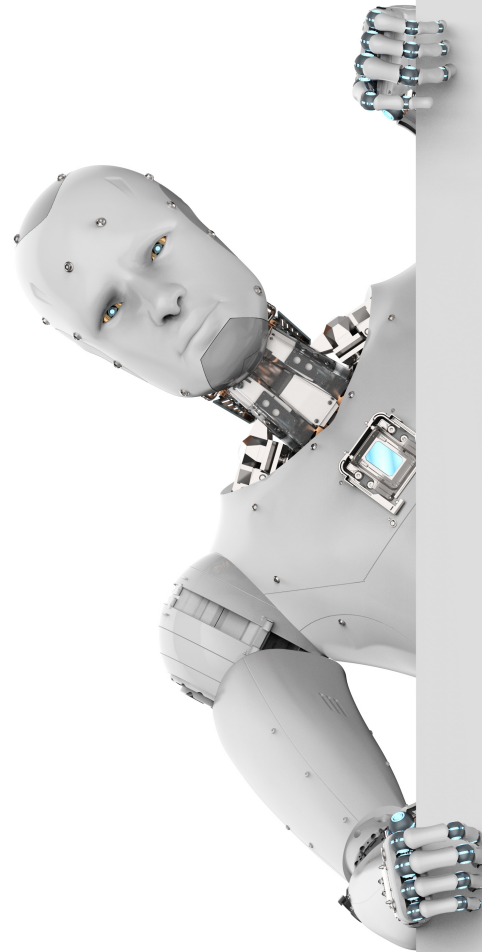


Emergent Thinking + Generative AI

September 15, 2023

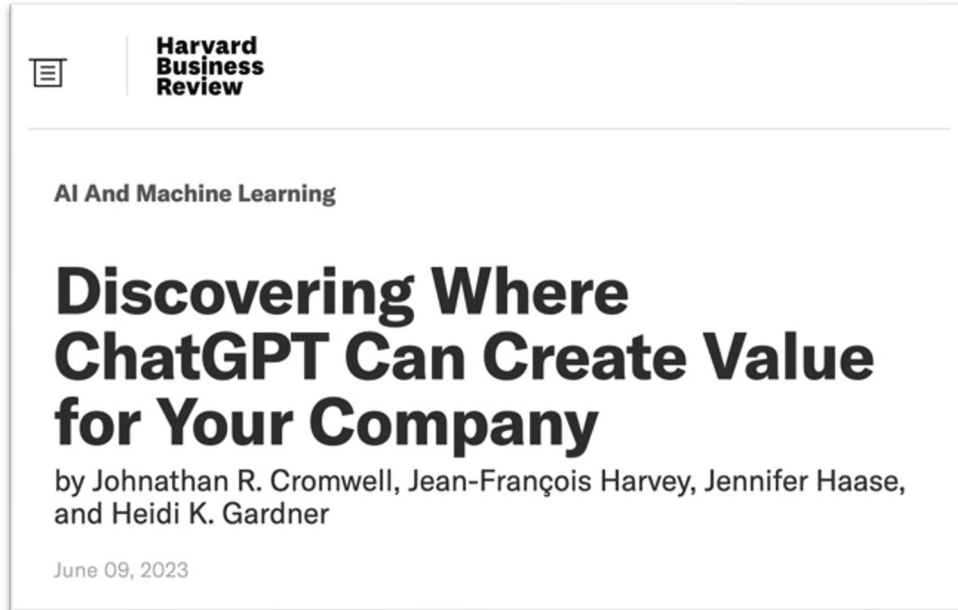
Project **T**ransformation
By
Design



**AI ≠ New
Generative AI =**



EMERGENT THINKING



“... generating ideas for innovation without fully understanding the problem that needs to be solved.”

1

START by understanding the core functions of a technology.

2

THEN explore how it can be used to solve problems across different domains.

Caution: Be careful not to think of GenAI as a “shiny new hammer.”

What Is Generative AI?

What it is and What it isn't

What Generative AI Is

Generative AI is a type of artificial intelligence technology that can produce various types of content, including text, imagery, audio and synthetic data.

Generative AI Is:

- **A Vast Database:** It's equipped with knowledge from countless sources.
- **A Content Creator:** It can generate text, images, or even music upon request.
- **An Analytical Machine:** It recognizes patterns and crafts responses based on them.
- **A Dynamic Conversationalist:** It can engage in diverse discussions based on user inputs.
- **An Informed Estimator:** It provides outputs based on the most probable answer from its training.

What Generative AI is Not

Unlike a search engine that might give you a historical date or the specifics of a scientific concept, generative AI crafts responses based on patterns it recognizes from its vast training data.

Generative AI Is NOT:

- **A Search Engine:** It can't pull exact information like Google.
- **Pure Facts:** It might not provide precise historical information.
- **Have a Memory:** It only remembers your current conversation.
- **Continuously Learning:** It doesn't immediately learn new info
- **Up-To-Date:** It won't be updated with very recent information.
- **Alive:** It is not watching you. Yet...

How is Generative AI Affecting Businesses?

To Change or Not to Change

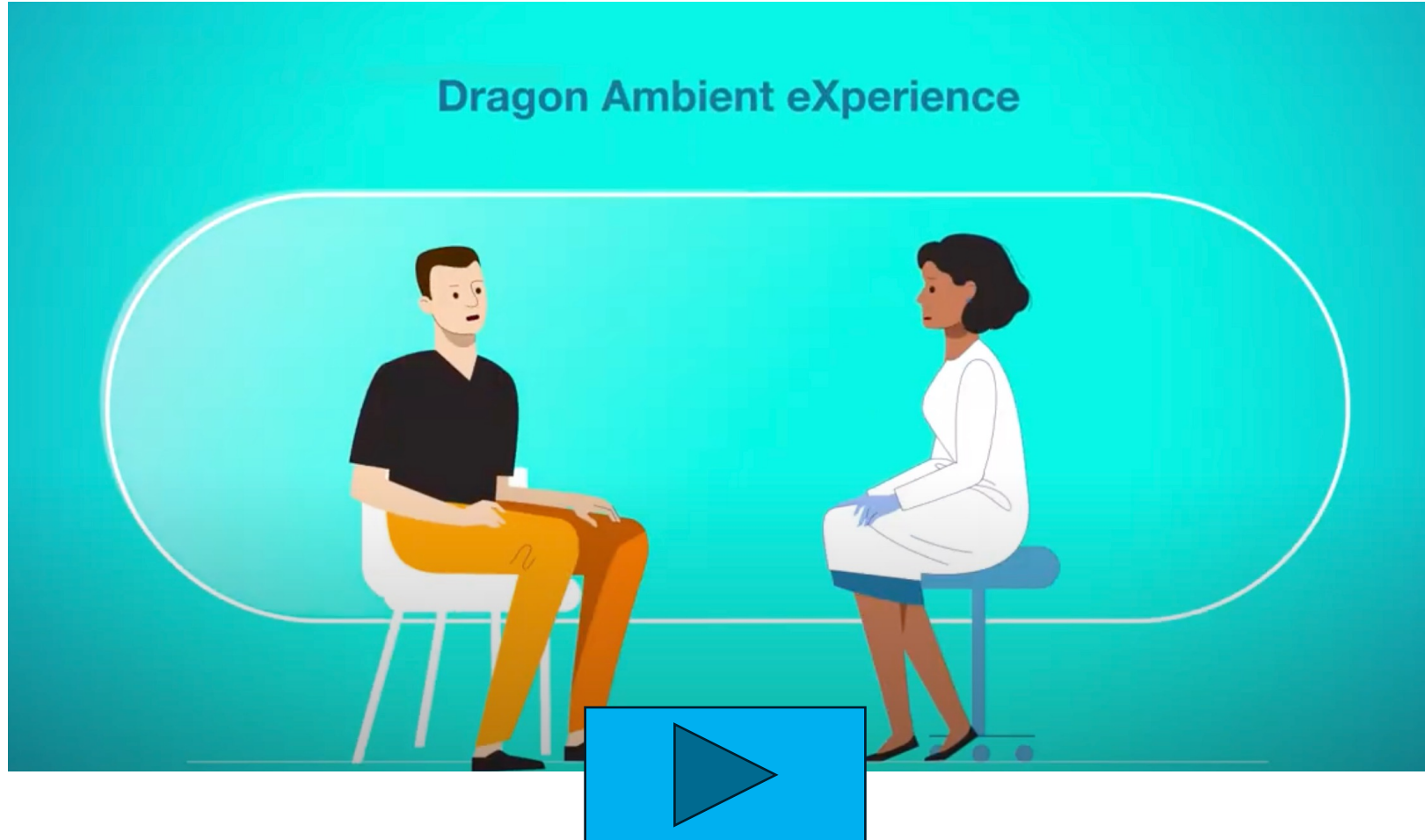
In Good Ways

- **Personalized Marketing:** Tailors promotional content for individuals, enhancing user experience and boosting conversions.
- **Product Design:** Generates creative concepts or variations, speeding up the ideation process.
- **Automated Content Creation:** Produces high-volume content, such as product descriptions, saving time and effort.
- **Customer Support:** Powers chatbots that provide instant, round-the-clock responses to client inquiries.
- **Data Analysis:** Offers insights from vast amounts of data, helping businesses make informed decisions.
- **Training & Development:** Creates adaptive learning content for employees, enhancing training programs.
- **Streamlined Operations:** Automates repetitive tasks, improving efficiency and reducing operational costs.

In Bad Ways

- **Job Displacement:** Automation of tasks can result in job losses in certain sectors.
- **Ethical Concerns:** Unintended biased outputs can lead to reputation damage or legal issues.
- **Security Risks:** Vulnerabilities in AI can be exploited, potentially leading to data breaches.
- **Inaccuracy:** Without proper training data, AI might generate incorrect or misleading content.
- **Customer Alienation:** Over-automation might lead to impersonal customer experiences and reduced trust.
- **Intellectual Property Threats:** AI can inadvertently generate content that infringes on copyrights or trademarks.
- **Regulatory Challenges:** Evolving regulations around AI usage can pose compliance risks for businesses.

GENERATIVE AI IN HEALTHCARE



ChatGPT 4

The screenshot displays the ChatGPT 4 user interface. On the left is a dark sidebar with the OpenAI logo and 'ChatGPT 4' text. Below the logo are several chat history items: '+ New chat', 'Rude Communication Not Acc', 'Flirtation Request Denied', 'Pick-Up Sad Playlist', and 'Ice Breaker Dating App'. At the bottom of the sidebar are options for 'Clear conversations', 'Upgrade to Plus' (with a 'NEW' badge), 'Dark mode', 'Updates & FAQ', and 'Log out'.

The main content area is titled 'ChatGPT' and features three columns: 'Examples', 'Capabilities', and 'Limitations'. Each column contains three items in a grid:

- Examples:**
 - "Explain quantum computing in simple terms" →
 - "Got any creative ideas for a 10 year old's birthday?" →
 - "How do I make an HTTP request in Javascript?" →
- Capabilities:**
 - Remembers what user said earlier in the conversation
 - Allows user to provide follow-up corrections
 - Trained to decline inappropriate requests
- Limitations:**
 - May occasionally generate incorrect information
 - May occasionally produce harmful instructions or biased content
 - Limited knowledge of world and events after 2021

At the bottom of the main area is a search bar and a footer note: "ChatGPT Mar 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

ChatGPT 4: SUMMARIZE TRANSCRIPT

Brad: Oh, yeah. Oh, yeah. I had literally, like, \$200 in the bank when I started out Canadian dollars, so that's like, what, two cents US? [laughs] Nah, just kidding. Sad though.

Steve: [01:45] Oh, really?

Brad: Yeah. Well, and an AdWords credit, maybe \$50 or \$100 or something like that. No idea what I was doing at the time.

Steve: Right. [02:00] How did you get the word out about your business and what you were doing?

Brad: Uh ... phew. Well, besides the referrals I was getting, I enlisted my first few clients by this post on Facebook and asking my friend ... My one friend, [02:15] he's got, like, 8,000 Facebook friends and I have, like, two, and one of them's my mom.

Steve: [laughing]

Brad: No, serious, Steve. So, I asked this buddy to help me out and put this thing up for me, and he has a lot of [02:30] friends who do that kind of thing, so I got a few leads out of the deal that I still do work for sometimes, and one of them is my biggest client, so yeah.

Steve: Nice.

Brad: Yeah. Then the other thing I did was local outreach with local [02:45] newspapers and whatnot, and I got a couple of mentions that way that led to my first "real" clients. Not that they weren't real before, but sometimes when they're your friends it kind of feels like they're doing a favor, you know?

[03:00] I did have some luck also with networking and meetup groups and stuff like that. – you know, local – but I'm a bit of an introvert, so it took me a while to get around to it. [laughs]

Steve: No way. I don't believe it. Do you have a Twitter?

Brad: [03:15] Yeah, I have a Twitter. [laughs] "A Twitter." But I don't think I've ever posted a tweet. I can't even remember my password. I'm too old for that stuff, Steve. I'm pushing 50 next month.

Steve: [laughs]

Brad: Well, Steve, you know what they [03:30] say. Nothing beats good old-fashioned PR for a local business. I don't know who "they" are.

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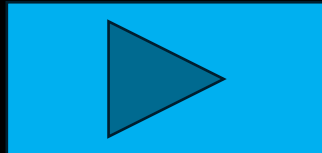
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Screen Recording of ChatGPT 4 in Action

(Actual Response
Time and Content)



AMY BERNSTEIN: Oh, yeah. So, say what you mean.

KARIM LAKHANI: Yeah, yeah. Hallucination. So, basically, look, it's a generative model, right? So, again, the Jack and Jill went up the hill to fetch a pail of water. It could also say Jack and Jill went up the hill to fetch your pail of oil.

AMY BERNSTEIN: And then credit Shakespeare.

KARIM LAKHANI: And credit Shakespeare, right? Because it's a statistical model that's generating things. Now, I think over time, the hallucinations will go down. You'll connect it better to more trustworthy sources and so on and so forth along the way. But hallucination. So, again-

AMY BERNSTEIN: You cannot let it autopilot.

KARIM LAKHANI: You can't do autopilot. You can't do autopilot.

AMY BERNSTEIN: That's the copilot.

KARIM LAKHANI: That's the copilot.



Summary:

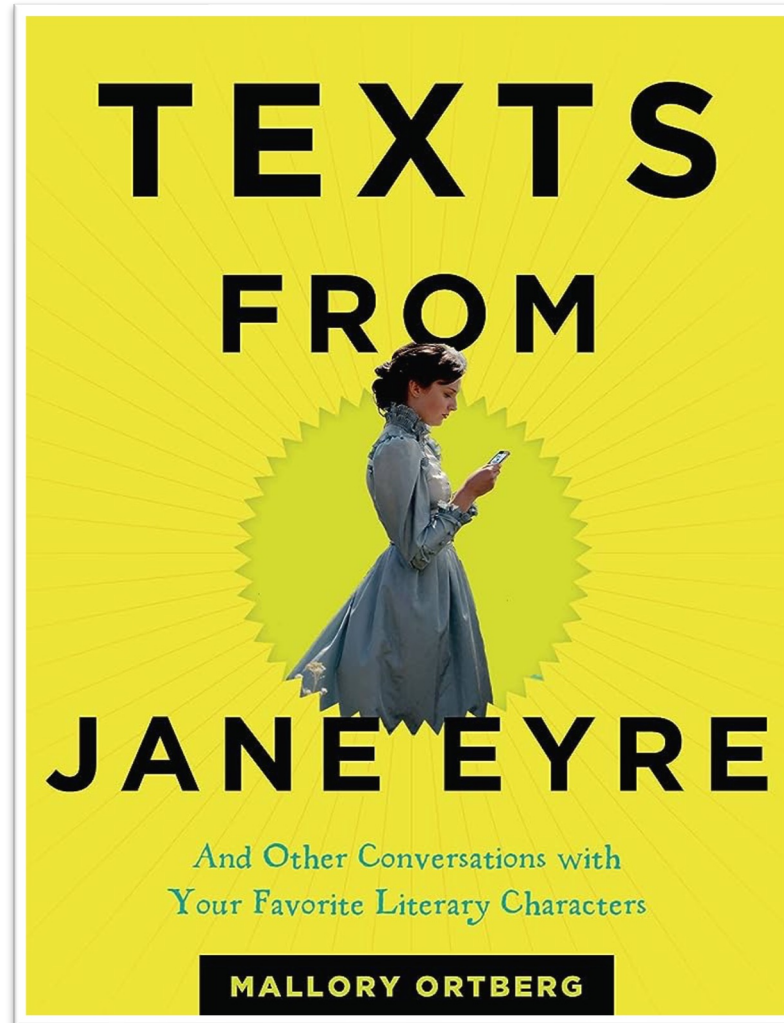
During the HBR IdeaCast podcast segment, Karim Lakhani discusses the evolving relationship between humans and machines, emphasizing that machines won't replace humans, but humans with machines might replace humans without machines. Lakhani appreciates the metaphor of AI as a "copilot" but stresses that humans must remain the "captain", understanding both the strengths and limitations of the technology.

Amy Bernstein touches on Lakhani's writings, highlighting how AI can elevate the quality of work across various skill levels. Lakhani states that technology has reached an inflection point, giving users "superpowers". Contrary to common belief that low-skilled individuals might suffer the most, Lakhani suggests that they might benefit as the technology levels the playing field by elevating their skills to the AI's level.

However, a concern arises with highly skilled individuals: if they over-rely on AI and aren't vigilant, they might miss nuances or "edge cases", leading to ■

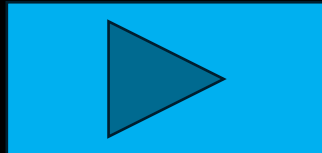
Stop generating

ChatGPT 4: TALK WITH LITERARY CHARACTER



Screen Recording of ChatGPT 4 in Action

(Actual Response Time and Content)



The screenshot shows a chat window with two messages. The first message is a user question: "How did you feel about Luke betraying you?". The response is from "Darth Vader" and reads: "It is a misunderstanding to say that Luke betrayed me. He sought to bring me back to the Light Side of the Force, to redeem Anakin Skywalker. While I may have initially viewed his actions as a challenge to my power and authority, deep within, there was a glimmer of hope. The connection with my son awakened emotions long buried. In the end, it was my love for him that brought about my redemption." The second message is another user question: "How do you feel about Obi-Wan Kenobi?". The response is also from "Darth Vader" and reads: "Obi-Wan... Once, he was my friend, my brother in arms, my mentor. But his failure to understand my vision and our confrontation on Mustafar changed everything. He left me broken, burning, and believed me dead. As Vader, I harbored a deep-seated anger and resentment towards him for years. However, even in my darkest moments, there were fragments of Anakin that remembered our brotherhood. It is a complex relationship, one of love and hate, trust and betrayal." At the bottom of the chat window, there is a "Regenerate" button, a text input field with the placeholder "Send a message", and a disclaimer: "ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)".

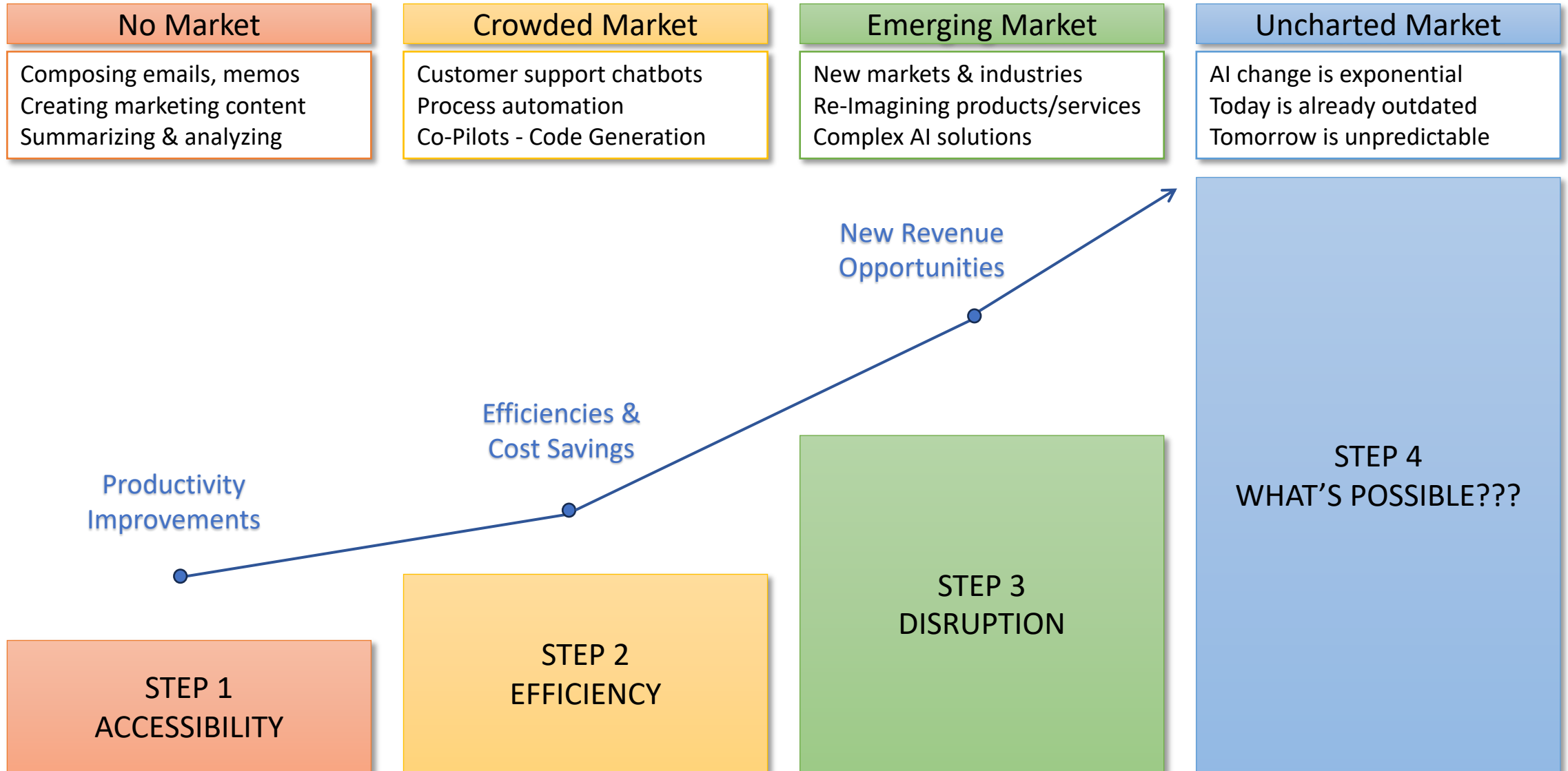
GENERATIVE AI IN EMPLOYEE TRAINING & SUPPORT



Imagine your workforce being able to access all your training manuals, policy and procedure documents, and other relevant materials through a conversational interface.

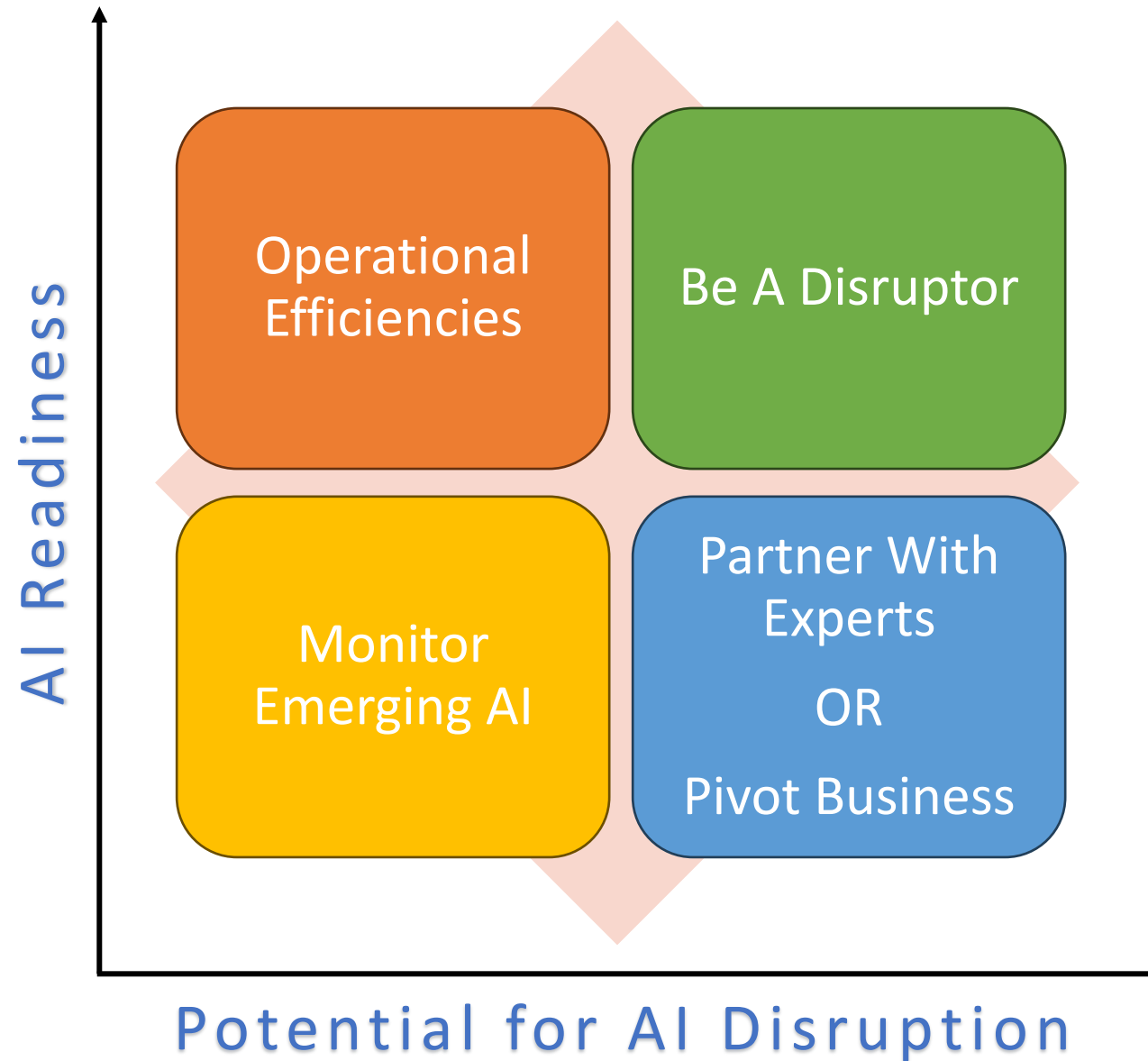
Where Is There Market Opportunity?

How are you using AI?

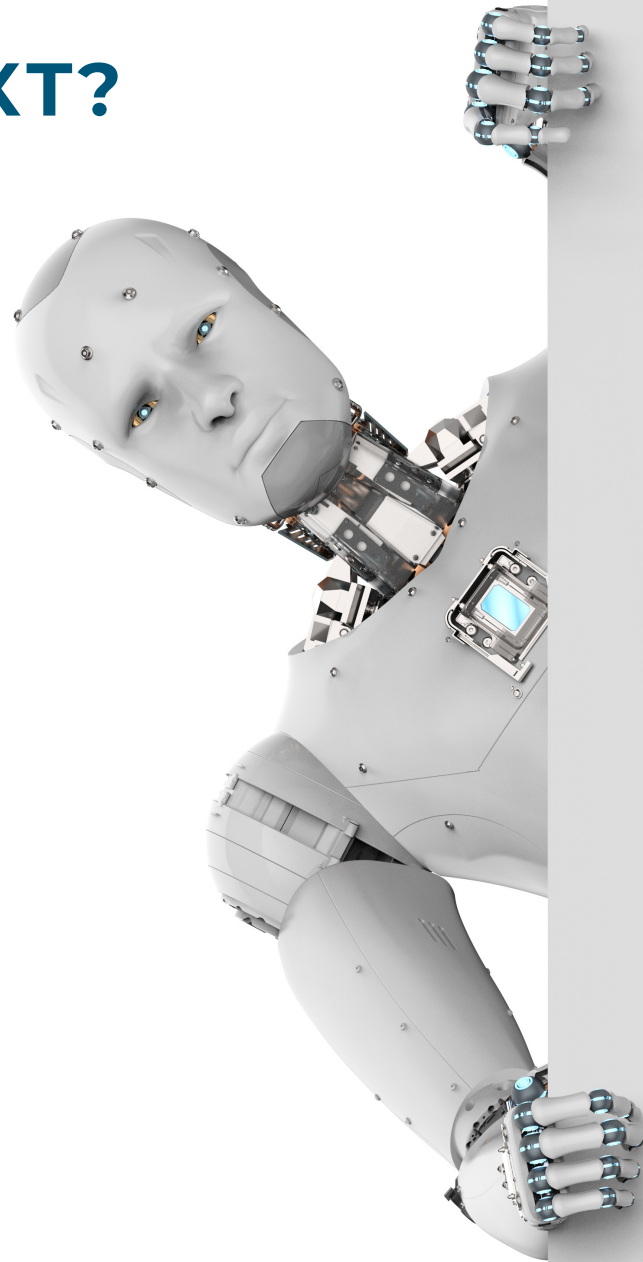


Are You Ready For Generative AI?

Where are you compared to your industry?



WHAT'S NEXT?





AI LAB

IDEATION
PROOF OF CONCEPT

AI SOLUTIONS

ACCELERATED SOFTWARE DELIVERY
AI POWERED SOLUTIONS

AI ADVISORY

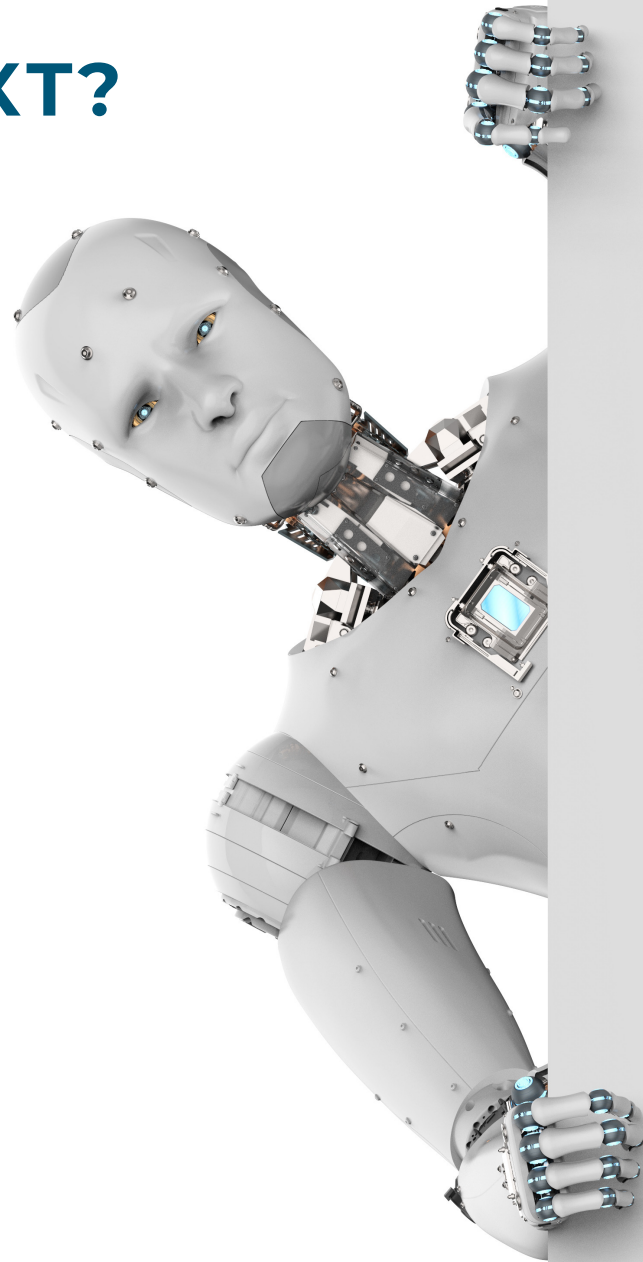
BUSINESS STRATEGY
TECH ADVISOR

AI ECOSYSTEM

AI SUPPORT
COMMUNITY

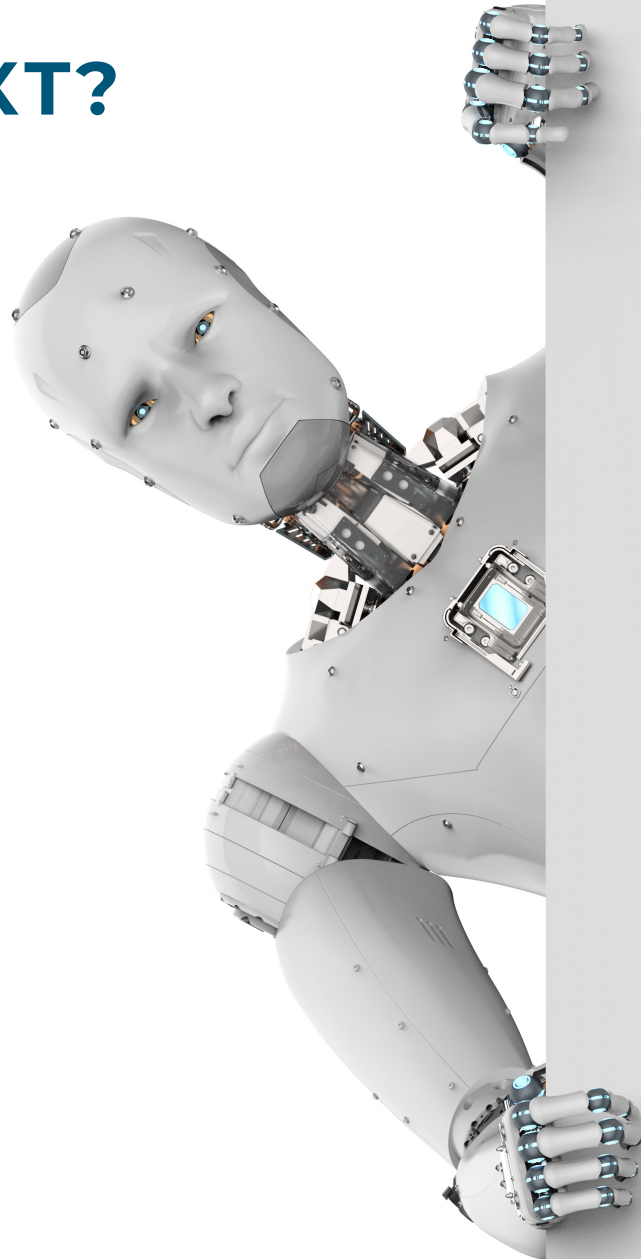
Kingsmen AI offers a suite of four unique services. Our AI Ecosystem forms a thriving network of companies leveraging shared AI knowledge for mutual growth. The AI Advisory service provides expert guidance on choosing the most suitable AI tools in the market, focusing on aligning technology with specific client needs. At the AI Lab, our team can assist customers with experimenting and validating their AI ideas, accelerating the journey from concept to reality. Finally, our AI Solutions, comprising of a robust AI Platform and Accelerated Software Development services, empower businesses to efficiently harness AI to transform their operations and offerings.

WHAT'S NEXT?



Project **T**ransformation
By
Design

WHAT'S NEXT?



Oct. 20 A Human-Centered Approach to Generative AI

Nov. 17 Uncovering Innovation Opportunities Part I: Using Jobs To Be Done

Dec. 15 Uncovering Innovation Opportunities Part II: If You Don't Go, You Can't Know

fasterglass.com/project-tbd

RECOMMENDATIONS

- 1 Start playing with ChatGPT, Bing, Bard, etc.
- 2 Read articles, watch videos, listen to podcasts.
- 3 Take courses on GenAI and Prompt Engineering.
- 4 Be curious but be discerning.



Faster Glass

imagine better - innovate faster

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