Leveraging AI in Learning and Development for CRF explorers!

Peter.Mulford@Bts.com
James.blaker@bts.com

Welcome back!
We started our journey by noting...

INNOVATION
&DIGITAL
TRANSFORMATION
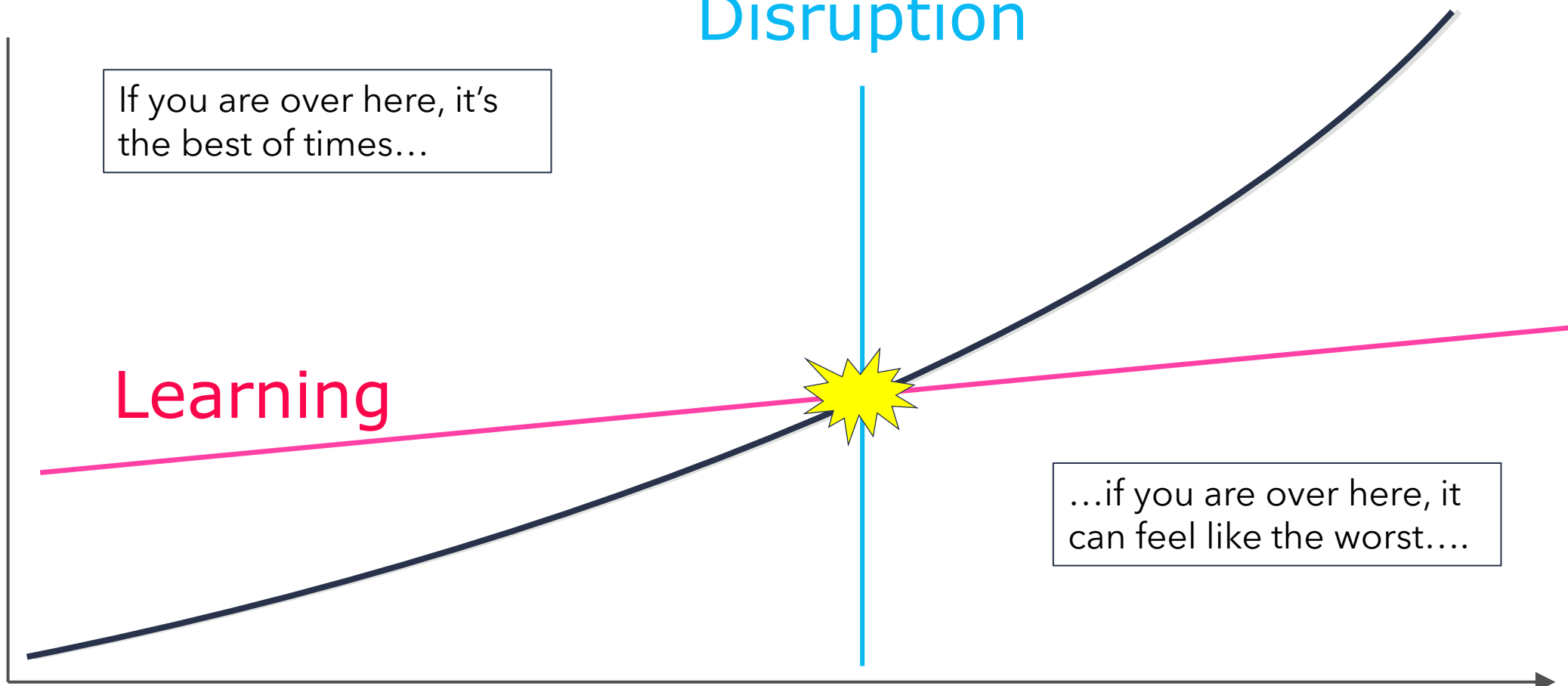
"It was the best of times,
It was the worst of times…"

Next we noted that CEOs are talking about AI a lot…

Share of Companies Mentioning AI on Russell 3000 Earnings Calls

2023Q1: **32%**

2022Q4: **12.8%**

2022Q3: **8.3%**
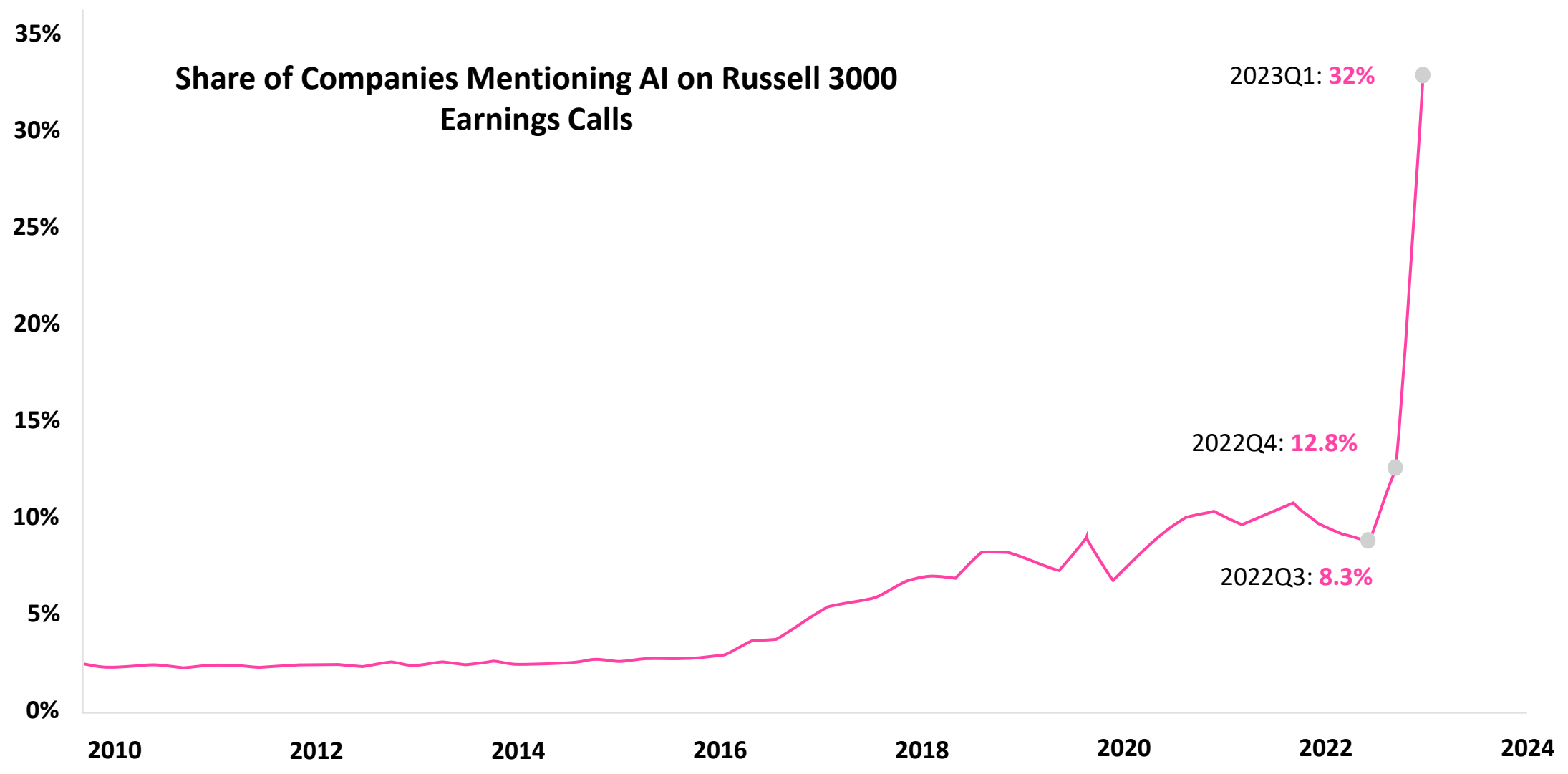
…but they are often stuck between hope and hype…

"We're not going into the artificial intelligence business. **We're starting with trying to find places where artificial intelligence can make us more efficient and cost-effective** and then — and we'll move from there to having it support our market-facing businesses. **But there's a lot of hubris around AI now, and we're trying to stay clear of that** and be very focused on where we can definitively help our business and invest in a rational amount."

Bob Sulentic, CEO of CBRE Group; August 2023

..which brings us to the key question of the day…

Now What?

…a question we have been exploring for years at BTS…

INNOVATION
& DIGITAL
TRANSFORMATION

bts

3

…one which we explored in three chapters (plus bonus!)…starting with…
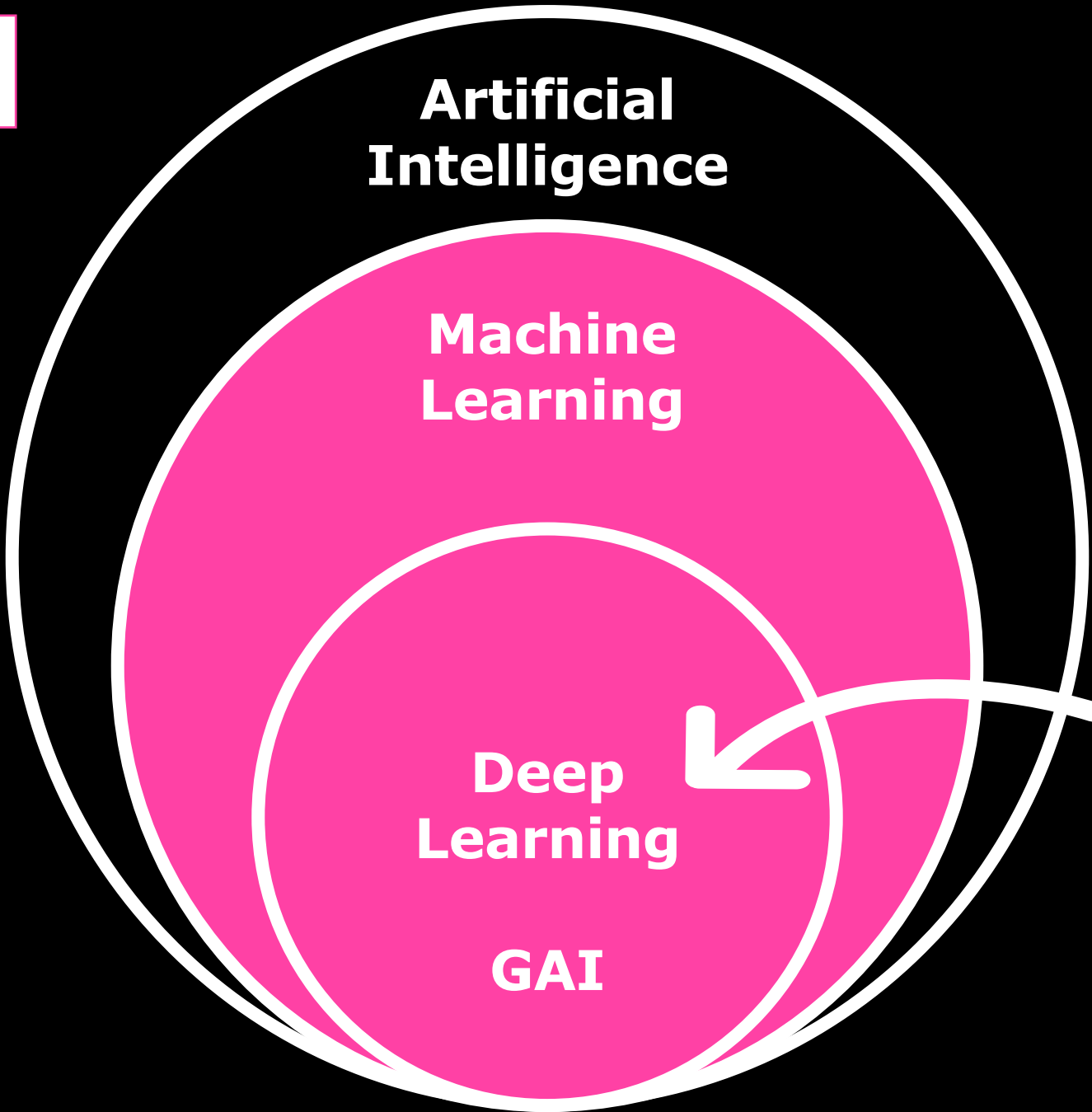
chapters (Plus a bonus chapter)

CHAPTER 1
WHAT IS AI?

…there's a lot of noise about AI these days, but the key terms to understand….

...are at the center of the bullseye!

Artificial Intelligence

Machine Learning

Deep Learning

GAI

AI: the simulation of any cognitive task

Training algorithms to derive predictive insights from data

DL: Machine Learning using Neural Networks

bts

CHAPTER 2
HOW DOES IT WORK?

The answer...
Computerized Prediction

Artificial Intelligence (AI) and Machine Learning (ML) are **Prediction Machines**

Start with a Use Case! (What's the problem we want to solve?)	X (Input) (What data do we need?)	Algorithm	Y (Output) (What do we want to predict?)

…AI do X to Y or "input to output" mapping. Where X is a data, and Y is a prediction….

..instead, find big problems to solve that could potentially be solved with computerized prediction…

….then explore, experiment, and get read to do amazing things…

…to use AI your business, don't worry about the Algorithm (your CTO can help you with that)…

….and work out whether or not you have the data (and data infrastructure) you would need to do that prediction…

PART 3
NOW WHAT?

To bring AI to your business, ask and answer four key questions…

1) **Problem:** How might we drive revenues and/or cost savings using AI?

- Identify and prioritize high value use cases

2) **Platform:** What are the right AI tools for the high propriety use cases?

- Chose smartly between building, buying, renting, and partnering.

3) **People:** How do we inspire and prepare our team to leverage AI

- Support efforts to inspire, educate and embed mindset/skillset shifts

4) **Policies:** What guardrails and protections do we put in place?

- Develop, communicate, and adapt policies to project our business and our clients' data.

In conclusion! Key Takeaways

1) Artificial Intelligence is the simulation of any cognitive task

- *The key terms to know are machine learning, deep learning and generative AI.*

2) AI systems are *X to Y* statistical prediction machines.

- *AI don't "think"—they find patterns in data. So the value of their output depends 1) the potential value at stake from your use case, and 2) the value of data you use to solve the use case.*

3. This is likely the last moment before AI is embedded into every aspect of our work and lives.

- *To leveraging AI in Learning and Development (and anywhere else) we must ask and answer the 4Ps: Problem, Platform, People, Policies.*
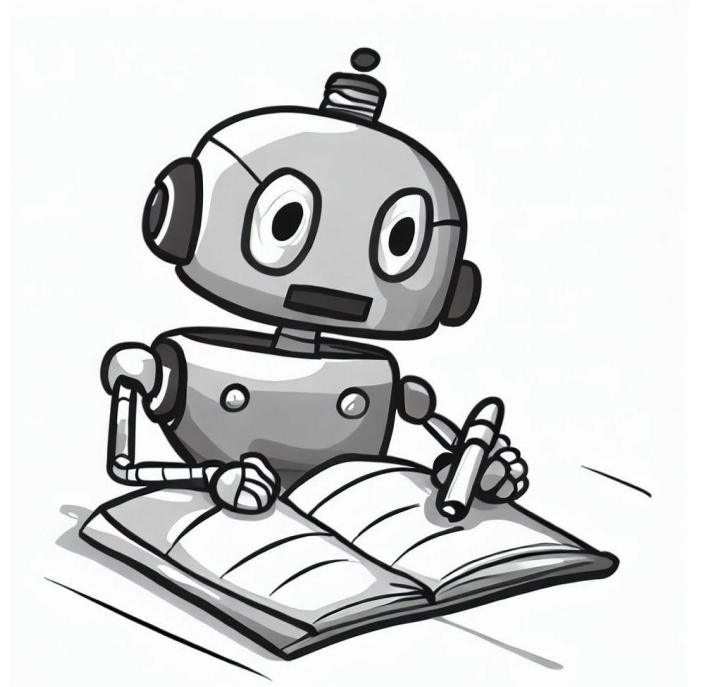
PART 4
THE UNDISCOVERED COUNTRY

Who is training whom?

- Humans did not domesticate wheat, but rather, wheat domesticated humans

- As digital tech is more deeply integrated into our lives, we have been modifying our behavior and social structures accordingly.

- As we continue to shape better and bigger AI systems, it will continue to shape our behavior

- **3 Points to Ponder with your teams:**

  1) What might happen when we rely on AI tomorrow the way we rely on our smartphones, today?

  2) What new skillsets/mindset will need to take on board?

  3) What mindsets/assumptions will we need to let go of?

Key Takeaways with our bonus!

1) Artificial Intelligence is the simulation of any cognitive task

- *The key terms to know are machine learning, deep learning and generative AI.*

2) AI systems are *X to Y* statistical prediction machines.

- *AI don't "think"—they find patterns in data. So the value of their output depends 1) the potential value at stake from your use case, and 2) the value of data you use to solve the use case.*

3. This is likely the last moment before AI is embedded into every aspect of our work and lives.

- *To leveraging AI in Learning and Development (and anywhere else) we must ask and answer the 4Ps*

4. To get the best benefit from AI in HR and Learning that we can, we must learn to become the best AI Co worker that we can.

- *Unleashing the power of AI may require us to rethink beliefs about the past and develop new mindsets and skillsets for the future, breaking free of assumptions that arose from the limits of older technologies*
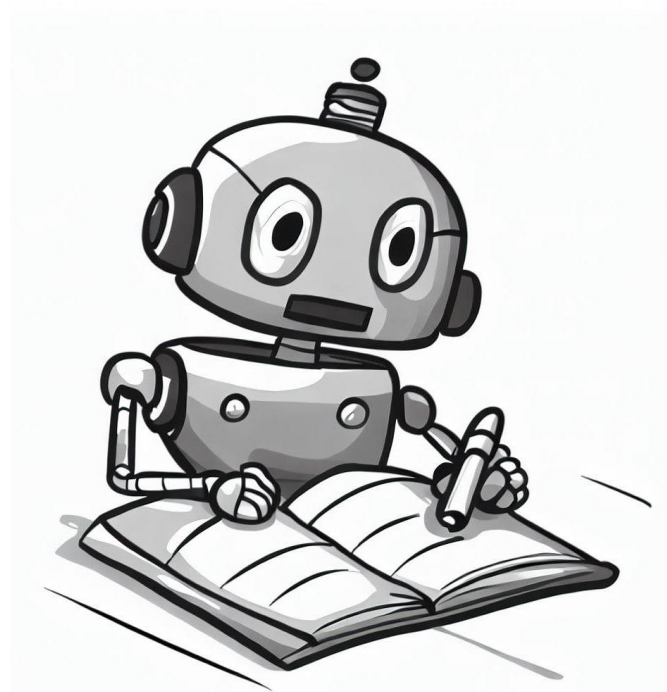
Strategy made personal

We create powerful experiences that help leaders build the future of their business

∵∴ bts