

Generative AI

Harvard Business Review Book

Gen AI will change the nature of how we interact with all software.

Gen AI will drive and distinguish how more brands compete.

You will need to offer solutions to things the consumer wants to do. Solve the full package.

Without the boundaries of a conventional software interface, consumers won't care whether the brand behind the software has limitations.

GEN AI can ask a simple question like who are the contacts I have not called in the last 90 days and help you think about calling them or connecting in some way.

Gen AI is a broader journey with broader boundaries.

Solving for a customer's complete needs will require pulling from information across your company and likely beyond its boundaries.

Narrative AI offers a marketplace for buying and selling data, along with data collaboration, software that allows companies to import data from anywhere within their repositories.

One has to combine proprietary data with public data, data from other available resources.

The old rule of garbage in, garbage out still applies, especially in integrating third party data. It is important to cross check the validity of internal data before integrating it with external data.

This also means a focus on the rules layer, who has access to what and who will integrate what data.

Customers will just ask for what they need and will seek the simplest and most cost effective way to get it done.

Solving for broader needs will invariably pull you into new kinds of partner relationships.

Prioritize safety, fairness, privacy, security and transparency.

The potential for safety, simplicity, personalization will pull in a new range of start ups and will tempt a number of established companies to creating AI forward offerings.

Chat GPT is a remarkable demonstration of machine learning technology but it is barely viable as a stand alone service.

In each of these cases, the network effect , where the value of the product or service goes up as it gains users plays a major role in how products gain acceptance.

**Feedback is crucial, to remain intelligent,
an algorithm needs a data stream of current
users.**

Executives should routinize meticulous gathering of information to maximize the benefits.

Everyone should consider the data they share, intentionally or not.

Gen AI capabilities could also allow learning material to be delivered differently – woven into the flow of everyday work.

AI is vulnerable to bias and errors, just as humans are. If you assume that Gen AI reports are good to go and distribute them widely, then there is a risk. You have to balance speed with quality.

In the face of technology change, creativity is held up as a uniquely human quality.

Three possible futures

1. An explosion of AI led innovation
2. Machines monopolize creativity
3. 'Human made' commands a premium

Gen AI could be the biggest change in the cost structure of information production since the printing press in 1439.

Codifying, digitizing and structuring the knowledge you create will be a critical value driver in the decades to come.

Gen AI can challenge expertise bias and assist in idea evaluation.

Gen AI can combine a number of good ideas to develop a much stronger idea.

Gen AI has the potential to augment human creativity.

Early in 2023, Microsoft launched Viva sales, which could help sales people draft tailored customer mails, get insights about customers etc.

Sales with its highly variable and unstructured people driven approach has lagged behind other functions in use of technology.

**Sales is transaction and interaction
intensive and could use Gen AI better.**

**All sales organizations are cursed with
overload of admin work.**

AI will take away tasks from sales people and narrow their focus in complex situations.

**Though Gen AI is new to the market,
existing laws have significant implications
for its use.**

AI developers should be in compliance with data acquisition laws.

The key skill in using AI is..

Problem formulation – the ability to identify, analyze and delineate problems.

Problem decomposition is important, it is breaking down complex problems into manageable subproblems.

Brand managers are already using several AI tools like *lately* or *jasper* to produce useful social media content at scale.

AI is a set of systems with which we collaborate.