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AI AND DIGITAL TRANSFORMATION PANEL

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AGENDA

1. An overview of general AI types and capabilities
2. Breakout 1
3. Operational Costs and Productivity
4. Analytics and Data
5. Business Requirements
6. Breakout 2
7. Pitfalls and best practice
8. Q&A Panel

REMEMBER SIX "P" CATEGORIES

1. **Product** (and or services)
2. **Process** (how your products or services are produced)
3. **Position** (how you communicate with your customers)
4. **Paradigm** (your business model)
5. **Provisioning** (how you obtain resources)
6. **Platform** (how your customers buy from you)

Beware of the shiny trap!

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QUICK POLL: YOUR APPROACH TO AI

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AN OVERVIEW OF GENERAL AI TYPES AND CAPABILITIES (10 MINS)

- What are the different types and business goals that they serve?

- Where do we think AI is in terms of maturity?

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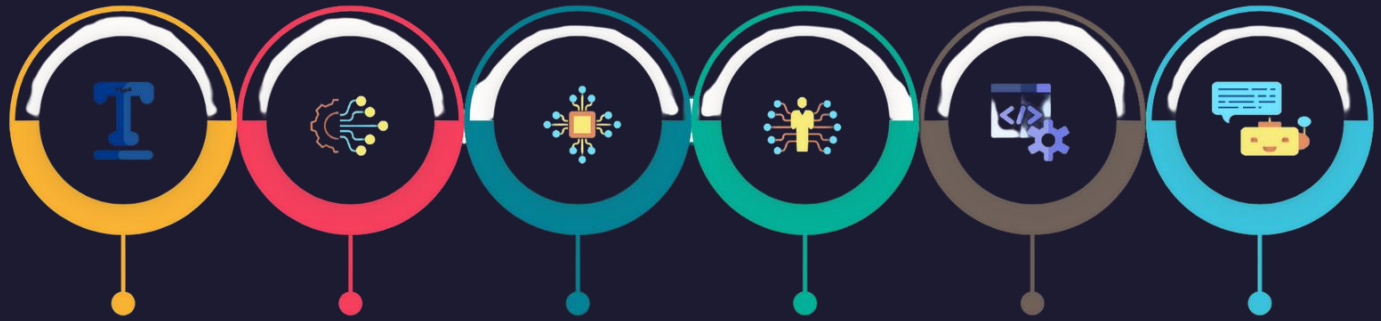


Text

- ChatGPT (OpenAI)
- Jasper AI
- Copy.ai

Image

- DALL·E 3 (OpenAI)
- Midjourney
- Adobe Firefly

Video

- Sora
- Synthesia
- Runway ML

Audio

- ElevenLabs
- Murf AI
- Resemble AI
- Speechify

Code

- GitHub Copilot
- Amazon CodeWhisperer

Multimodal

- GPT-4V (ChatGPT Vision)
- Gemini (Google DeepMind)
- Microsoft Copilot
- Claude 3 (Anthropic)

Disclaimer: The suggested AI tools are just examples based on current market trends. SMEs should evaluate different solutions based on their specific needs, budget, and integration capabilities.

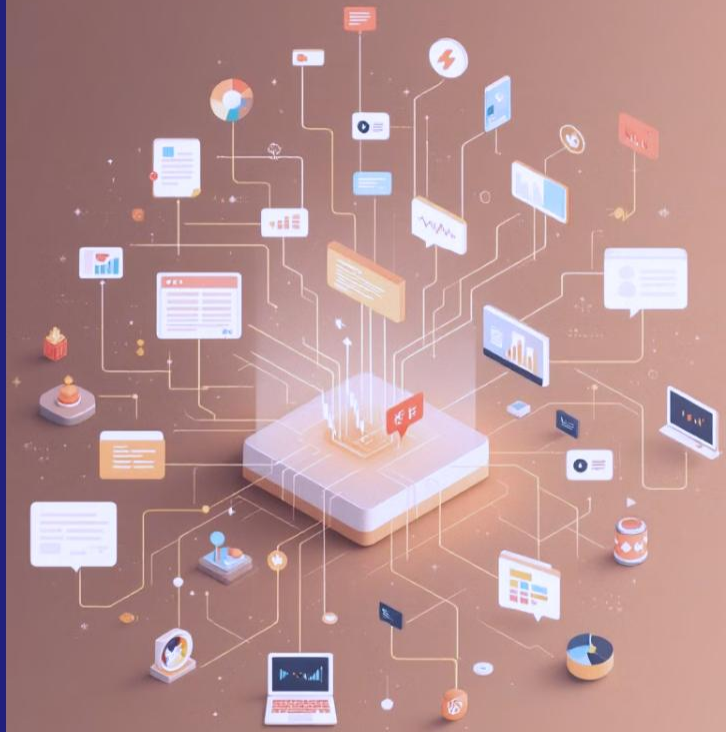
AI MODALITIES: FROM SINGLE TO MULTI-INPUT SYSTEMS

Unimodal AI
Processes single data types like text-only or image-only inputs.

Multimodal Integration
Combines text, images, audio, and video data streams.

Enhanced Capabilities
Improves context understanding and accuracy across applications.

Implementation Challenges
Requires complex processing and significant computational resources.



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BREAKOUT 1 (5 MINS)

Where do you see yourselves using AI in your business to generate opportunities?

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OPERATIONAL COSTS AND PRODUCTIVITY (5 MINS)

- How can AI help reduce operational costs and enhance productivity?

- How far can Automation go? Should the goal for businesses be to use AI to fully replace operations or enhance them?

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WHAT AFFECTS YOUR PRODUCTIVITY?

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ANALYTICS AND DATA (5 MINS)

- How can AI produce valuable data and analytics to help inform strategy?

- How can you ensure data remains safe when using AI tools?

IMPLEMENTING AI FOR DATA-DRIVEN DECISION MAKING

Assess Current Analytics Needs

Identify key business questions that require data-driven answers. Evaluate existing analytics capabilities and gaps.

Select Appropriate AI Tools

Choose from TensorFlow, PyTorch, or enterprise solutions like Tableau with AI features. Match tools to your team's expertise.

Address Data Quality Issues

Implement data cleaning protocols. Ensure diverse training data to minimize bias in AI models.

Scale Implementation

Start with pilot projects, then expand. Build automated reporting workflows for ongoing insights.

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BUSINESS REQUIREMENTS (5 MINS)

- What are the ways to tailor AI to address specific business requirements?

- Where should we start in our business with embracing AI?

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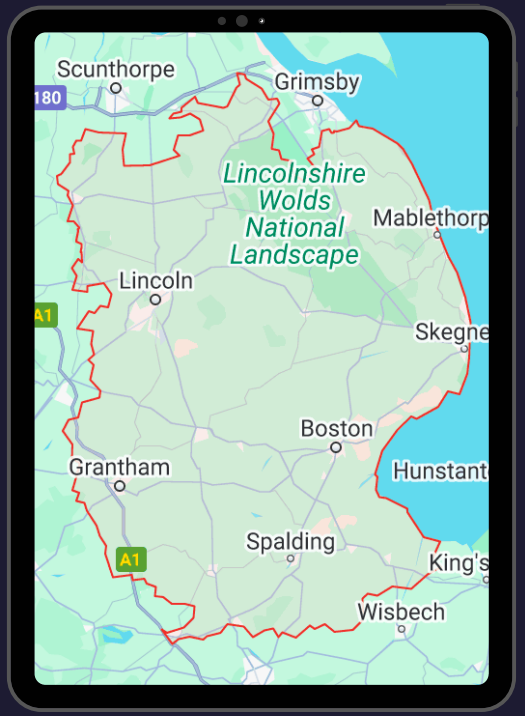

- Agriculture & Environmental
- Media & Publishing
- Manufacturing & Production
- Medical & Healthcare
- Technology & Telecommunications
- Food & Beverage
- Logistics & Supply Chain
- Retail & Consumer Goods
- Support Services & Consulting
- Construction & Engineering
- Education & Training
- Real Estate & Property

ALUMNI AI WORKSHOPS

AI for Business Productivity

AI for Branding and Email Marketing

AI for Social Media Marketing

AI Governance, Security and Policy

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BREAKOUT 2 (5 MINS)

With what you've learned so far today, what are your goals, and what will you do differently?

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PITFALLS AND BEST PRACTICE (10 MINS)

- What are the common implementation pitfalls, best practices, and lessons learned?
- How should businesses approach the overwhelming range of options and platforms?

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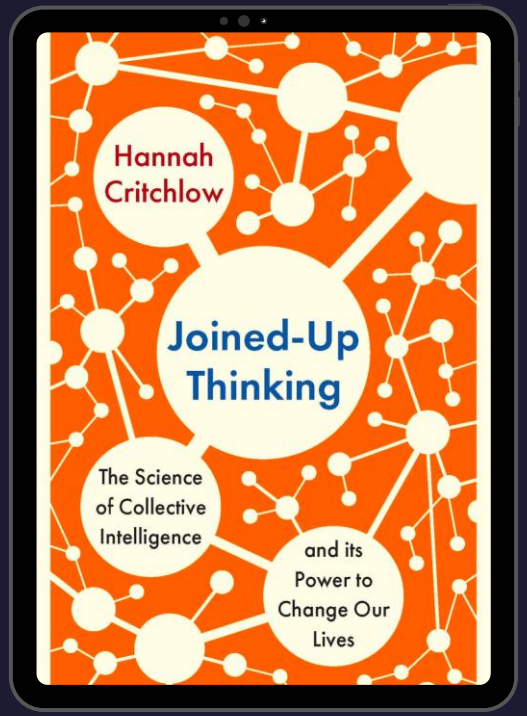

CATHEDRAL THINKING

COLLECTIVE INTELLIGENCE

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AI FRIENDLY ONBOARDING

AI ADOPTION BY USER CASE

S	M	A	R	T
START SMALL	MATCH WITH NEEDS	ADOPT FAMILIAR TOOLS	RETAIN THE HUMAN TOUCH	TRAIN & TEST

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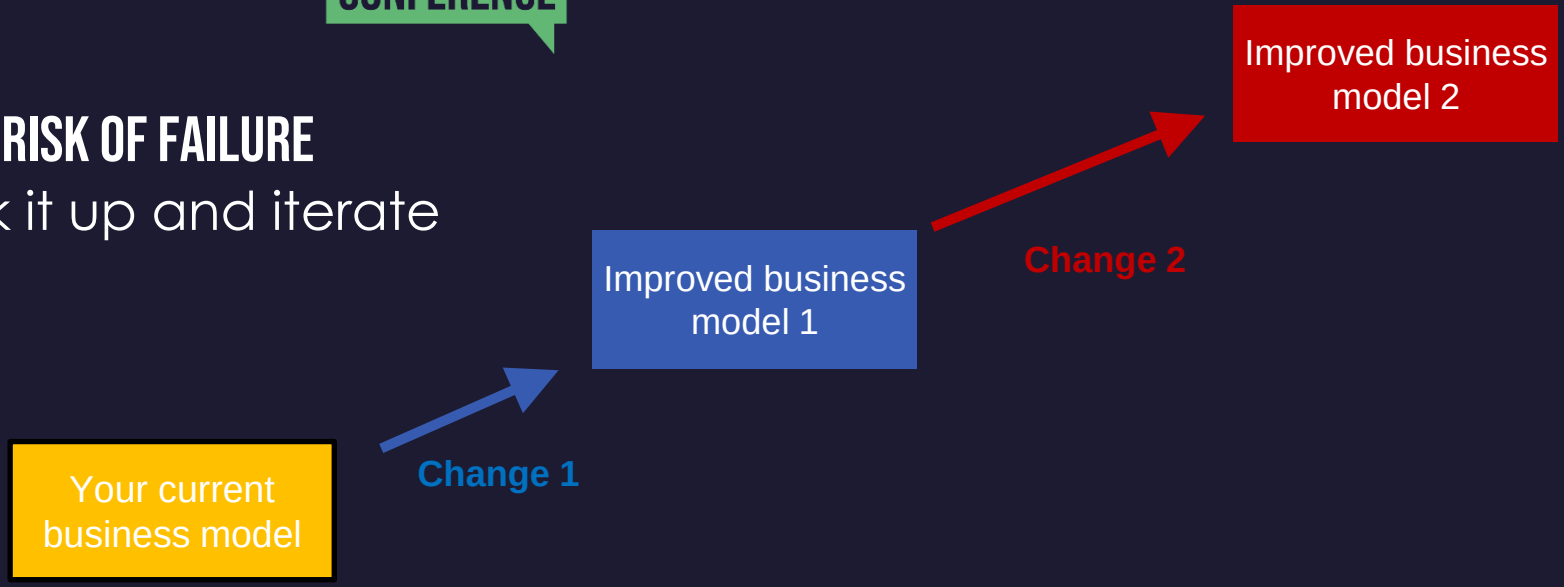
REDUCE RISK OF FAILURE

Chunk it up and iterate



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Q&A PANEL (5 MINS)

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LEAVE YOUR FEEDBACK FOR THE HELP TO GROW: MANAGEMENT ALUMNI NETWORK TEAM.