April 2024
Key Learnings

DATA✚AI

Emerging Risks can no longer be ignored, impacting daily tasks

A combination of facial recognition and AI can accurately assess a person's political orientation based on their expressionless face. This is based on peer-reviewed study.
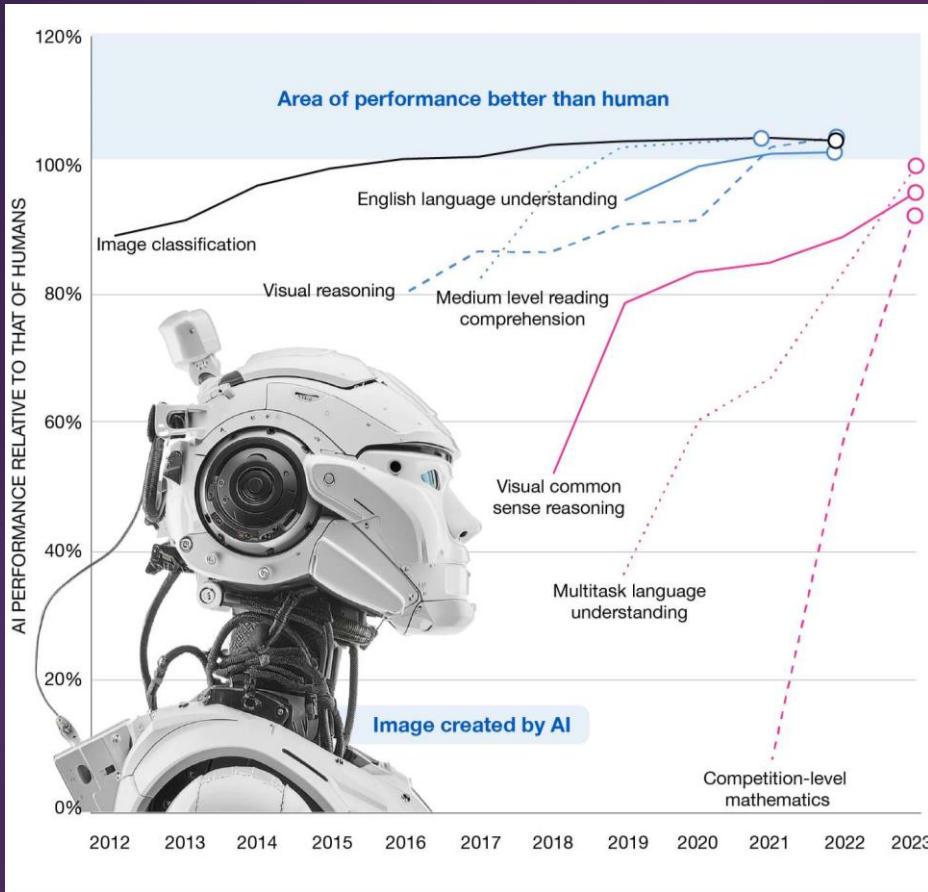
Banks still use voice identification but VASA-1 AI system utilises sophisticated machine-learning that can respond in real-time based on a pre-recorded audio clip.

Organisations need to consider their processes and practices where impersonation may be a factor from a job interview to authorising a financial payment.

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AI is nearing or exceeding human performance for many tasks

120%

Area of performance better than human

100%

Image classification

English language understanding

80%

Visual reasoning

Medium level reading comprehension

AI PERFORMANCE RELATIVE TO THAT OF HUMANS

60%

Visual common sense reasoning

40%

Multitask language understanding

20%

Image created by AI

Competition-level mathematics

0%

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

Source: AI Index 2024 Annual Report, Stanford University

AI Index Report 2024 – Artificial Intelligence Index (stanford.edu)

"AI makes workers more productive and leads to higher quality work."

"People across the globe are more cognizant of AI's potential impact– and more nervous."

"Robust and standardized evaluations for LLM responsibility are seriously lacking."

Organisations need to consider the business value that can be added through automation or human-machine collaboration leveraging the strengths of AI.

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AI Anxiety is increasing but not related to likely impacts to roles

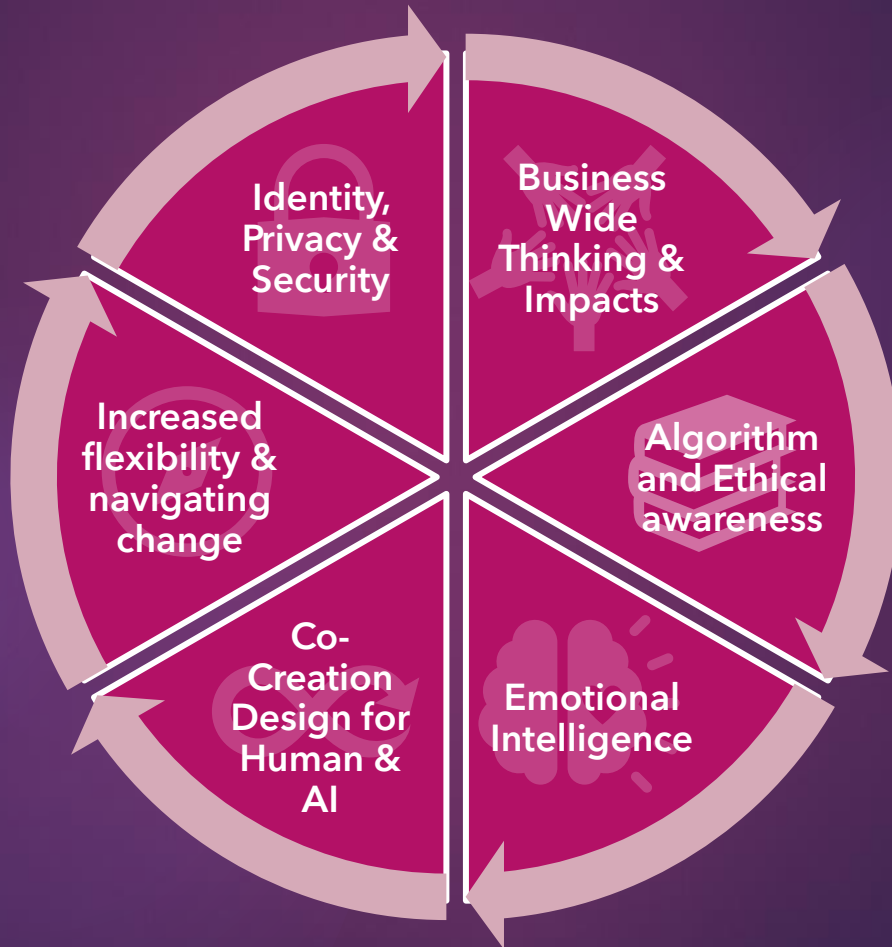| Anxiety	Job Functions (% Impact on Functional Spend)
High	• **Marketing (12%)** • **Public Relations** • **Human Resources (7%)**
Moderate	• **Accounting & Finance (8%)** • **Executive Management** • **Corporate IT (4%)** • **Software Engineering (30%)** • **Quality Assurance**
Low	• **Manufacturing (4%)** • **Administrative** • **Sales (5%)** • **Customer Operations (38%)** • **Education & Training** • **Health** • **Research & Development (12%)**

Anxiety adapted from Gartner, 2024.
"Employee anxiety that AI will replace their job by function"
Impact on Functional Spend % adapted from McKinsey, 2023.
"The economic potential of generative AI: The next productivity frontier"

Organisations need to provide confidence to their teams on potential impacts, reskilling and training opportunities to reduce any digital divides.

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Business users need AI to power actions across the organisation

Key human skills that are needed across your teams:

- Identity, Privacy & Security
- Business Wide Thinking & Impacts
- Algorithm and Ethical awareness
- Emotional Intelligence
- Co-Creation Design for Human & AI
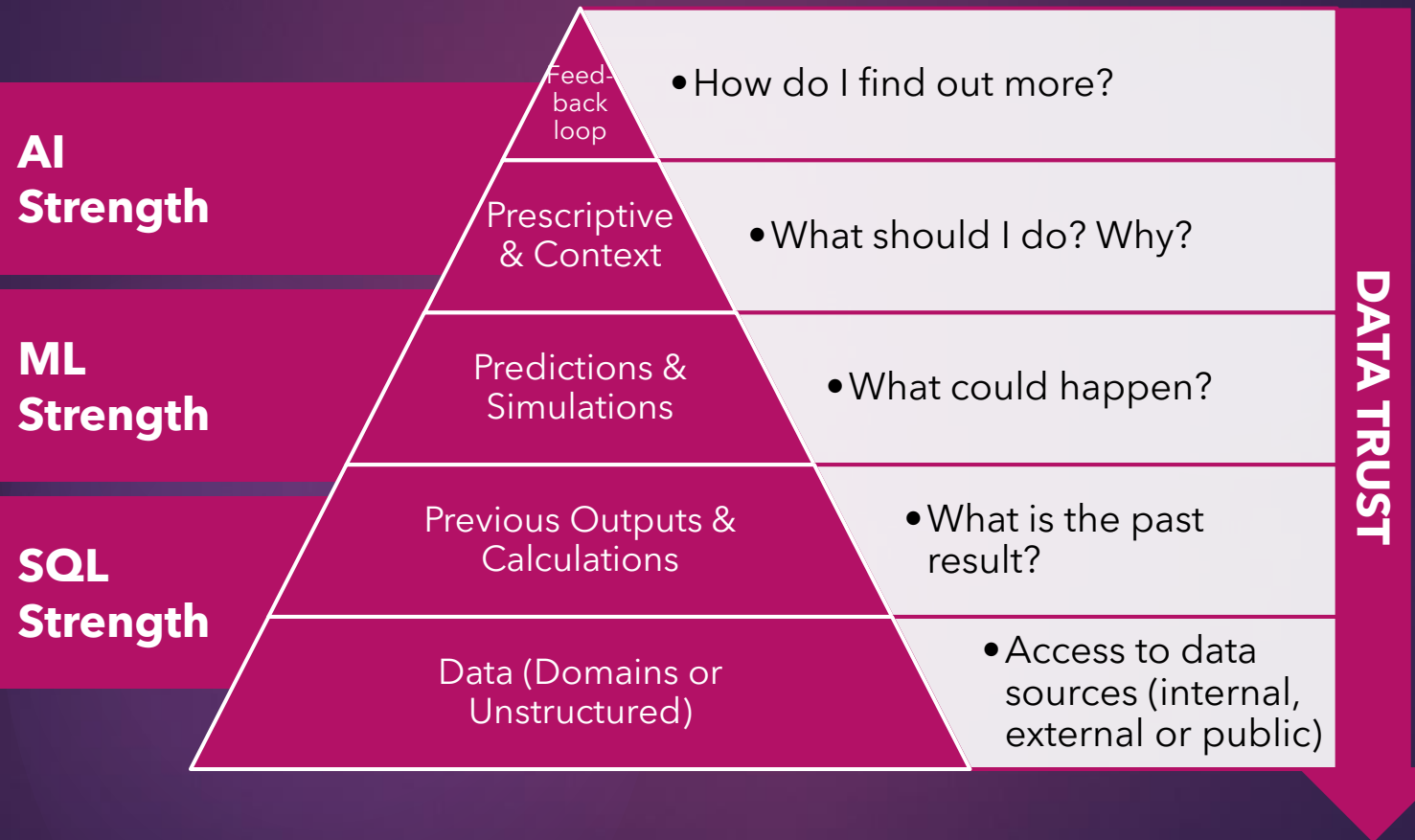- Increased flexibility & navigating change

Organisations need to make sure they have the right human skills, delivery models and organisational development plans in plan to assist any AI change.

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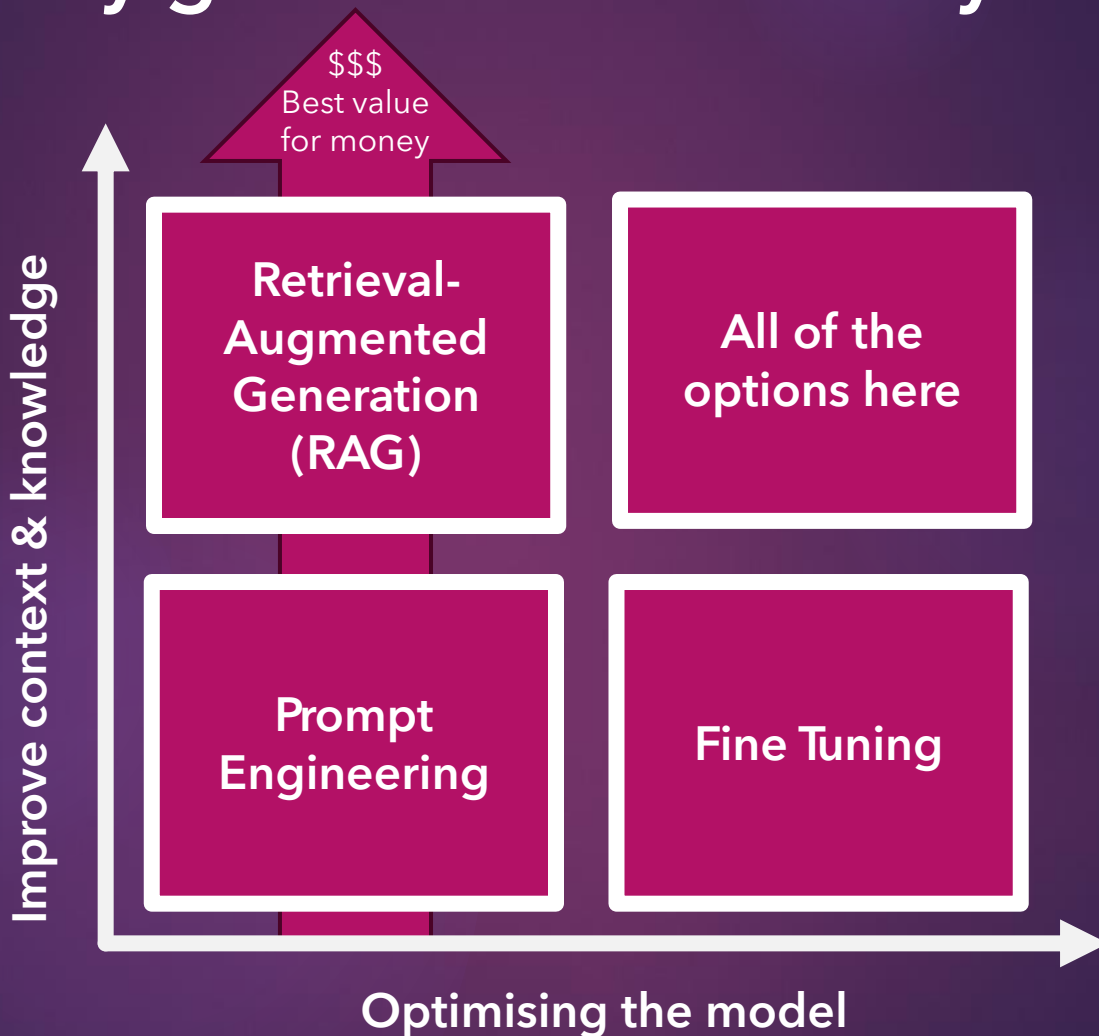# All layers of data and techniques need to be considered

AI adds great advancements with more challenging issues for data trust.

AI Strength

ML Strength

SQL Strength

DATA TRUST

Pyramid Layer	Question
Feed-back loop	• How do I find out more?
Prescriptive & Context	• What should I do? Why?
Predictions & Simulations	• What could happen?
Previous Outputs & Calculations	• What is the past result?
Data (Domains or Unstructured)	• Access to data sources (internal, external or public)

Many AI projects are abandoned due to poor data quality, inadequate governance controls, unclear business value and/or escalating costs.

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Optimising LLMs can be expensive but key gains achieved easily.

$$$
Best value
for money

Improve context & knowledge →

Retrieval-Augmented Generation (RAG)

All of the options here

Prompt Engineering

Fine Tuning

Optimising the model

Depending on the complexity of the project, different methods can be utilised but prompt engineering is always the simplest starting point to improve results.

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