

Gridlock, Grace, & GPT: AI as an Accelerator for Engagement



Tonya J. Long
December 6, 2023





Introduction: Tonya J. Long



The development of AI is as fundamental as the creation of the microprocessor, the personal computer, the Internet, and the mobile phone.

It will change the way people **work, learn, travel, get health care, and communicate** with each other.

Entire industries will reorient around it. Businesses will distinguish themselves by how well they use it.

BILL GATES

2 decades in Technology Transformation Leadership

400 Product Releases
\$1.5B Economic Value Created
20 M&As Integrated
2 Greenfield Countries Launched

Helping Companies Define and Execute their Corporate AI Plans

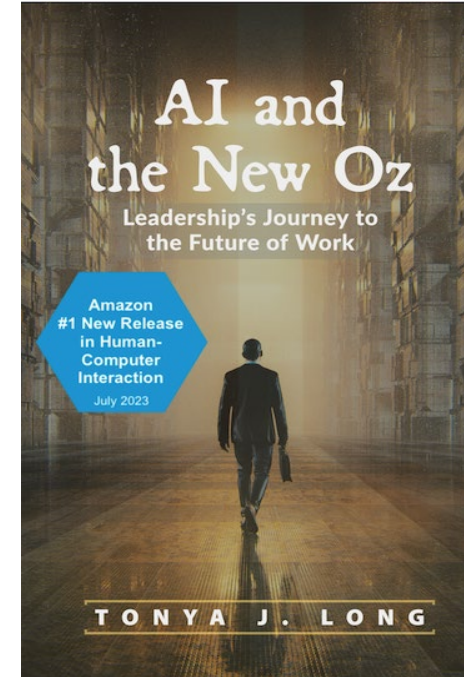
**SUNDAR
PICHAI,
CEO -
ALPHABET**

**AI is one of the MOST
PROFOUND THINGS
WE'RE WORKING ON**

as humanity.

...

**It's more profound than
FIRE or ELECTRICITY.**



Released July 27, 2023

**#1 New Release in
7 Amazon Categories**

2023: The Year of Generative AI and Chat GPT

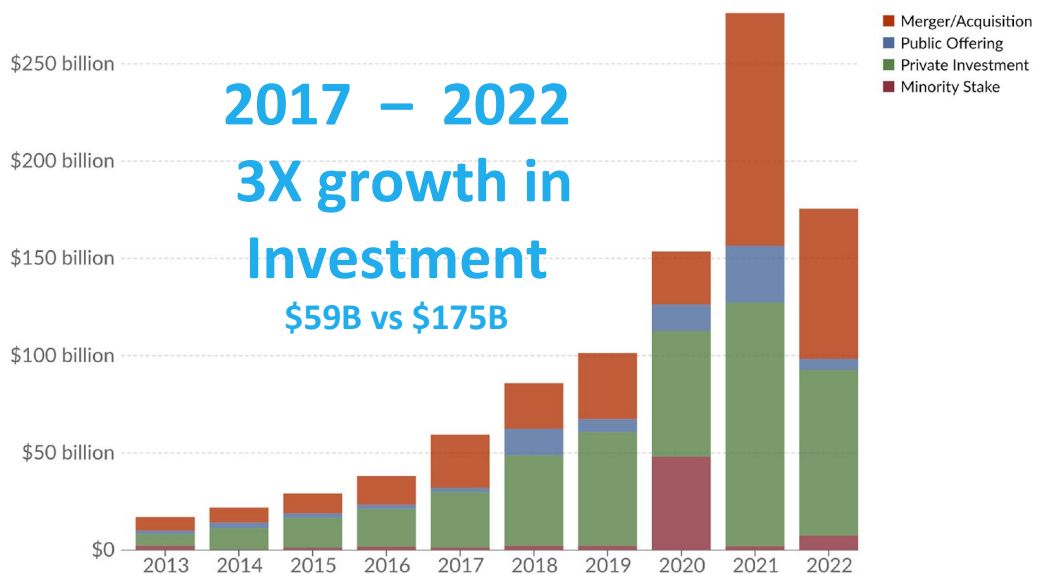




The AI Lead-Up... to ChatGPT

Annual global corporate investment in artificial intelligence, by type

This data is expressed in US dollars, adjusted for inflation.



Source: NetBase Quid via AI Index Report (2023)

OurWorldInData.org/artificial-intelligence • CC BY

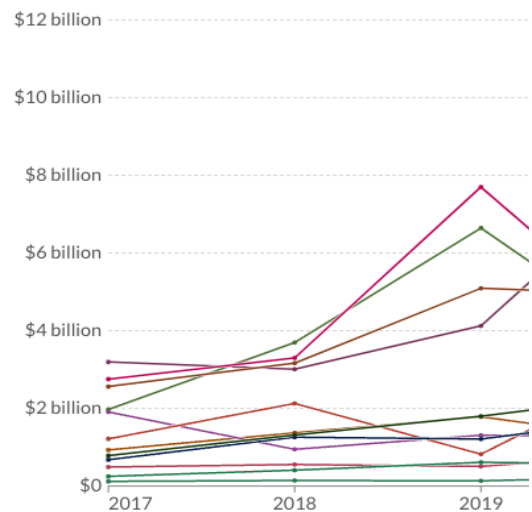
Note: Data is expressed in constant 2021 US\$. Inflation adjustment is based on the US Consumer Price Index (CPI).

Source: Charlie Giattino, Edouard Mathieu, Veronika Samborska, Julia Broden and Max Roser (2022) - "Artificial Intelligence". Published online at OurWorldInData.org. Retrieved from: '<https://ourworldindata.org/artificial-intelligence>' [Online Resource]

Annual global private investment in art

Includes companies that received more than \$1.5 million in investment

+ Add focus area All together



Source: NetBase Quid via AI Index Report (2022)
Note: Data is expressed in constant 2021 US\$. Inflation adjustment is based on t

2017 CHART TABLE

Source data for this table: [Online Resource]



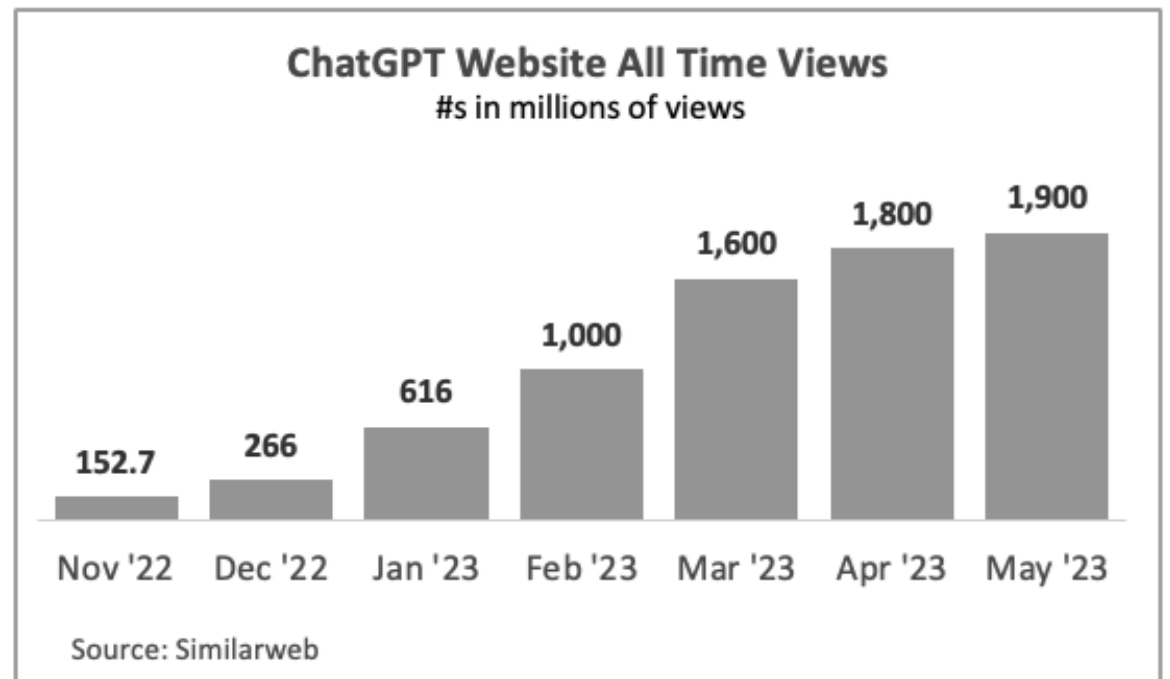
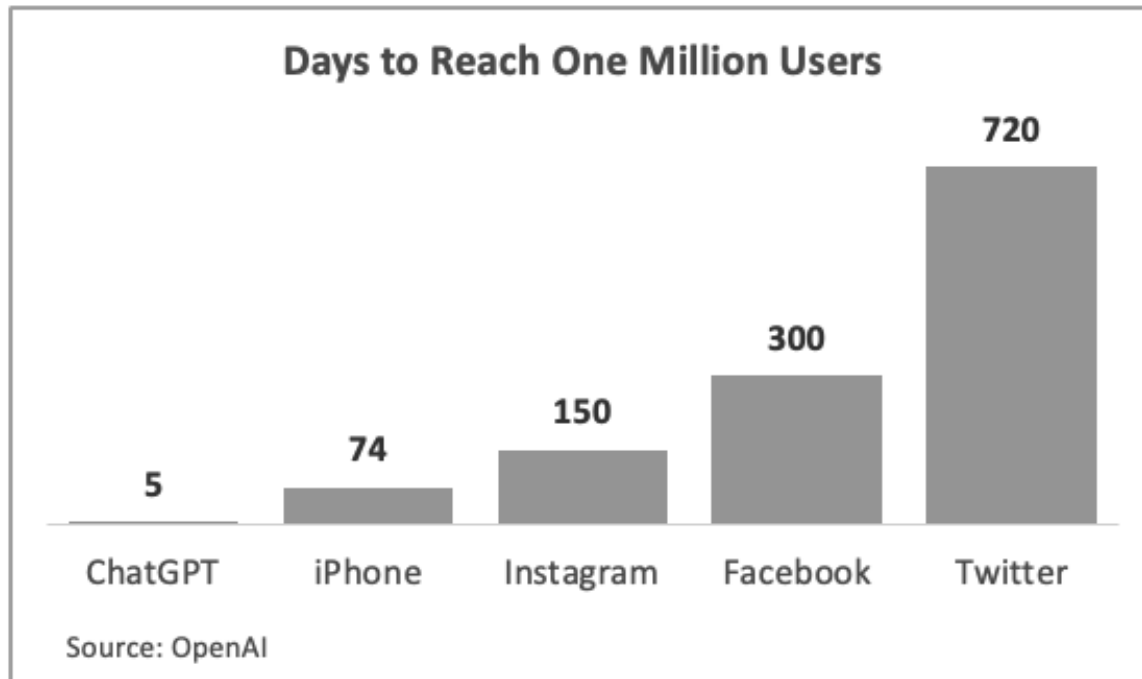
2022 in US dollars

Medical and healthcare - World	\$5.61 billion
Data management - World	\$5.42 billion
Financial technology - World	\$5.11 billion
Cybersecurity - World	\$4.98 billion
Retail - World	\$3.89 billion
Medical and healthcare - United States	\$3.88 billion
Industrial automation - World	\$3.63 billion
Cybersecurity - United States	\$3.58 billion
Financial technology - United States	\$2.99 billion
Sales enablement - World	\$2.94 billion
Data management - United States	\$2.89 billion
Marketing and digital ads - World	\$2.82 billion
Augmented or virtual reality - World	\$2.21 billion
Retail - European Union and United Kingdom	\$1.91 billion
Augmented or virtual reality - United States	\$1.91 billion
Drones - World	\$1.75 billion
Data management - China	\$1.73 billion
Insurance technology - World	\$1.61 billion
Music and video content - World	\$1.59 billion
Sales enablement - China	\$1.56 billion
Semiconductors - World	\$1.53 billion
Industrial automation - European Union and United Kingdom	\$1.53 billion
Human Resources technology - World	\$1.51 billion
Energy, oil and gas - World	\$1.49 billion
Drones - United States	\$1.48 billion
Retail - United States	\$1.41 billion
AI ventures - World	\$1.24 billion
Insurance technology - European Union and United Kingdom	\$1.19 billion
Human Resources technology - European Union and United Kingdom	\$1.18 billion
Marketing and digital ads - United States	\$1.06 billion
Sales enablement - United States	\$1.04 billion



ChatGPT Launch Breaking Records... and Setting Standards

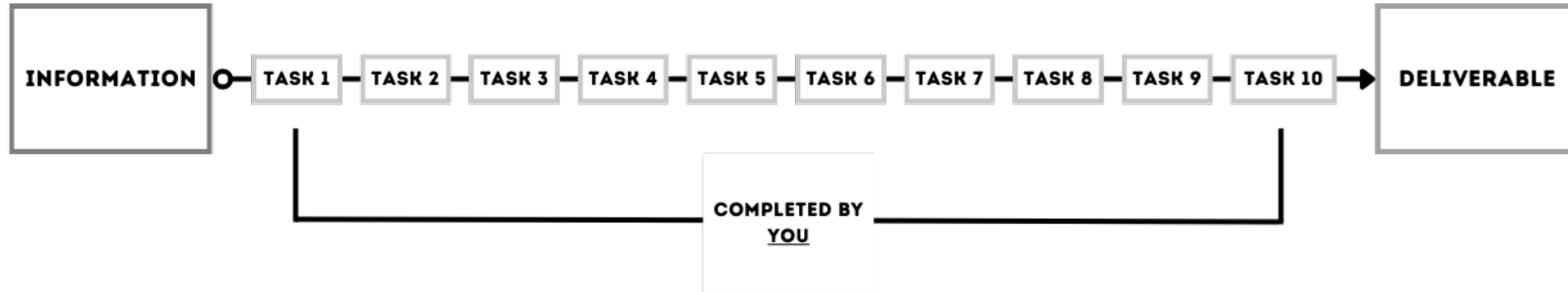
November 30, 2022 > > > > **+5 Days**
ChatGPT 3.5 Launched **One Million Users**



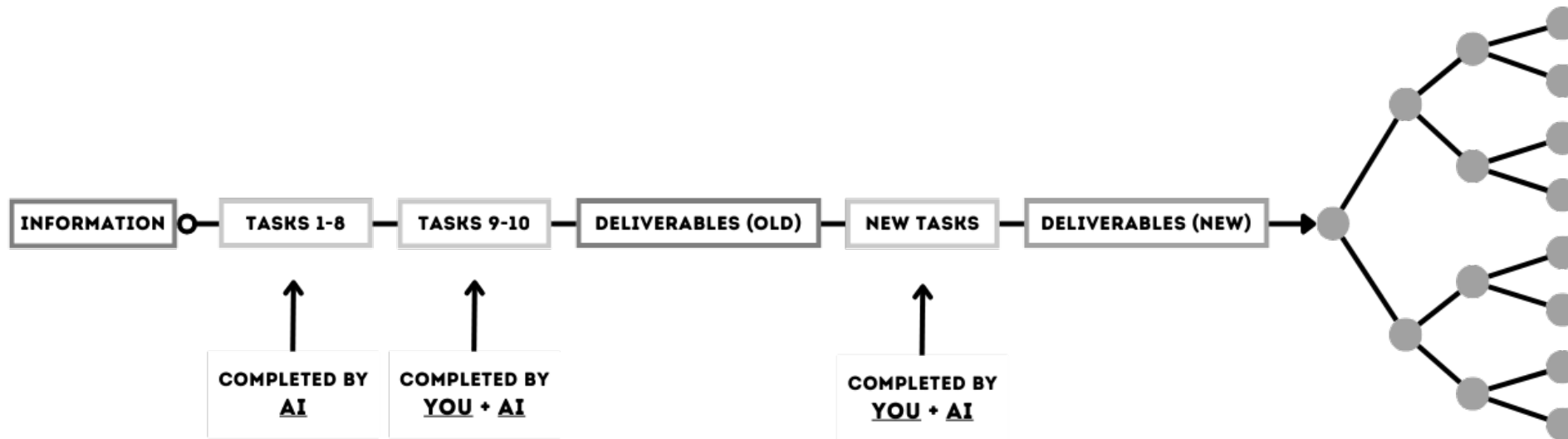


Current & Future State with AI Enablement

CURRENT STATE



FUTURE STATE



Adoption Challenges



Regulatory Concerns





US Adults Lack Trust in Generative AI (Harris Poll [link](#))



Business Adoption Still Lags

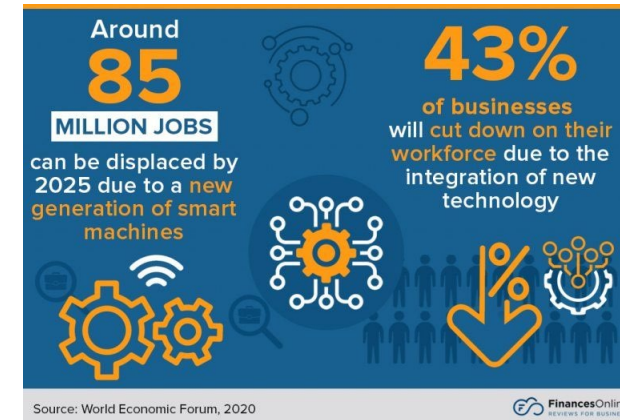
Of 300 enterprise executives surveyed by KPMG ([link](#))





Key Reasons for Hesitation

- **Speculation about what might go wrong**
 - “Skynet” mindset
 - Job Loss and Deceleration
 - Bias
 - Loss of Human Creativity and Connection
- **AI feels like it happened overnight**
- **Many perceive we don't have adequate Regulatory guidelines**





Regulatory Progress – State Level

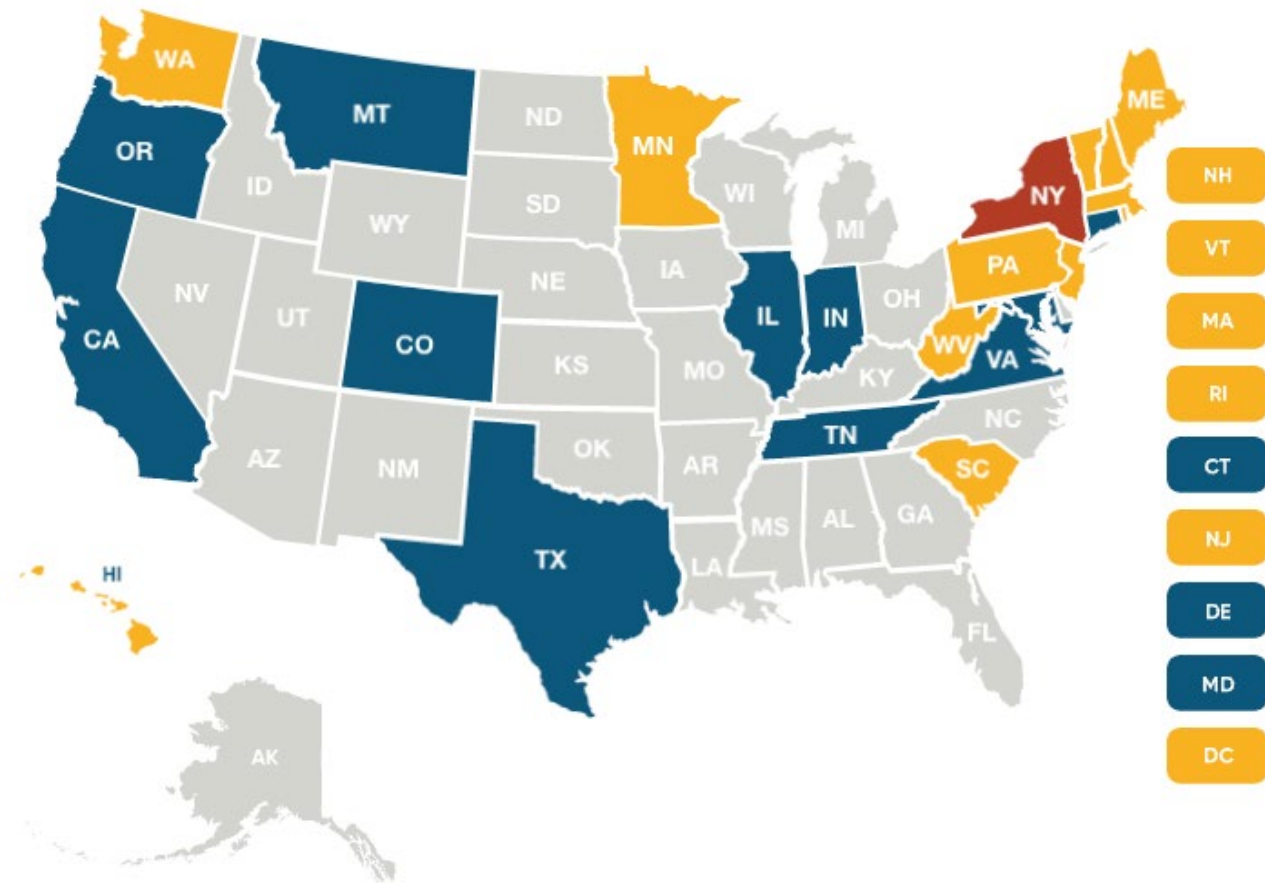
25 states have either Proposed or Enacted AI Legislation
as of September 10, 2023

12 – Proposed Legislation

12 – Enacted Legislation

1 – Enacted & Proposed Legislation

Source: Bryan Cave Leighton Paisner, [US State-by-State Legislation Snapshot](#), September 10, 2023



Proposed legislation
Enacted legislation

Enacted and proposed legislation
No legislation proposed



Importance of Data Privacy in Artificial Intelligence

Current Landscape

- **Data as the Fuel of AI:** AI thrives on vast amounts of data.
- **Customer Expectations:** Clients expect their financial data to be secure, private, and used ethically.

Why Data Privacy Matters

- **Trust:** Building and maintaining client trust is paramount elsewhere.
- **Regulatory Compliance:** Non-compliance can lead to severe penalties.
- **Ethical Obligation:** Beyond legalities, there's an ethical responsibility to protect client data.

AI's Double-Edged Sword

- **Enhanced Security:** AI can bolster data security by detecting and preventing breaches.
- **Potential Risks:** If not properly managed, AI can inadvertently expose or misuse data.

Consumer Privacy Laws Governing Profiling and Automated Decision-Making (ADM)

Jurisdiction	EU	California	Virginia	Colorado	Connecticut
LAW	GDPR	CCPA, as amended by CPRA	VCDPA	CPA	CTDPA
Effective Date	May 25, 2018	Jan. 1, 2023	Jan. 1, 2023	July 1, 2023	July 1, 2023
Requires Assessment of High-Risk Processing?	Yes, including profiling specifically	Yes, pending regulations	Yes, including profiling specifically	Yes, including profiling specifically, pending regulations	Yes, including profiling specifically
Right to Notice of Processing Purposes?	Yes, including ADM specifically	Yes	Yes	Yes, including ADM specifically, pending regulations	Yes
Right to Notice of Information on ADM Logic?	Yes	No	No	Yes, pending regulations	No
Right to Request Access to Information on ADM Logic?	Yes	Yes, pending regulations	No	No	No
Prohibits ADM with Significant Effects?	Yes, if no human involvement, with exceptions	No	No	No	No
Right to Opt-Out of ADM with Significant Effects?	Yes	Yes, pending regulations	Yes	Yes, if no human involvement, pending regulations	Yes, if no human involvement
Right to Opt-Out of Profiling without ADM?	Yes	No	No	No	No
Right to Contest Results of ADM with Significant Effects?	Yes, if no human involvement	No	No	No	No



Executive Order on the Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence (Oct 30, 2023)



Key principles and priorities of the Executive Order:

1. AI safety and security through evaluations and risk mitigation.
2. Promoting responsible innovation, competition, and collaboration.
3. Supporting American workers affected by AI.
4. Ensuring AI policies align with equity and civil rights.
5. Protecting the interests of American users of AI products.
6. Safeguarding Americans' privacy and civil liberties.
7. Managing risks from federal government's use of AI.
8. Leading global efforts in AI development and management.

Key Provisions of the Executive Order:

1. **AI Safety and Security:**
 1. NIST to develop guidelines for AI systems.
 2. Department of Energy to create AI model evaluation tools.
 3. Reporting requirements for dual-use foundation models.
2. **AI in Critical Infrastructure:**
 1. Risk assessment for AI in critical sectors.
 2. Adoption of NIST AI Risk Management Framework.
3. **Cybersecurity and CBRN Threats:**
 1. Studies on AI in cyber defense.
 2. Evaluating AI for CBRN threat detection and defense.
4. **National Security and AI Governance:**
 1. National Security Memorandum for AI in security systems.
 2. Strategies for federal AI talent and workforce training.
5. **AI and Consumer Protection:**
 1. Strategies to detect AI-generated content.
 2. Guidance on digital content authentication.
 3. Protection against AI-enabled fraud.
6. **Intellectual Property and AI:**
 1. Patent and Copyright Office guidance on AI issues.
 2. Training and evaluation programs to combat IP crimes through AI.
7. **International Collaboration and Standards:**
 1. Global engagement on AI risks and benefits.
 2. Developing an international framework for AI management.
8. **Promoting AI Innovation and Competition:**
 1. Federal agencies to use authority to foster AI competition.
 2. Streamlining processes for noncitizen AI experts.
 3. Establishing National AI Research Resource and Innovation Engines.

Engagement Begins with Grace



Leading
+ AI's
Potential





The Elephant in the Room

Potential Workforce Impacts



- Don't ignore the concerns of teams and clients
- Address the issues before they become major challenges

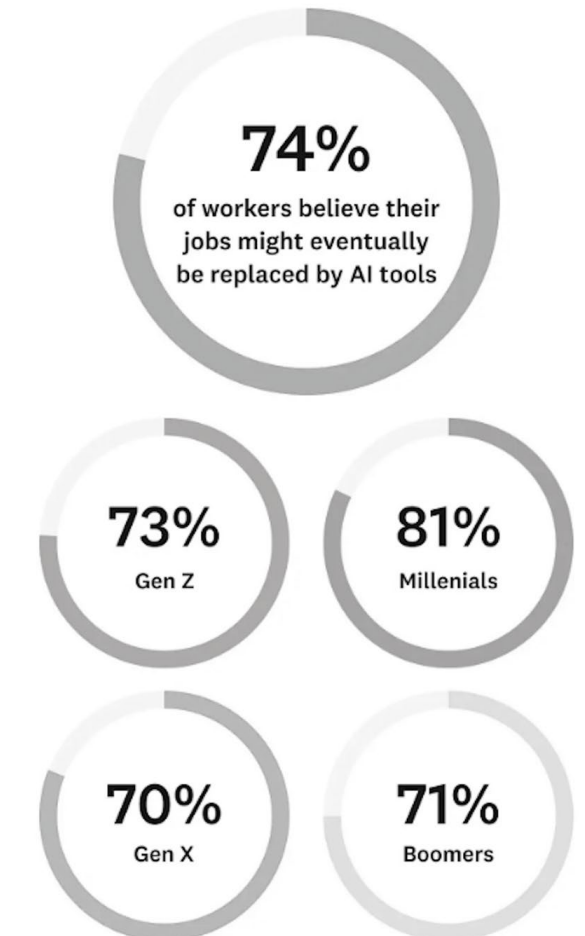
Analysis suggests that (in the US), 47-56% of worker tasks could be completed significantly faster at the same level of quality with an LLM that has software and tooling built on top.

"An early look at the Labor Market Impact Potential of LLMs", March 2023 ([link](#))

80% are fearful about AI leading to lower pay in their roles
74% are fearful about losing their jobs
74% believe AI-induced layoffs will start in 6 months to 2 years.

Checkr study, May 2023 ([link](#))

Are Americans lacking confidence in job security because of AI?



Data from Checkr proprietary survey of 3,000 American workers.



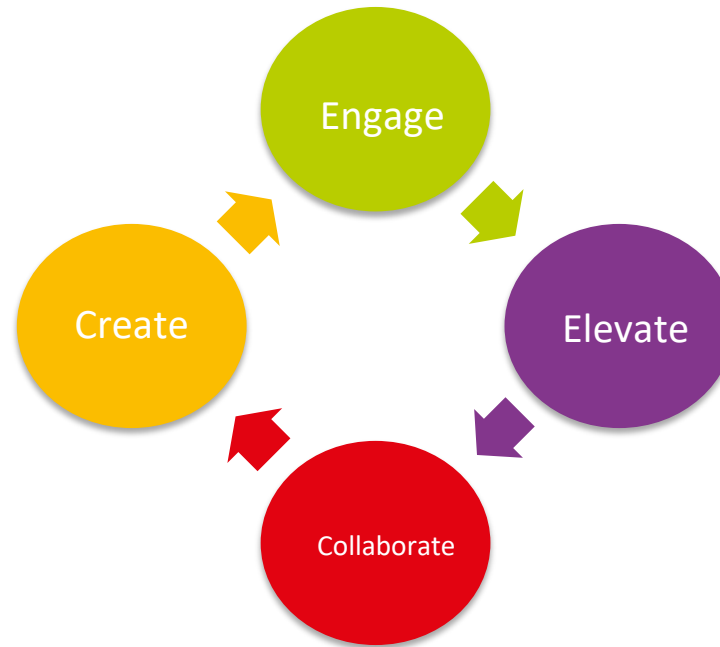
The Path Toward Grace

If we can agree:

1. AI didn't arrive overnight; it has been in the works for a while now.
2. Bad code (bias) was programmed by humans and can be removed by humans.
3. There are more laws and regulations on the books and in process than were obvious ... and now will be more at a Federal and global level

Then we can begin to put Gridlock behind us...

Grace begins with **ENGAGEMENT.**



From Two to Three
In the heart of the Big Apple, quite a sight to see,
Lives a boss named Laurea, a Chief is she.
Work is her passion, her calling, her thrill,
Her conversations with Tonya really fill the bill.

Across the country, Tonya holds the fort,
In San Jose, she's the workaholic sort.
A Chief like Laurea, a great friend too,
They talk about work, no subject taboo.

Now meet Alicia, Laurea's closest of kin,
A PhD holder, with a perpetual grin.
A big heart she has, part of a perfect clan, it was
The American Dream when Mom & Dad's story began.

But Alicia yearned for a different view,
To the Bay Area she went, to start anew.
She met Tonya, oh how they hit it off,
Shared laughter and stories, over coffee and toff.

Airstream trips became a common theme,
They talked of foreign lands, as if in a dream.
The future, crazy men, more Airstream jaunts,
Their lively banter, each other's confidantes.

They coaxed Laurea to visit the West Coast side,
"C'mon, sis, enjoy the ride!"
Soon enough, all three were quite tight,
Sisters in arms, day and night.

Three strong women, a trio with pep,
Through work and through travels, a step-by-step.
In New York or San Jose, an Airstream's berth,
Their camaraderie echoes across the Earth.

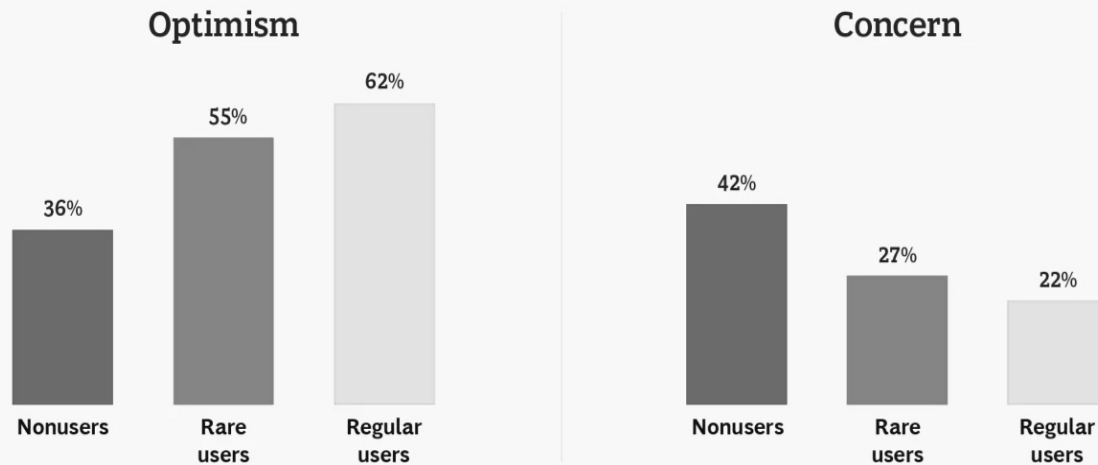
Laurea, Tonya, and Alicia too,
Friends and sisters, a bond of true blue.
In the world of work, or a trip's delight,
They're a powerful force, oh what a sight!

ChatGPT-4
June 8, 2023



The Solution: Work Through Uncertainty #Together

Optimism grows with familiarity, and respondents who use generative AI regularly are far more bullish than those who have never tried it



Source: AI at Work survey (2023), n = 12,898 in 18 countries.

Note: Proportion of respondents selecting the feeling in their top two. "Regular users" are respondents who use generative AI at least weekly; "rare users" are respondents who use generative AI at least monthly.

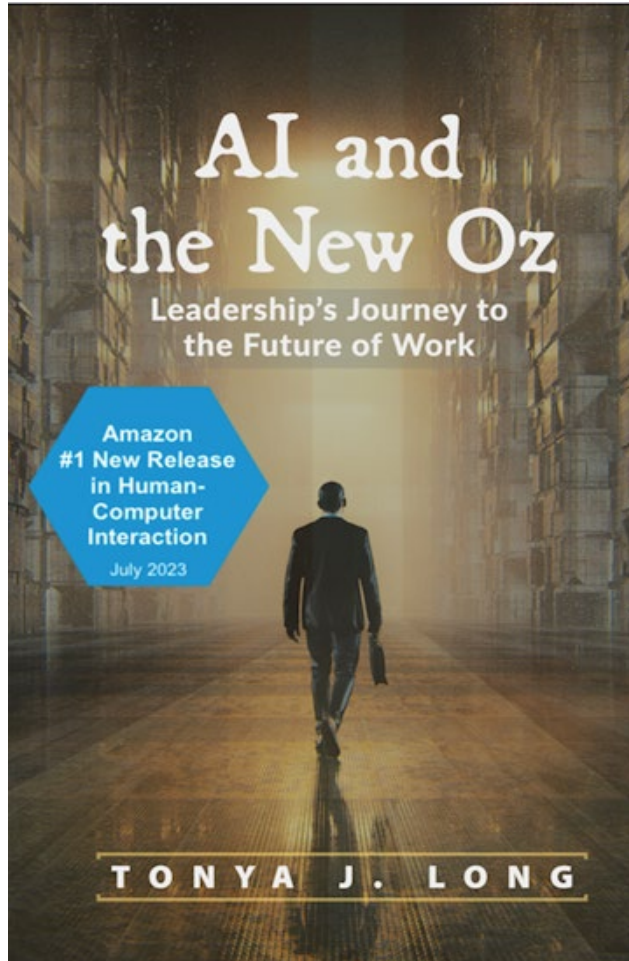
Engagement

Enroll your teams in designing their own solutions

- ✓ stakeholder trust in the solution?
- ✓ societal and ethical implications?
- ✓ explainable logic so that a layperson can understand?
- ✓ unbiased and transparent?



Tools: Work Through Uncertainty #Together



AI and the New Oz is a playbook that ends every chapter with a list of ideas for introducing or using AI with your teams.

Employee Engagement Forum attendees who subscribe to my newsletter by **end of day on Friday, Dec 8**, will receive a link to download a **free digital edition from Amazon**.

- Visit <https://quantumcrow.ai/>
- Scroll to bottom of Home page and **Subscribe to Updates** before Friday end of day



- Amazon digital download will be sent by email next week (from Tonya@quantumcrow.ai)



What Position is AI Being Groomed for in Your Team?

Is AI on the **Offensive** side of your team for **Employee Engagement**? Helping you score winning points in the game of Talent and Performance?

Or is AI on the **Defensive** side, being positioned to drive cost efficiencies and manage the gatekeeping and compliance side of the business?





Employee Engagement AI Focus Areas



- Personalization
- Automation
- Collaboration



AI Enablement Opportunities

- **AI-Powered Onboarding:** AI can automate administrative tasks, offer interactive onboarding material and deliver customized training materials according to the preferences and roles of every employee. This ensures an engaging experience for the new employees.
- **Customized Employee Benefits:** AI can offer tailored employee benefits packages by assessing demographics and preferences. This facilitates customized benefits fulfilling individual requirements, boosting employee well-being and satisfaction.
- **AI-Enabled Collaborative Tools:** These tools can enhance team communication, facilitate project management and enhance knowledge sharing. These can even automate everyday tasks, offer relevant data and enable seamless collaboration, boosting productivity and group dynamics.
- **Employee Surveys:** AI can assess employee survey responses to evaluate sentiments, trends and issues. Natural Language Processing (NLP) algorithms can assess open-ended responses, helping the organization provide valuable insights into their sentiments and opinions.
- **Employee Training:** Training and employee engagement are highly connected. AI can help companies assess skill gaps, define learning objectives and develop training curricula. AI-enabled chatbots and virtual can offer real-time assistants to employees during their training period.
- **Performance Management and Feedback:** AI can assess employee performance data, set objectives and provide real-time feedback to the company. AI-enabled tools can assist managers in monitoring progress and assessing the scope for improvement for the employees.
- **Using Predictive Analytics for Retaining Employees:** AI can identify the indicators and patterns of disengaged employees. AI can enable companies to take proactive measures for retaining them by assessing factors like performance data, historical patterns and employee sentiments.

- Personalization
- Automation
- Collaboration



Employee Engagement

AI Tools Available Now

- Chatbots and Virtual Assistants:** AI-powered chatbots provide new hires with instant answers to common questions, guide them through company policies, and offer personalized assistance. Examples include **Talla**, **MeBeBot**, and **Leena AI**.
- Learning Management Systems (LMS) with AI:** Advanced LMS platforms use AI to personalize learning paths for new employees. They adapt to the learning pace and style of each individual, ensuring a more effective training process. Platforms like **Docebo** and **Absorb LMS** are notable examples.
- AI-Driven HR Platforms:** Tools like **SAP SuccessFactors**, **Workday**, and **Zenefits** use AI to streamline various HR processes, including onboarding. They can help in automating paperwork, tracking progress, and providing insights into the new hire's experience.
- Predictive Analytics Tools:** These tools analyze data to predict and improve employee engagement and retention from the onset. They can foresee potential challenges a new hire might face and suggest interventions. **IBM Watson** is a well-known example in this category.
- Document Management Systems with AI:** AI-enhanced systems help manage and automate the flow of onboarding documentation, ensuring compliance and reducing manual errors. Tools like **M-Files** and **DocuWare** offer such capabilities.
- Employee Onboarding Software:** Dedicated onboarding software like **BambooHR**, **Gusto**, and **Onboard by HR Cloud**, often incorporate AI to enhance their functionality, offering a more seamless integration of new employees into the company.
- Feedback and Engagement Tools:** Platforms like **Culture Amp** and **Glint** use AI to analyze new hire feedback in real time, allowing HR to adjust the onboarding process dynamically based on the insights gathered.





Employee Engagement Deploy for Success

Best practices for implementing AI-based employee engagement initiatives

- Involve employees in **Design and Development Process** to increase buy-in
- Clearly define **Goals & Objectives** of the AI initiative *Communicate!*
- Identify **Key Metrics** to measure success
- Implement **Privacy & Security** measures to protect employee data
- Regularly communicate **Purpose & Benefits** of the AI-based initiatives **Communicate!**
- Provide **Training & Support** to help employees understand and utilize AI tools
- Continuously **Monitor & Evaluate** effectiveness of the initiative and make **Adjustments** as needed (measure engagement, user experience, etc.) *Communicate!*



AI's Potential Impact

POSSIBLE POLL

PREDICTIONS

- **Increased Automation:** Automation of routine tasks will greatly reduce recruitment cycle times and enable larger span of control.
- **Predictive, Data-Driven Insights:** AI will facilitate real-time data analysis, leading to better performance coaching, improved talent management, forecasting of retention challenges, and higher-quality leadership selections and promotions.
- **Personalized Employee Experiences:** AI will enable more personalized employee advice and recommendations, enhancing career guidance, training investment, and benefits selections.
- **Integration with Other Tech:** Multi-dimensional reporting will take performance measurement to a new level. Total Comp and Talent Management will be driven by measurable outcomes across multiple measured values.



CHALLENGES

- **Ethical and Bias Concerns:** As AI plays a bigger role, there will be concerns over fairness, potential biases in AI models, and ethical handling of data.
- **Regulatory and Compliance Evolution:** With AI advancements, regulations may struggle to keep pace, leading to potential gray areas.
- **Workforce Transition:** While AI can handle repetitive tasks, there will be a need for upskilling business models and the workforce to handle more complex tasks.



Thank You!



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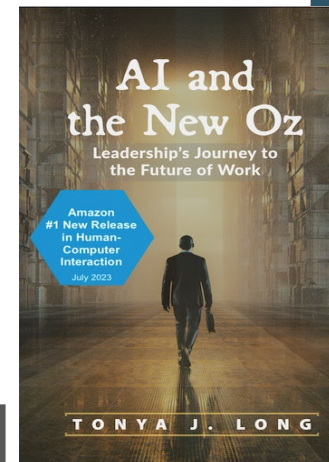
<https://tinyurl.com/TonyaJLong-SpeakerBio>

**SAM
ALTMAN,
CEO -
OPENAI**

This is a tremendously exciting time in AI *but it is truly only the beginning.*

The most important thing to know is that GPT-4 is not an end in itself. *It is truly one milestone in a series of increasingly powerful milestones to come.*

Get your digital copy of



Dorothy was able to create a *sense of belonging and unity* among her team members, **who were diverse and had distinct abilities – abilities that they didn't know they had.**

...

Her ability to identify and leverage her teammates' strengths **while being sensitive to their limitations and insecurities** *strengthened her influence.*