Harnessing AI:

REVOLUTIONIZING MANAGEMENT CONSULTING

What's UP? Wednesday

CMC

Presenters;

Evgeny Koloda, CMC

Garrett Wasny, MA, CMC, CITP/FIBP

May 8, 2024 | 12:30 p.m. ET

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WHAT'S UP NEXT

The 2nd Wednesday of the month 12:30pm eastern

See you in the fall

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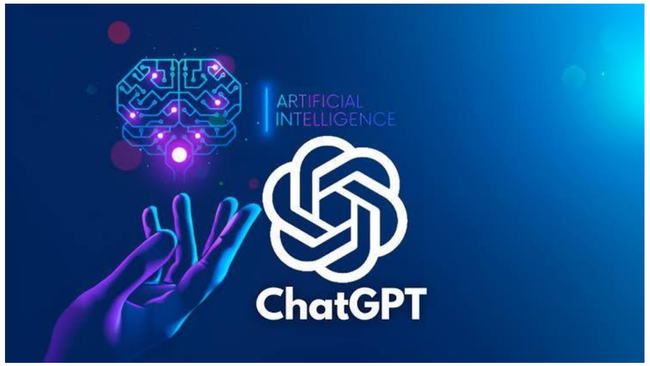
Generative AI and ChatGPT for Management Consultants



Dive into the future of management consulting with our immersive course on Generative AI and ChatGPT! Discover how these cutting-edge technologies are transforming the industry by enabling seamless content generation across multiple formats.

This course is available on-demand, allowing you to learn at your own pace, whenever and wherever suits you best!

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2024 Call for Nominations for FCMCs CMC-Ontario!

- FCMC Nominations **Deadline is June 21, 2024**
- Is there someone you respect for their contribution, professionalism, and integrity?
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How to Participate

- You will be muted for this call
- To ask a question – Type the question into the chat tool.
- We kindly ask that you turn your Video on if you are able to. We want to see your smiling faces!
- This session will be recorded
- A copy of the presentation will be available after the event.

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MEET OUR SPEAKERS

Evgeny Koloda

- Chief Information Officer

Garrett Wasny

- Artificial Intelligence Skills Advisor

Overview of Presentation

- Current situation today in AI (for consultants)
- A practical perspective and brief case study

- Societal Concerns and Legalities
- What does the future hold of AI

- How to navigate and harness AI
- Opportunities, Threats and Risks

Practical Application of AI

Evgeny Koloda, CMC

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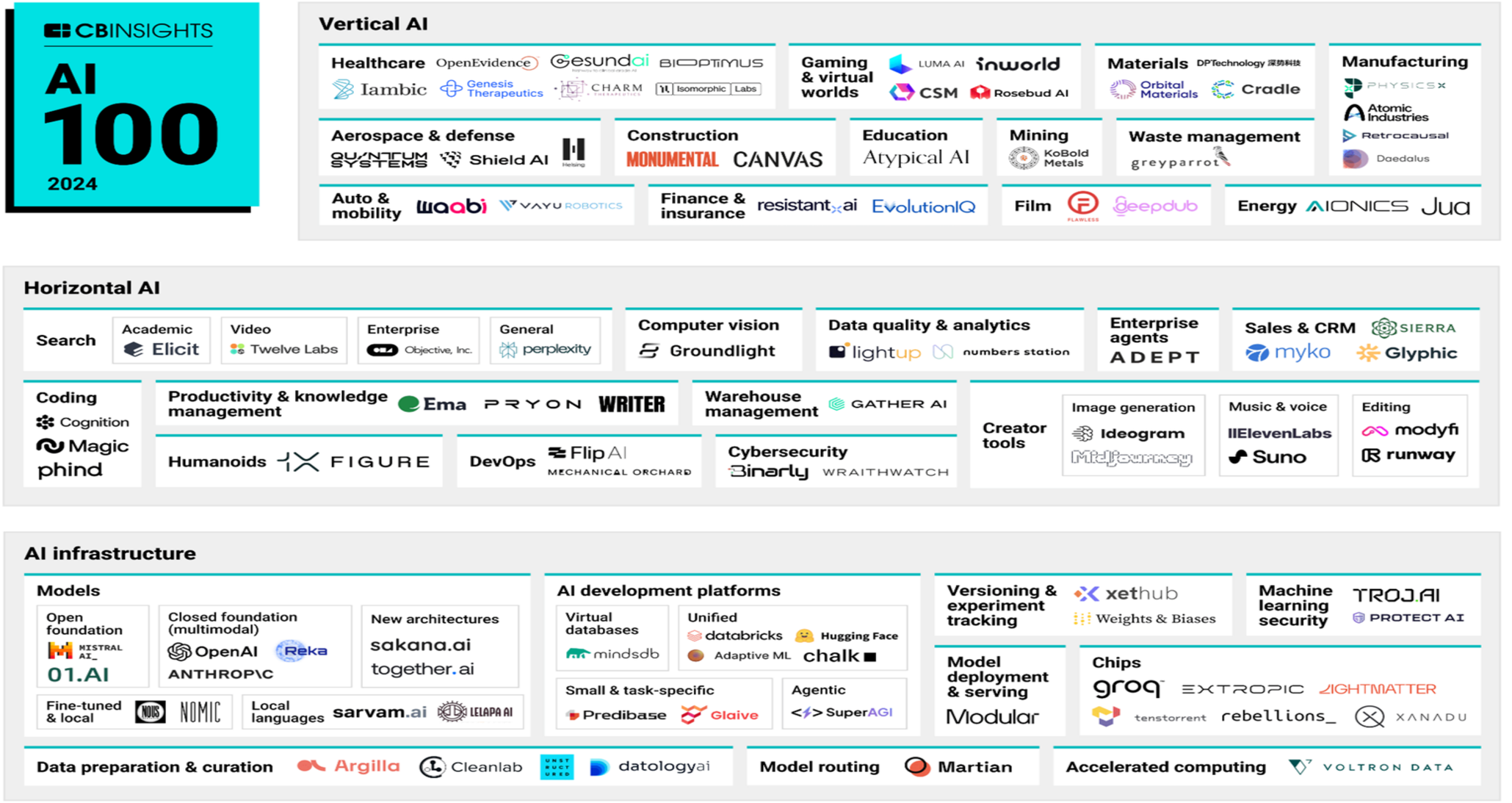
AI Ecosystem

AI ecosystem is growing every day and it is difficult to choose the right solution for your business



Note: Companies are private as of 3/20/24. Categories are not mutually exclusive.

CBINSIGHTS

AI Blueprint - Where to start?

Creating an AI blueprint requires a holistic approach, considering not just the technical aspects but also how AI will impact and integrate with various facets of the organization

- Assessment of Needs and Goals
- Data Strategy
- Technology and Infrastructure
- Talent and Team Structure
- Development and Prototyping (POC)
- Integration and Deployment
- Ethics and Compliance
- Monitoring, Evaluation, and Maintenance
- Stakeholder Engagement and Change Management
- Scalability and Future-proofing

AI Business Strategy

Evgeny Koloda, CMC

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AI Business Strategy

Artificial intelligence has become a buzzword in the business world, but it's not just a passing trend. A well-defined AI strategy can bring significant benefits to organizations of all sizes, from increased efficiency and productivity to improved customer experiences and revenue growth.

Embracing AI in IT consulting is no longer a choice but a necessity for firms looking to stay competitive and deliver exceptional services to their clients. By implementing an AI strategy, IT consulting firms can streamline operations, enhance decision-making processes, improve client interactions, and drive business growth.

By investing in AI strategy,

- Companies can gain a competitive edge by unlocking new insights and opportunities that were previously hidden.
- With the right approach, businesses can harness the power of machine learning and predictive analytics to make better decisions, automate routine tasks, and deliver personalized experiences to customers.
- AI strategy in IT consulting involves leveraging artificial intelligence technologies to streamline processes, enhance decision-making capabilities, and drive innovation.

AI Business Strategy - Approach

- Assess business requirements:
  - Marketing Department: Social media content creation, image design
  - Legal: Contract reviews
  - HR: Job posting, resume review
- Present basic AI capabilities and functionalities:
  - Explain how AI can assist in each department's tasks
  - Showcase relevant AI tools and their features
- Build a business case:
  - Highlight the potential benefits of implementing AI in each department
  - Discuss the expected return on investment (ROI) and cost savings
- Find an appropriate solution:
  - Research and compare AI tools that align with the business requirements
  - Select the most suitable AI solution for each department
- Define AI policies, guides, and guardrails:
  - Establish clear guidelines for AI usage within the organization
  - Address data privacy, security, and ethical concerns
  - Set up monitoring and control mechanisms to ensure responsible AI implementation

Practical application of AI AIVIA.ai

Evgeny Koloda, CMC

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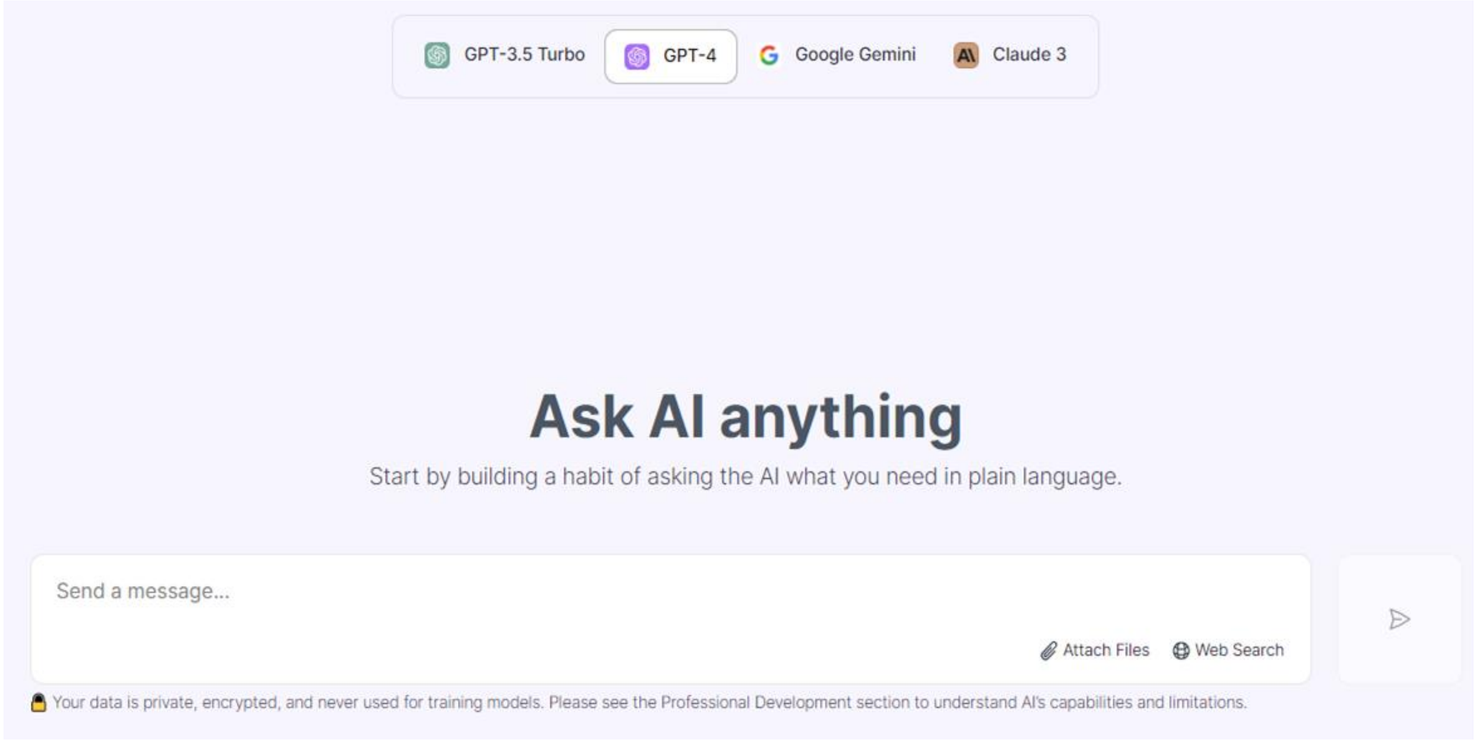
AIVIA.ai - Enterprise Tool

- Private mode, Data security and integrity. Soon to be HIPAA compliant
- GPT – 3.5, GPT – 4, Google Gemini, Claude 3
- Access to the Internet – “Web Search”
- Attach PDF or Text Files
  - Ex. Review contracts in PDF and outline risks, terms and buyout cost
  - Basic Generative AI functions

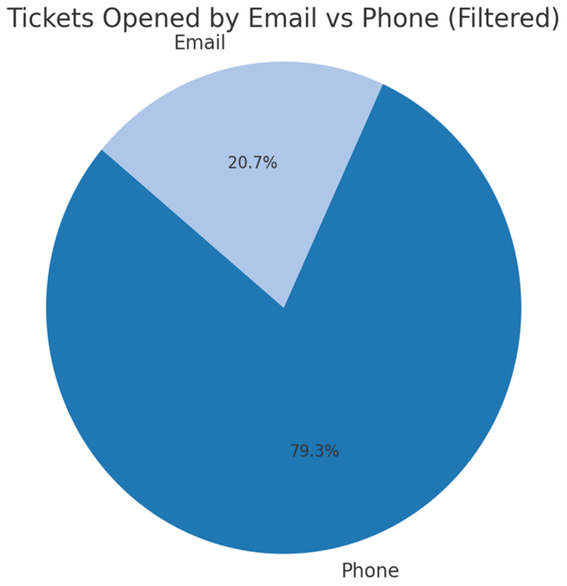
aivia.ai

https://www.aivia.ai/

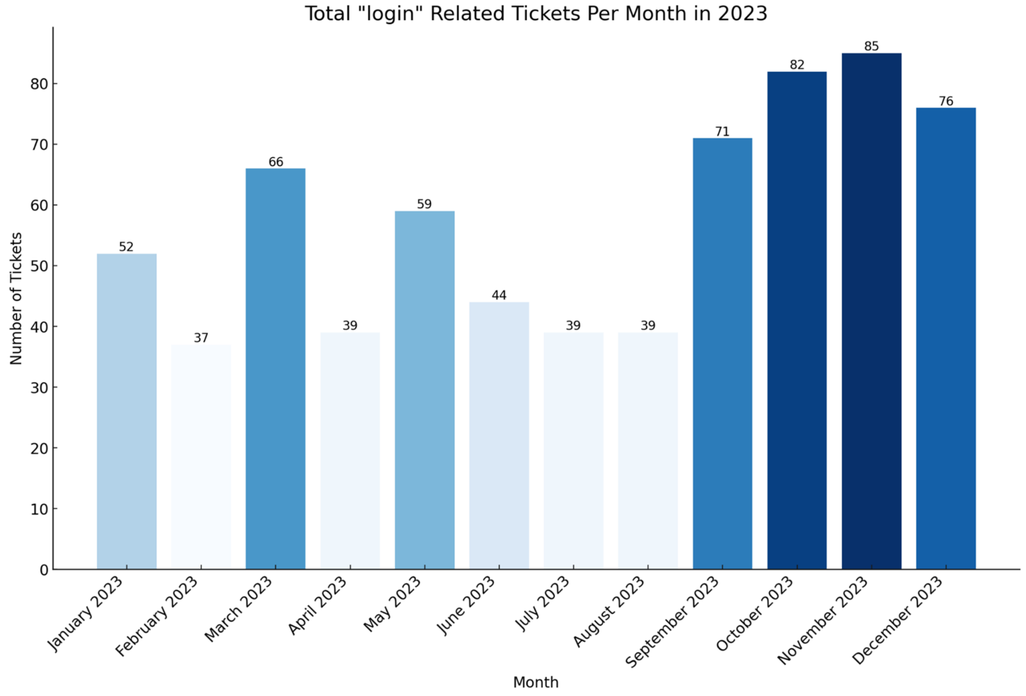


AIVIA.ai - Enterprise Tool

- Custom Assistants
  - Attach up to 20 files in various formats up to 50 Mb each (.csv, Excel, PowerPoint, PDF, Word)
  - Cross-reference data from various files
  - Analyse and export to tables, Excel
  - Generate charts



Data Source: User dataset



AIVIA.ai - Smart Tasks

Smart Tasks – Predefined AI Prompts

Executive

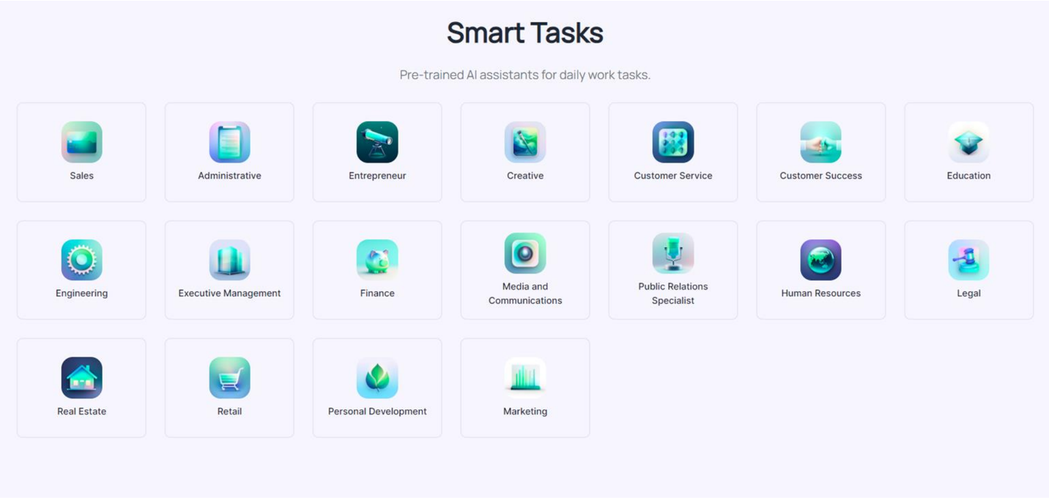
- CTO
  - Create a Technology Innovation Plan
  - Create an IT Security Plan
- COO, CFO, CMO, etc

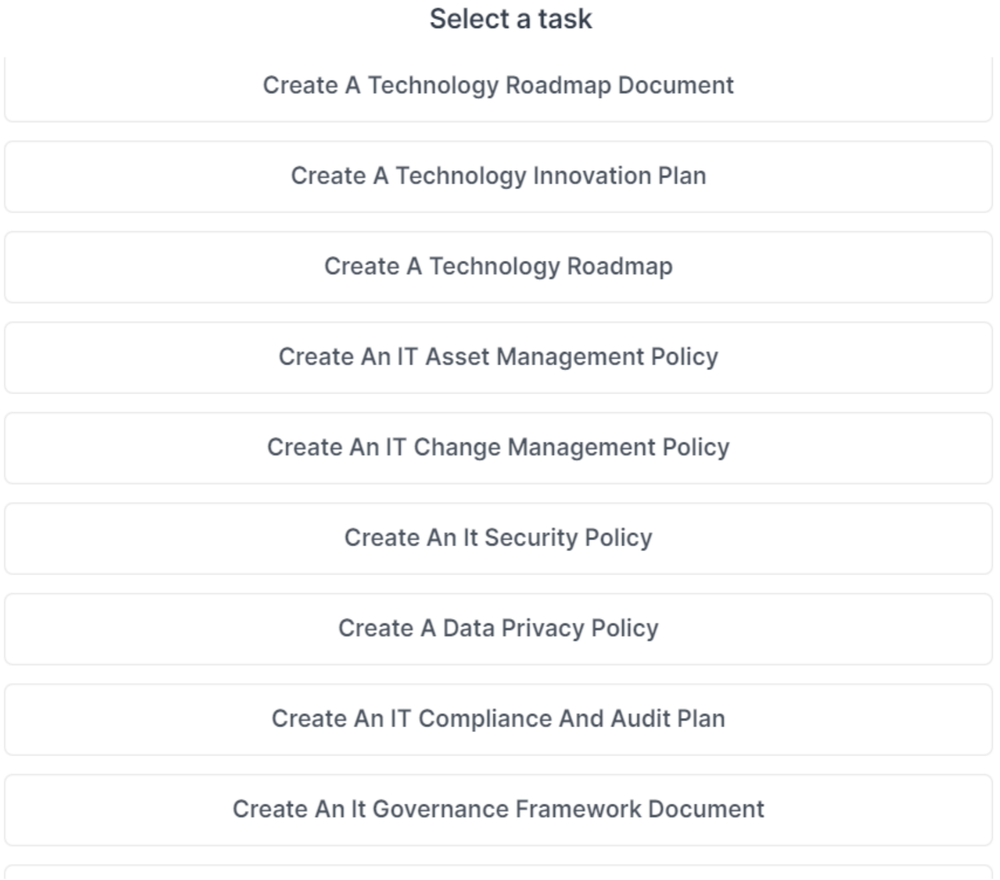
Human Resources

- Create an HRIS User Manual

Legal

- Create an Employee Leave Policy
- Create a Termination Letter





Practical application of AI eCW

Evgeny Koloda, CMC

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The Power of AI in Healthcare

- Although sectors like finance, transportation, retail, and manufacturing are set to undergo major transformations due to AI, the healthcare sector will also be significantly affected, improving diagnostics, treatment personalization, and overall patient care.
- AI is playing a crucial role in drug discovery and development.
- AI-powered medical imaging: AI is being used to improve the accuracy and efficiency of medical imaging. For example, the company Viz.ai uses AI to detect strokes in real-time from CT scans.
- eClinicalWorks is integrating advanced AI models, including generative AI like ChatGPT, into its Electronic Health Records (EHR) and practice management solutions. This innovation aims to enhance the flexibility of clinical documentation and optimizing various aspects of healthcare management, thereby paving the way for more efficient and effective patient care. Through these solutions, eClinicalWorks is set to revolutionize healthcare practices by leveraging AI for better data management, decision support, and patient engagement.

The Power of AI in Healthcare – eCW Co Pilot

eClinic Works (eCW) has introduced v12 full of AI features

- Sunoh.ai Co-Pilot
- It listens to your conversation
- It generates a dialogue flow
- It creates clinical documentation
- It places orders
- It allows you to review and modify the documentation for accuracy
- It takes minutes to review and approve a progress note instead of hours

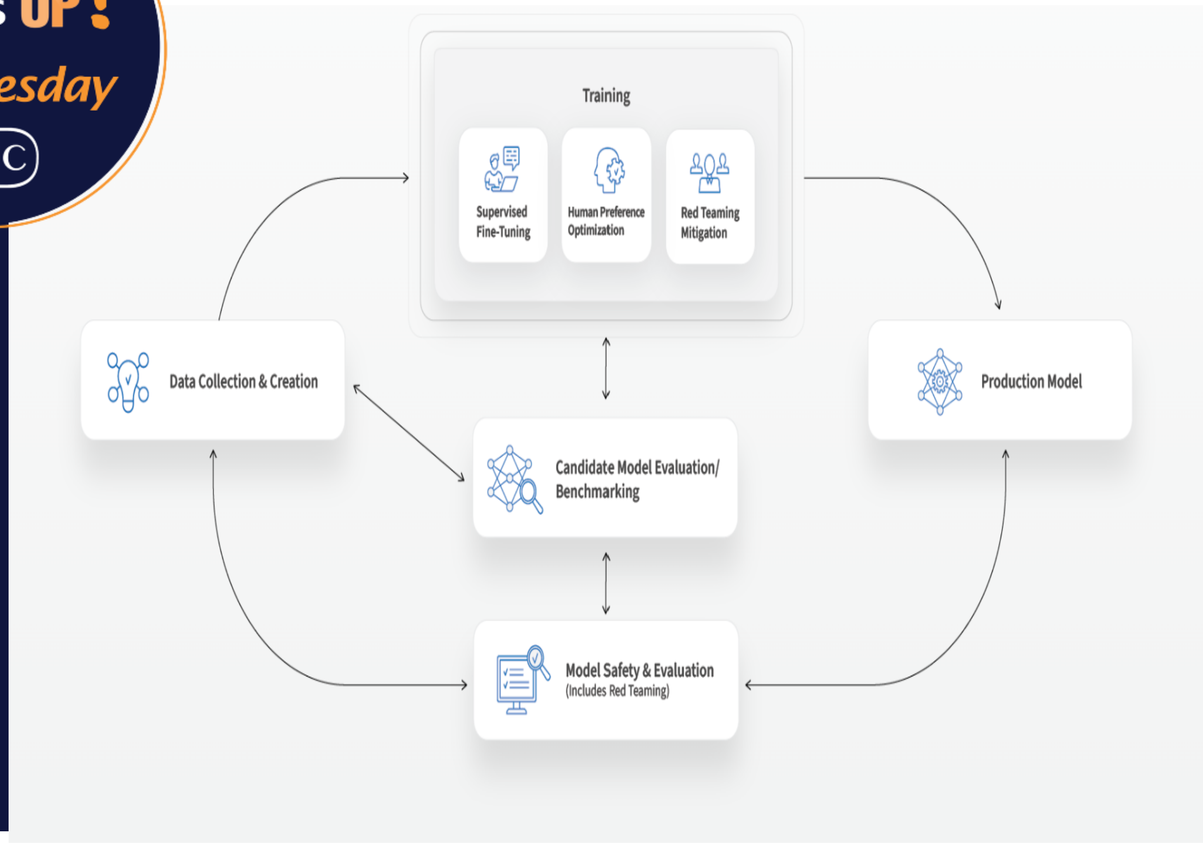
https://sunoh.ai/

Artificial Intelligence

Where are we at

Where are we going

Selecting Eco System Important



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Summary Review of Present

- Predictive and Generative AI
  - Generative AI is being used to generate novel content, including text, images, videos, code and music.
  - Predictive AI is being used to predict future events.
- Generative AI models are a subset of Deep Learning models that can produce new content based on what is provided and described in the input.

Plethora of AI Tools / Engines and Large Language Models (LLMs)

1. AlphaCode
2. Amazon Lex
3. ANDI
4. Andi
5. Azure ML Studio
6. Bing AI
7. Brave
8. ChatGPT
9. DataRobot, Inc.
10. Duet AI
11. Google Bard (Gemini)
12. IBM Watson
13. Jasper
14. Komo
15. Microsoft Bing
16. NeevaAI
17. OpenAI
18. Perplexity AI
19. SoundDraw
20. Synthesia
21. TensorFlow
22. Waldo
23. Yep
24. You.com

Not all LLMs are Open

Open-source LLMs for generative AI more accessible, transparent, and innovative.

- Enhanced data security and privacy
- Cost savings and reduced vendor dependency
- Code transparency and language model customization
- Active community support and fostering innovation

Open-source LLMs can foster innovation and improve the models by reducing biases and increasing accuracy and performance. However, it's important to note that running LLMs requires considerable resources.

Addressing the environmental footprint of AI

- Following the popularization of LLMs, researchers and environmental watchdogs are raising concerns about the carbon footprint and water consumption required to run these technologies. Proprietary LLMs rarely publish information on the resources required to train and operate LLMs, nor the associated environmental footprint.

Open-Source Large Language Models

1. LLaMA 2
2. BLOOM
3. BERT
4. Falcon 180B
5. OPT-175B
6. XGen-7B
7. GPT-NeoX and GPT-J
8. Vicuna 13-B

EG. As an intelligent chatbot

- Research or commercial use
- Large or small data set, more accuracy or less

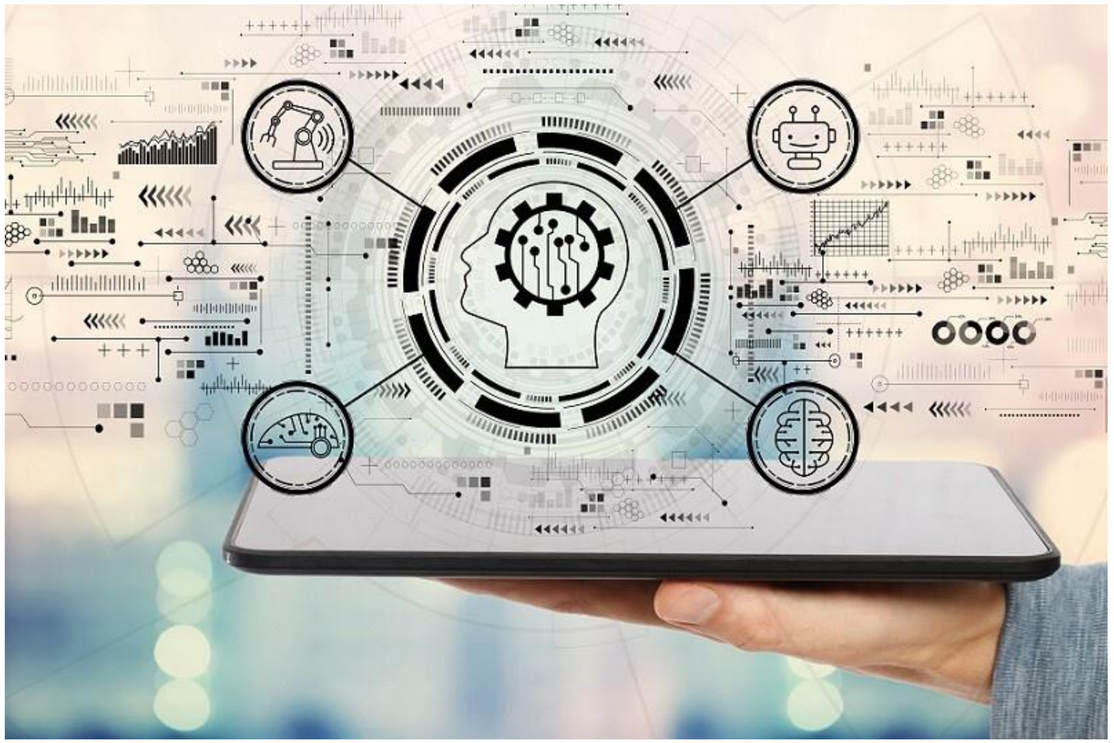
AI productivity tools by category

- Chatbots (ChatGPT, Claude 2, Bing AI)
- Content creation (Jasper, Copy.ai, Anyword)
- Grammar checkers and rewording tools (Grammarly, Wordtune, ProWritingAid)
- Video creation and editing (Descript, Wondershare Filmora, Runway)
- Image generation (DALL·E 3, Midjourney, Stable Diffusion)
- Voice and music generation (Murf, Splash Pro, AIVA)
- Knowledge management and AI grounding (Mem, Notion AI Q&A, Personal AI)
- Task and project management (Asana, Any.do, BeeDone)
- Transcription and meeting assistants (Fireflies, Airgram, Krisp)
- Scheduling (Reclaim, Clockwise, Motion)
- Email inbox management (SaneBox, Mailbutler, EmailTree)
- Slide decks and presentations (Decktopus, Beautiful.ai, Slidesgo)
- Automation (Zapier)

AI Development Tools

Tools to help you can create and use AI models to optimize your business processes.

- Microsoft AI Builder
- Appy Pie
- Adobe XD
- Figma
- Salesforce Mobile
- Glide
- Salesforce Platform
- Bubble
- Airtable
- GPT Builder*



Chats Answer to Harnessing AI Essentially the Blue Print presented

- **Problem Identification**: Identify the problems or challenges where AI can be applied effectively. This involves understanding the domain, recognizing patterns, and envisioning how AI can augment or automate processes.
- **Data Understanding and Preparation**: AI models require data to learn from. You need to understand what data is available, its quality, and how it relates to the problem at hand. Data preparation involves cleaning, formatting, and structuring data to make it suitable for AI algorithms.
- **AI Algorithms and Models**: Familiarize yourself with different AI algorithms and models suitable for your problem. This includes supervised learning, unsupervised learning, reinforcement learning, deep learning, and more. Understanding their strengths, weaknesses, and applications is crucial for choosing the right approach.
- **Programming and Tools**: Proficiency in programming languages like Python and R is essential for implementing AI algorithms. Additionally, you should be familiar with popular AI libraries and frameworks such as TensorFlow, PyTorch, scikit-learn, and Keras.
- **Model Training and Evaluation**: Knowing how to train AI models involves understanding optimization techniques, hyperparameter tuning, and model evaluation metrics. You need to be able to assess the performance of your models and iterate on them to improve results.
- **Ethical and Legal Considerations**: AI raises ethical and legal concerns around privacy, bias, transparency, and accountability. Understanding these issues and ensuring that AI systems are developed and deployed responsibly is crucial.
- **Deployment and Integration**: Once you have a trained AI model, you need to deploy it into production systems. This involves integrating the model with existing software infrastructure, ensuring scalability, reliability, and monitoring performance in real-world environments.
- **Continuous Learning and Improvement**: AI is constantly evolving, and staying updated with the latest research, techniques, and technologies is essential for harnessing its full potential. Continuous learning and experimentation are key to staying ahead in the field of AI.

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The Future, the Unknown, the Unconventional

by Garrett Wasny

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AI Integration is Less Widespread than Commonly Perceived

AI and ChatGPT take-up only a fraction of Google usage

- Number of monthly users: ChatGPT: 180M | Google 1.5B

Low AI adoption to date

- As of 2024, 77% of American adults have NEVER used ChatGPT (Pew)
- 80% of Americans report NOT using ChatGPT for work (Pew)

Senior Manager AI Disconnect

- The more important someone is, the less likely they have tried GPT-4 (Mollick)
- Senior leaders lack personal experience with GPT-4, leading to a shallow understanding of AI's real-world implications.
- Traditional information channels for executives fail to highlight the full scope of opportunities and risks posed by LLMs.
- A combination of busy schedules, technological gaps, misconceptions, and communication barriers prevents effective AI adoption and understanding

AI Innovation-(Non)Adoption Loop

Vicious AI Cycle

- Despite evidence that AI significantly boosts task performance by 20-60% in various high-value fields, CEO skepticism towards AI usage persists due to lack of understanding.
- Skepticism discourages experimentation with AI, preventing learning and perpetuating a cycle of avoidance and misunderstanding.

Rising Corporate Resistance to ChatGPT

- Around 75%, of companies banning ChatGPT and other Generative AI tools in the workplace (Blackberry)
- U.S. House has imposed a strict ban on congressional staffers using Microsoft Copilot, citing cybersecurity risks

Cost-Conscious Divide: Free vs. Premium AI

- Among few adopting ChatGPT, a significant portion opts for the GPT-3.5 version, prioritizing cost over capabilities.
- Leap to more capable GPT-4 is hindered by hesitancy to commit to the associated monthly subscription fees.
- By opting for a less capable model, users fail to experience the model's full potential, leading to possible disappointment.

Case Study: AI Outperforms, Yet Adoption Stalls

The Situation:

A software manager finds AI (GPT-3.5) consistently outperforms low-level developers, yet faces resistance from higher-ups hesitant to lay off employees and adopt the new technology (Mollick).

Anecdotal Prediction:
Instead of direct layoffs, jobs will stay unfilled, eventually being eliminated as AI fills the gap. This will be especially noticeable in sectors (like government) where layoffs are difficult.

Pebble Starting a Landslide: The trend may have started in management consulting - if AI-assisted consultants are better, how much more effective could a standalone AI be?

Key Takeaway: This case study suggests that even when AI offers superior performance, human factors and organizational inertia can significantly slow down its real-world impact.

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Where is AI Going? What is Future?

by Garrett Wasny

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GPT-5 Unveiled: A Quantum Leap Toward Advanced AI

Significant Upgrade

- GPT-5 will bring major enhancements, including extended conversational memory, video content processing, and multiple AI agent coordination.

Enhanced Capabilities

- Expectations include better reasoning, reliability, and versatility in media interactions.

Potential 2024 Release

- Anticipated mid-2024 launch, with ongoing development phases of training and testing.

Focus on AGI

- Marks a crucial step towards achieving Artificial General Intelligence, aiming to meet or surpass human cognitive abilities.

Broader Scope

- Beyond language, GPT-5 emphasizes the integration of sophisticated mathematical modeling

Current AI Landscape: Major Themes

- Rise of Machine Society and Expansion of AI Interactions Beyond LLM Chat Boxes. Growing number of AI “see-touch-hear-points” - AI glasses (Envision, Frame, Lucyd, Meta Ray-Bans), Necklaces (Humane), Voice Recorder (Plaud), Pocket Companions (AI in a Box, R1), Integrated AI assistants (Adobe, Google Gemini Workspace, Intuit Assist, Samsung's Bespoke AI kitchen appliances, Spotify, Upwork, Yelp)

- Live in Avatar Clone Age: Computer-generated influencers (lilmiquela), Immersive experiences (Apple Vision Pro, Microsoft Teams Immersive Space), Digital doubles (CAA Vault), Synthetic media (Ukraine AI Diplomat, VASA-!, HeyGen), AI Gene Editor (ChatGPT for CRISPR). Breathtaking pace of AI Improvement: LLMs are rapidly growing in power, doubling their capabilities every 5-14 months (Mollick)

- Unclear Upper Limits: Even experts find it hard to fully grasp the potential of current-generation models like GPT-4.

- AI Exceeding Humans: LLMs are already surpassing human performance in specific areas: Study: GPT-4 (not trained specifically for medicine) outperforms most doctors in key aspects of diagnosis. NVIDIA: Nvidia announces AI-powered health care 'agents' that outperform nurses — and cost $9/ hour compared to $40/ hour for human nurses.

- AI and Creativity: AI demonstrates surprising potential in creative fields, potentially transforming creative industries. Study: In tests measuring fluency, originality, and elaboration - key components of divergent thinking and creativity - AI model scored higher than 99% of human participants. Examples: Sora.ai (film), Udio (music)

- Rise of Autonomous Agents: AI agents that can act independently are emerging, potentially transforming how we interact with AI. Examples: Devin, first AI software engineer.

- Dangers of Misinformation: The rise of AI increases the threat of sophisticated misinformation, requiring tools to ensure information accuracy. Example: Finance worker pays out $25 million after video call with deepfake ‘CFO’

- The Ethics Gap: AI development outpaces ethical guidelines, highlighting the need for responsible AI practices and addressing potential harms. Examples: Bias, discrimination, accountability, transparency.

Societal Concerns

by Garrett Wasny

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Bias and Discrimination

Bias and Discrimination: AI systems can perpetuate and amplify societal biases present in the training data, leading to unfair and discriminatory outcomes in areas like hiring, lending, and criminal justice. This underscores the need for rigorous bias testing and mitigation strategies.

Transparency and Accountability: Many AI systems operate as "black boxes", making it difficult to understand how decisions are made and who is responsible. This lack of interpretability is problematic in high-stakes domains like healthcare and autonomous vehicles, where transparency is vital.

Creativity and Ownership: The rise of AI-generated content has created ambiguity around ownership rights and the potential for copyright infringement. Clear legal and regulatory frameworks are needed to navigate these emerging issues.

Social Manipulation and Misinformation: AI can be exploited to spread fake news, manipulate public opinion, and amplify social divisions, posing risks to election integrity and political stability. Robust countermeasures are required.

Bias and Discrimination

Privacy, Security, and Surveillance: The effectiveness of AI often relies on large volumes of personal data, raising concerns about data privacy, security, and the potential for abuse through extensive surveillance.

Job Displacement: AI automation has the potential to replace human jobs, exacerbating economic inequalities. Proactive measures like retraining programs and social support systems are needed to address these impacts.

Autonomous Weapons: The development of AI-powered autonomous weapons raises ethical concerns around accountability and the loss of human control over life-and-death decisions, necessitating international regulation.

Environmental Impact: The search results do not cover the potential environmental impacts of AI development and deployment, such as the energy consumption and carbon footprint of AI systems, the use of natural resources, and the generation of electronic waste.

These issues highlight the urgent need for responsible AI practices that prioritize ethical considerations alongside technological advancement. Collaboration among technologists, policymakers, ethicists, and the public is crucial to establish robust governance frameworks and mitigate the potential harms of AI.

Skill Shift

Skill Shift and Training: The consulting industry will need to adapt to the integration of AI, requiring a shift in the skills that consultants need. Emphasis will be on strategic decision-making, interpretation of AI-generated insights, and managing client relationships. Training programs and professional development will increasingly focus on these areas, as well as on understanding and managing AI tools effectively.

Ethical and Regulatory Consulting: As businesses grapple with the ethical implications and regulatory requirements of AI, consultants will be called upon to guide strategy and implementation in these areas. This will include advice on AI governance, risk management, and compliance with emerging laws and standards related to AI use.

Scenario Planning and Simulation: AI tools will allow management consultants to use advanced scenario planning and simulations to test various business strategies under different market conditions. This can help businesses prepare for uncertainty by visualizing impacts of decisions before they are made.

Expansion of Remote Consulting Services: AI will enable more sophisticated remote consulting services, where consultants provide their expertise from afar with the help of virtual reality (VR) and augmented reality (AR) technologies. These tools will simulate an in-person experience, making interactions more engaging and effective.

Additional Concerns Very Real Concerns

Fake Everything

- From computer-generated "extras" to AI "zombies," new restrictions against the use of artificial intelligence in Hollywood were set out by the actors' union Friday.

Copyright Issues

- The US Copyright Office has taken a firm position—for now, AI-generated works should have the "human authorship" for copyright protection
- Mar 21, 2024 Tennessee just became the first state to protect musicians and other artists against AI.

Court Cases

- Drake and The Weekend used DMCA Takedown, the Digital Millennium Copyright Act to get AI generated content remove from the internet.
- People in B.C.'s justice system are considering the implications of a judge's ruling that found a lawyer personally liable for using artificial intelligence and submitting fake case law to the courts. Rumina Daya reports. – Feb 27, 2024

Job Losses ? Are they real ?

AI will cause major job losses, true or false

More than one-third (37%) of business leaders say AI replaced workers in 2023, according to a recent report from ResumeBuilder.

Employees say that 29% of their work tasks are replaceable by AI, project management and collaboration software company Asana found in its surveying

While positions like research and data analysis are in line for AI automation, companies will still need someone to prompt the AI, make sense of the results and take action

https://www.cnbc.com/2023/12/16

What do you think

Is Artificial Intelligence (AI)

A Menace ?

Or

A Miracle ?

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What Management Consultants Can Do NOW!

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Reframing AI Conversation from Broad, Catastrophic View to Localized, Actionable Perspective

Understanding Local Impacts:

- Recognize that AI's influence varies greatly across different sectors and communities. It’s essential to assess how AI can specifically benefit or challenge your local environment.
- Engage community leaders and stakeholders in discussions about AI's potential uses and concerns specific to your locality.

Workplace Integration:

- Evaluate how AI can enhance productivity without compromising job security. Focus on tools that complement and augment human work rather than replace it.
- Create programs that retrain employees to work alongside AI, thus ensuring that the workforce is prepared and skilled to leverage AI enhancements.

Cultivating Meaningful Work:

- Implement AI in ways that remove mundane tasks and enable employees to engage in more meaningful and high-value work.
- Encourage managers to rethink job roles and workflows to optimize both human and AI contributions.

Enhancing Education:

- Utilize AI to provide personalized learning experiences, helping students at various levels to excel by focusing on their individual strengths and weaknesses.
- Equip educators with AI tools that can help them manage classroom tasks and provide more targeted support to students.

Promoting Psychological Safety

Promoting Psychological Safety:

- Foster an organizational culture that views AI as a tool for empowerment rather than a threat, promoting openness and innovation.
- Ensure that employees feel secure in their roles and are encouraged to experiment with and learn about AI applications.

Preventing Misuse:

- Address potential negative uses of AI, such as surveillance or biased decision-making, by setting clear ethical guidelines and accountability measures.
- Monitor AI applications continuously to ensure they adhere to established ethical standards and contribute positively to the workplace.

Community Engagement and Feedback:

- Regularly solicit feedback from employees and community members on their experiences and views regarding AI implementation.
- Use this feedback to adjust AI strategies to better meet the needs and concerns of the community.

Fostering Innovation and Growth

Fostering Innovation and Growth:

- Leverage AI-driven productivity gains to invest in new areas of growth and innovation, rather than simply reducing workforce.
- Encourage entrepreneurial initiatives within the community that utilize AI to solve local problems.

Balancing Efficiency with Empathy:

- While AI can significantly increase efficiency, it's crucial to balance these gains with empathetic leadership and a commitment to employee well-being.
- Leaders should actively decide how to utilize efficiency gains in ways that benefit both the organization and its employees.

Starting Serious Discussions Now:

- Initiate conversations about AI at all levels—from executive boards to team meetings—to ensure everyone has a voice in how AI is integrated into their work and community life.
- Make these discussions recurring and reflective, adapting strategies as both technology and community needs evolve.

✓ **Establish a CGAO Role – Chief Generative AI Officer**

How to get creative and take AI to another level

- ✓ Think out side the box
- ✓ Non-Linear thinking
- ✓ Lateral Thinking
- ✓ Disruptive Thinking

How to get creative and take AI to another level

An AI model that shows future progress as cyclical yet with leaks and multi colours (gencraft.com)

How to get creative and take AI to another level
Super Avatars

Wrap Up

- ✓ Selecting the appropriate **AI Eco System** is critical
- ✓ Understanding potential for bias and legal concerns also critical
- ✓ Consider all options, get creative
- ✓ Buy in from the CEO as champion
- ✓ Buy in from employees to be more productive
- ✓ A solid blue print and
- ✓ Implementation Plan

Questions

Please type in the chat

THANK YOU

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