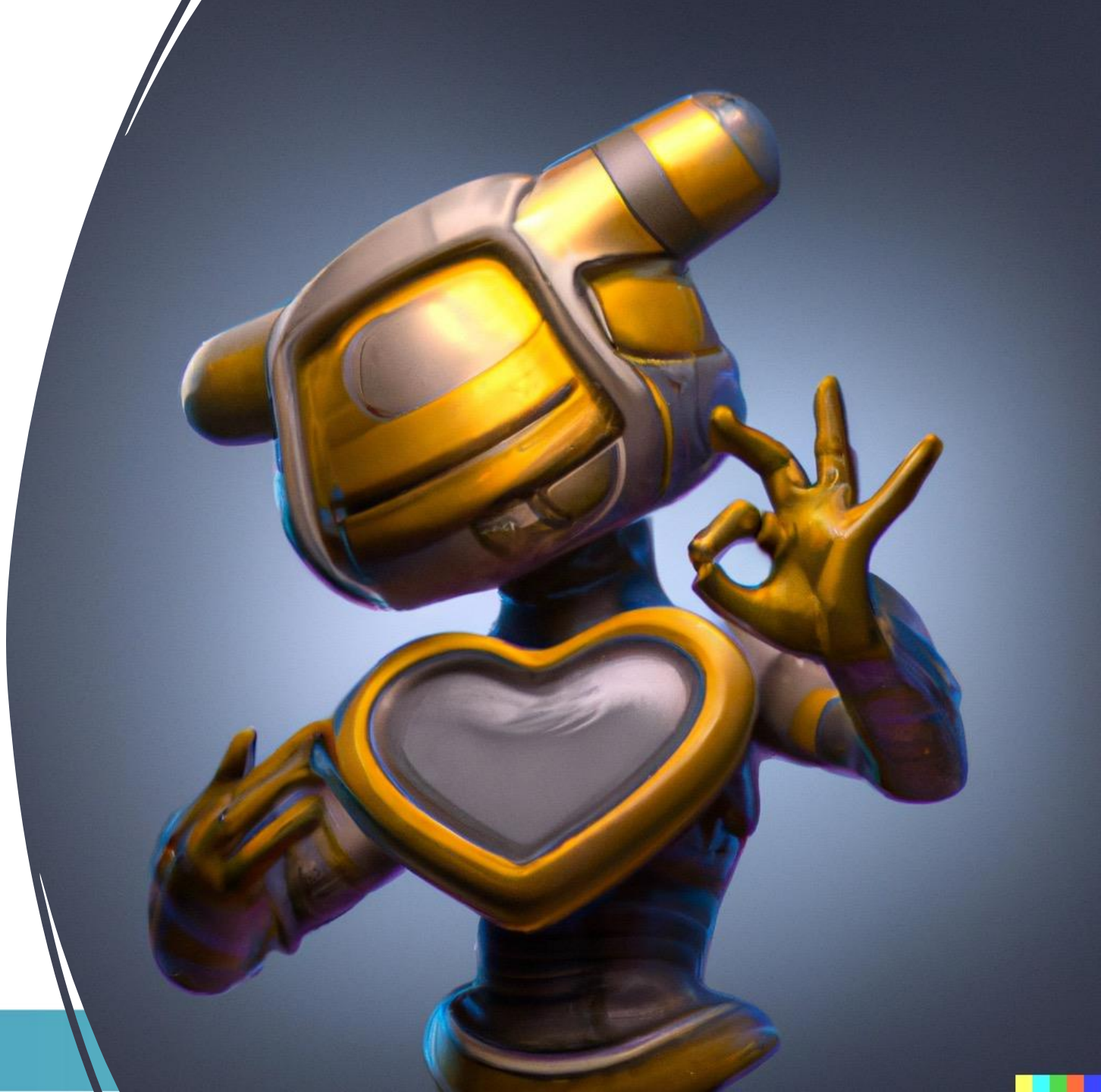
Guidelines

- New tools – Make sure they get reviewed BEFORE you use them
- New Knowledge – Aim for 10% understanding to start, not 50%
- Share – Talk about your experiments, others may be doing similar, and you can go farther together



AI for Good

- Healthcare Advancements
- Environmental Sustainability
- Education and Personalized Learning
- Humanitarian Aid and Disaster Response
- Accessibility and Inclusivity



AI for Bad

- Autonomous Weapons
- Bias and Discrimination
- Privacy and Surveillance
- Misinformation and Deepfakes
- Cybersecurity Threats

Questions