

# Build Your AI Blueprint

## 5 Trends, 5 Developments & 5 Steps to Get Started

Takeaways from The AI Summit New York | December 2023

### 5 TRENDS IN AI

#### SPECIALIZED VS. GENERAL

Generalized AI—the ability to behave and act as humans do—is the holy grail. **Focus on specialized AI**, which uses incredibly complex logic not possible even a few years ago to master discrete tasks and business objectives.

*“The most advanced AI today is a useful assistant at best.”*

#### SYNTHETIC DATA

Synthetic data is **AI-generated data based on real-world data samples** (a statistically identical proxy). Synthetic data is opening new doors for training AI by mitigating data sensitivity concerns and limitations with data sufficiency.



#### PROOF OF CONCEPT VALUE

Proof of concept is no longer enough. **A clear link to strategic priorities and value creation** is critical to build the case for investment. Ensure clarity around the problem being solved, how it links to what's important for the business, and bring the right people along on the journey.



#### THE HUMAN-AI LINK

Building AI is one thing, but educating the organization on AI is completely different. Diversity of users **creates challenges for using AI at scale**. Effective change management is critical for evolving long-held ways of working. **The future of work is one where humans and AI work side-by-side on the same team.**



#### THE AI TASK FORCE

Less than **1% of AI drives positive ROI today** (*Forbes*). Successful AI deployment needs the right governance—focus (the use cases), resource allocation (which bets), and guardrails (the risks). **Effectively managing across the AI lifecycle**, from data architecture and data security to tech dev and change management is crucial to lay the foundation for success.

### 5 DEVELOPMENTS IN AI

#### DEMOCRATIZATION

AI is not just for data scientists anymore. From code reviews to copywriting to medical billing, AI is putting more power in the hands of people across the organization. **Employees across functions can now do more, at higher levels of quality, in less time.**

*“AI won't take jobs, but people who use AI will take jobs from those who don't.”*

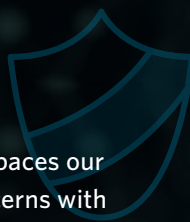
#### “DATA + AI” AS CURRENCY

Proprietary data is losing its edge as a solo driver of competitive advantage. As data—from transactions to patient journeys—becomes more ubiquitous and widely accessible, **the new edge is with the AI companies build and use to harness their data.**



#### BUILDING TRUST IN AI

The speed of tech outpaces our adaptability. And concerns with accuracy, bias, reliability, privacy, and IP are real. More work is needed to help people build trust in AI and enable them to embrace new tech, instead of fostering an environment of fear and paralysis.



#### MULTIMODAL AI

Google has unveiled Gemini, a multimodal AI model. These models seamlessly bring together text, image, video, and audio. **Multimodal is a step change in AI capability**—think AI that can understand your mood or create adaptive learning curriculums or do patient consults.

#### THE DARK DOCK

Industries like manufacturing, transportation, and logistics are imagining a new future with AI and Robotics—one where they can **literally turn off the lights and operate around the clock 24-7**. This means thinking in new ways about managing human capital and ways of working.

### 5 AI BLUEPRINT STEPS

1

#### GUIDE

**Establish** a governing body to set the right guardrails

2

#### FOCUS

**Align** on a few opportunity areas and stay focused

3

#### VALUE

**Pick the play:** everyday tasks, critical functions, new revenue streams

4

#### TRUST

**Find a champion**, build a coalition, and anticipate the people impact



5

#### LEARN

**Accelerate learning** to drive adoption and new ways of working

## Let's Talk!

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