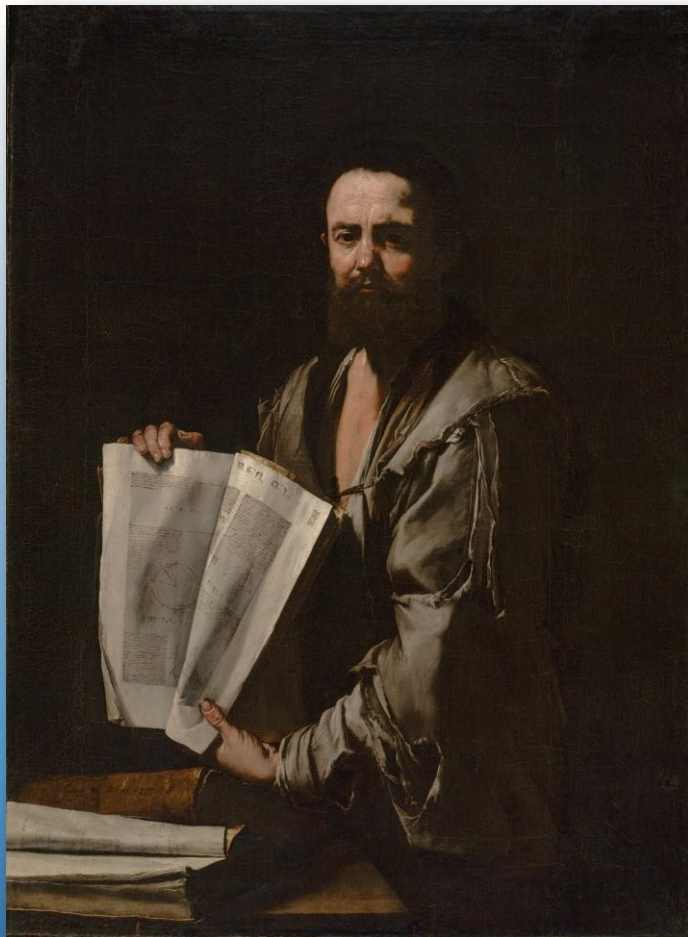**Presentation to AGORA – 2nd Corporate Affairs Forum 2024**

How AI could change the Corporate Affairs function

Disruptive force, little helper or change agent?

AGORA
2nd corporateaffairsforum 2024
25 ΑΠΡΙΛΙΟΥ / THE MARGI

FTI CONSULTING™

26 April 2024

How did we get here?

"The laws of nature are but the mathematical thoughts of God."

Euclid by Jusepe de Ribera
Oil on canvas

325 BC

OpenAI logo by Linda Dong
PNG

2024 AD

Content

How AI works and how it doesn't work

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AI overview – Levels of intelligence and scale at which it can be deployed
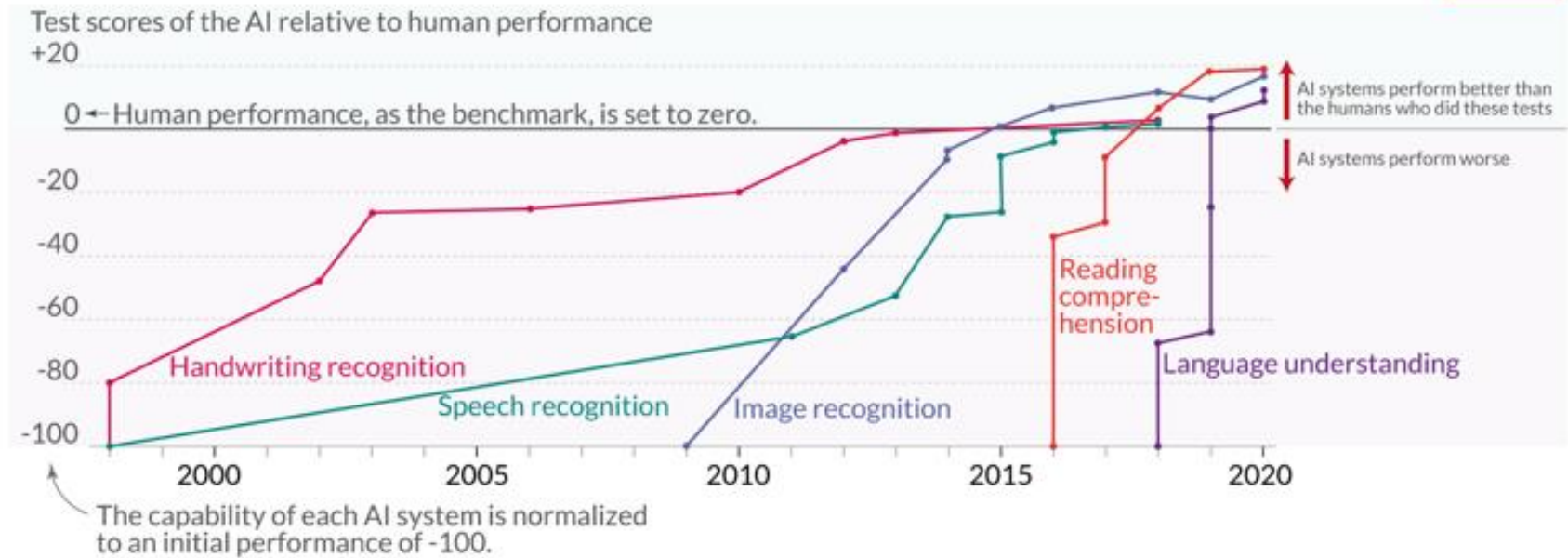
AI levels

- Artificial narrow intelligence (ANI)
- Artificial General Intelligence (AGI)
- Artificial Super Intelligence (ASI)

AI scale

- Task
- Process
- Role

Language and image recognition capabilities of AI systems have improved rapidly

Our World in Data

Test scores of the AI relative to human performance
+20

0 ← Human performance, as the benchmark, is set to zero.

AI systems perform better than the humans who did these tests

AI systems perform worse

-20

-40

-60

-80 — Handwriting recognition

Speech recognition

Image recognition

Reading compre-hension

Language understanding

-100

2000   2005   2010   2015   2020

The capability of each AI system is normalized to an initial performance of -100.

Data source: Kiela et al. (2021) – Dynabench: Rethinking Benchmarking in NLP
OurWorldinData.org – Research and data to make progress against the world's largest problems.

Licensed under CC-BY by the author Max Roser

How AI can and cannot support right now

Task

- Writing content for a press release
- Arranging a stakeholder meeting
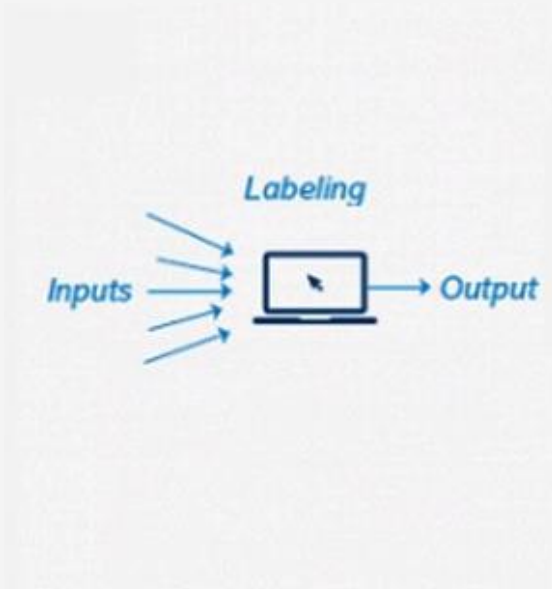- Assembling an editorial calendar
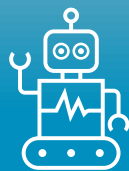
Process

- Developing a positioning strategy
- Communicating quarterly results
- Building credibility with media

Role

- Head of corporate affairs
- Government affairs director
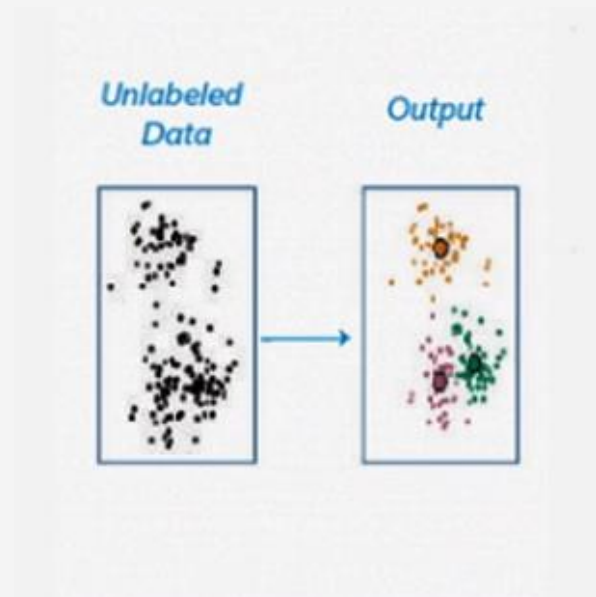- Social media manager
- Meda relations liaison

How AI works – Different types of learning models

Supervised learning

Learn from human labelled correct and incorrect examples

Unsupervised learning

Learn by spotting patterns on your own

Reinforcement learning

Learn by being rewarded for success

Supervised learning

Supervised learning

Puppy

Puppy

Puppy

Puppy

Puppy

Puppy

Puppy

Puppy

Supervised learning

Not a puppy!

Unsupervised learning

Reinforcement learning

"Nature operates in the shortest way possible." – Aristotle

Unexpected shortcomings

Unexpected shortcomings

Snow = wolf

Grass = dog

Unexpected shortcomings

Unexpected shortcomings

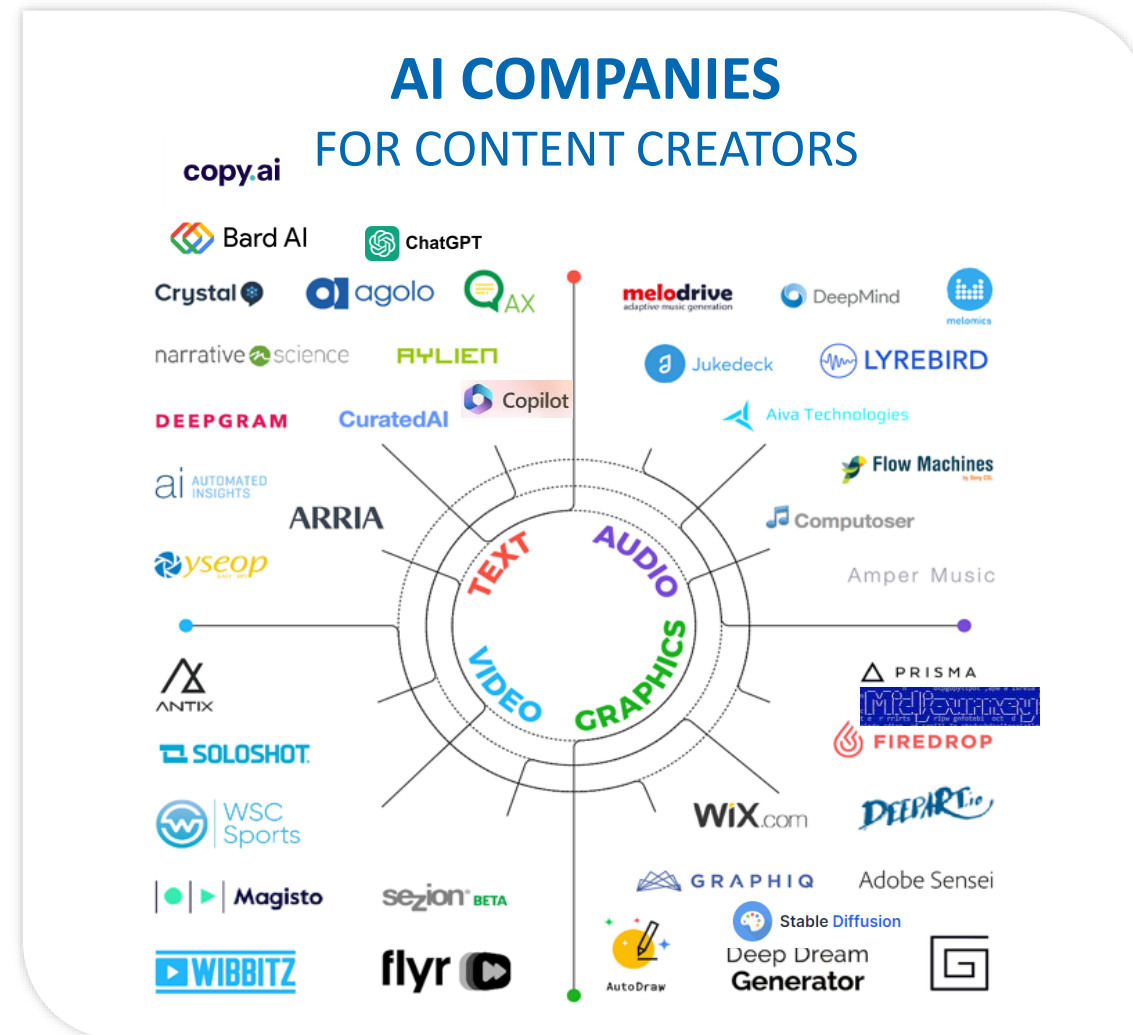# AI in corporate communications and public affairs

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AI tool set in corporate affairs

TEXT

- Generate text
- Summarise information
- Translate languages

VIDEO

- Generate video
- Turn speech to video
- Turn text to video

AI COMPANIES
FOR CONTENT CREATORS

AUDIO

- Generate audio
- Turn speech to text
- Turn text to speech
- Analyse tonality

IMAGES

- Generate images
- Turn text to images
- Turn speech to images
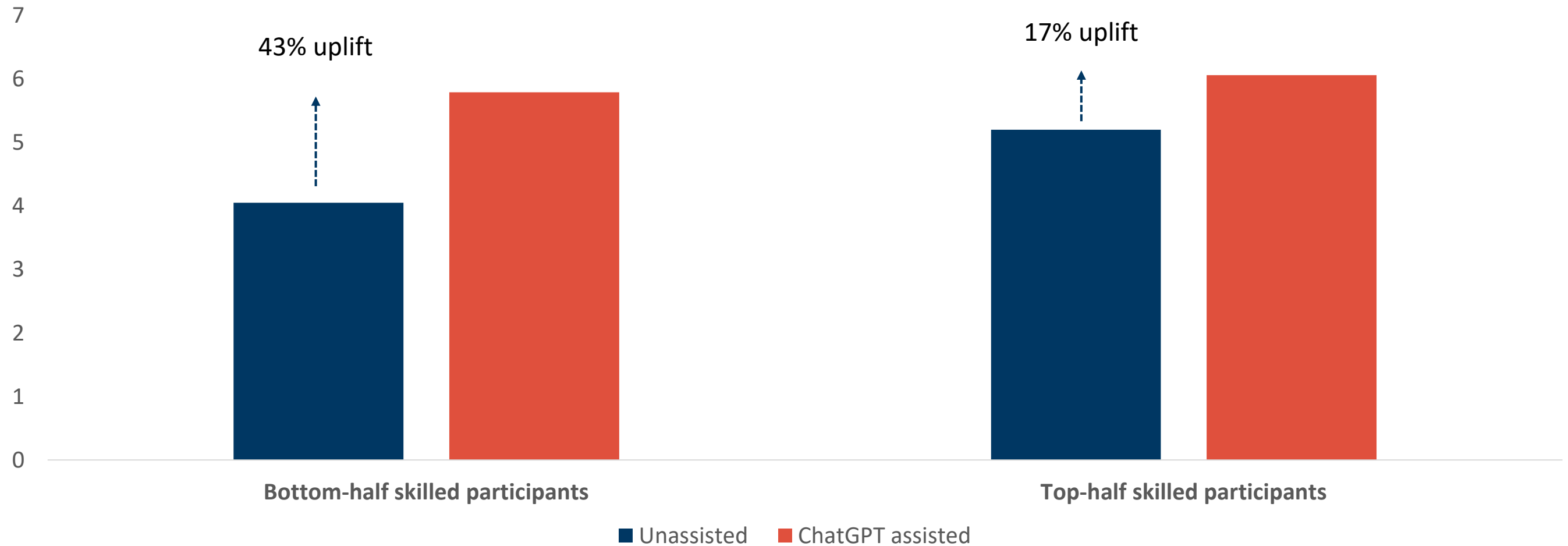- Augment & optimize imagery

"Panta rhei" – Heraclitus

	PRE-2020	2020	2022	2023?	2025?	2030?
TEXT	Spam detection Translation Basic Q&A	Basic copy writing First drafts	Longer form Second drafts	Vertical fine tuning gets good (scientific papers, etc)	Final drafts better than the human average	Final drafts better than professional writers
CODE	1-line auto-complete	Multi-line generation	Longer form Better accuracy	More languages More verticals	Text to product (draft)	Text to product (final), better than full-time developers
IMAGES			Art Logos Photography	Mock-ups (product design, architecture, etc.)	Final drafts (product design, architecture, etc.)	Final drafts better than professional artists, designers, photographers)
VIDEO / 3D / GAMING			First attempts at 3D/video models	Basic / first draft videos and 3D files	Second drafts	AI Roblox Video games and movies are personalized dreams

Large model availability: ● First attempts   ● Almost there   ● Ready for prime time
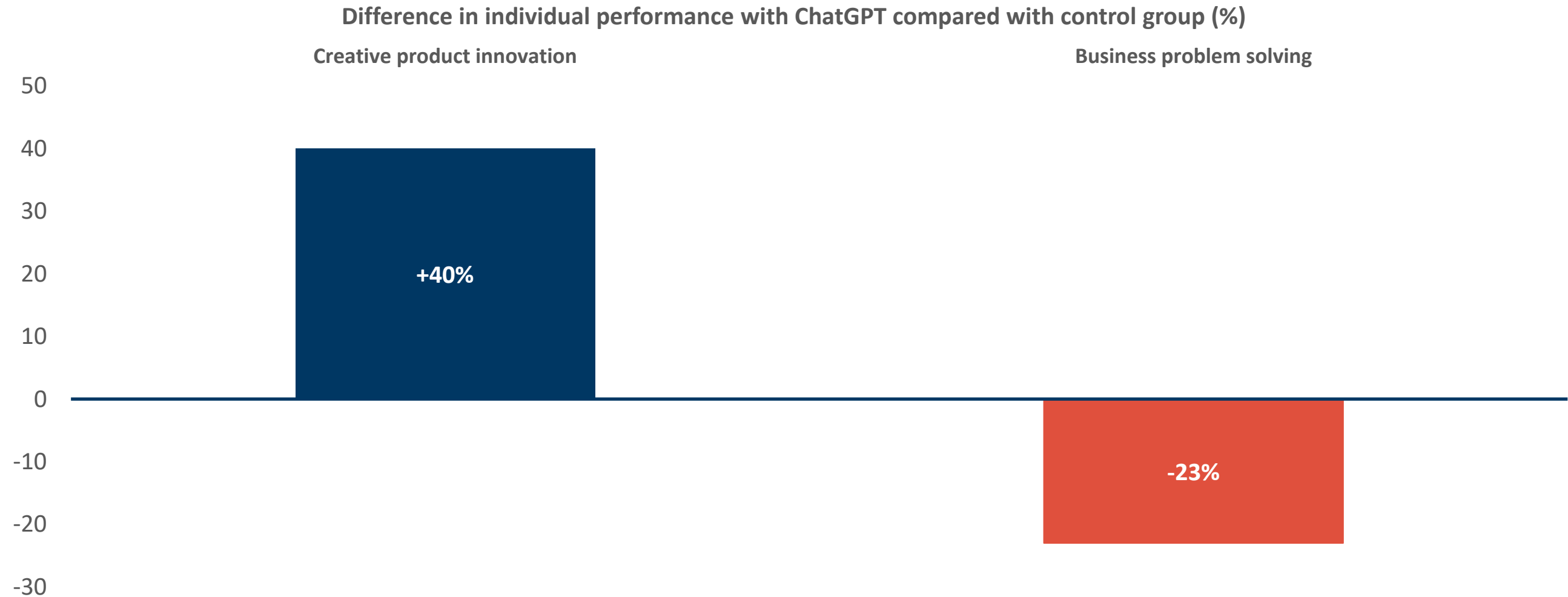
Generative AI is levelling the playing field in consulting

Across select number of consulting tasks, the least skilled consultants in the experiment saw the greatest uplift in performance with the use of generative AI compared to consultants with the highest skills demonstrated in baseline test.

43% uplift

17% uplift

Bottom-half skilled participants

Top-half skilled participants

■ Unassisted   ■ ChatGPT assisted

Dell'Acqua, F., McFowland, E., Mollick, E. R., Lifshitz-Assaf, H., Kellogg, K., Rajendran, S., ... & Lakhani, K. R. (2023). Navigating the jagged technological frontier: Field experimental evidence of the effects of AI on knowledge worker productivity and quality. Harvard Business School Technology & Operations Mgt. Unit Working Paper, (24-013).

Generative AI is not (yet) a panacea

Participants saw a dramatic increase in performance when solving tasks related to creative product innovation. However, when solving tasks that require attention to detail and critical thinking, using AI led to a decrease in performance.

Difference in individual performance with ChatGPT compared with control group (%)

Creative product innovation	Business problem solving
+40%	**-23%**

Y-axis: 50, 40, 30, 20, 10, 0, -10, -20, -30

Candelon, F., Krayer, L., Rajendran, S., and Zuluaga Martínez, D. (2023). How People Can Create—and Destroy—Value with Generative AI. Boston Consulting Group. Available at: https://www.bcg.com/publications/2023/how-people-create-and-destroy-value-with-gen-ai

Centaurs and cyborgs

- **Centaurs**: switching between AI and human tasks, they responsibilities based on the strengths and capabilities of each entity. They discern which tasks are best suited for human intervention and which can be efficiently managed by AI.

- **Cyborgs**: characterised by intricate integration of AI in workflows. Beyond delegation, intertwining their efforts with AI at the very frontier of capabilities.

Dell'Acqua, F., McFowland, E., Mollick, E. R., Lifshitz-Assaf, H., Kellogg, K., Rajendran, S., ... & Lakhani, K. R. (2023). Navigating the jagged technological frontier: Field experimental evidence of the effects of AI on knowledge worker productivity and quality. Harvard Business School Technology & Operations Mgt. Unit Working Paper, (24-013).

Some things you can do right away

Planning & research

- Use ChatGPT to provide you with a framework for your plan
- Use Perplexity AI to give you some initial insight on the topic
- Use Doclime to summarize longer documents that contain critical information

Content generation

- Use ChatGPT to do generate drafts of content
- Build your own GPT by feeding it with corporate content
- Use Bing Image Creator to illustrate concepts quickly

Admin

- Let ChatGPT structure your project timeline
- Use Viva Insights to manage your time more effectively
- Draw on Microsoft Co-Pilot or Tome to pull together presentations more quickly

Disinformation & misinformation

Generative AI's effect on disinformation

Freedom House's latest report identified 16 countries in which AI-based tools – that can generate images, text, or audio – were used to distort information on political or social issues, very likely underreporting.
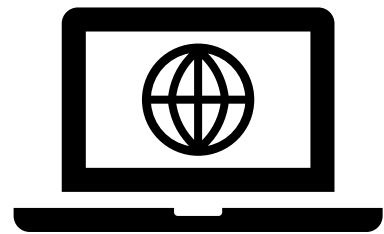

- Forged Imagery of attack on Pentagon
- Shared via an orchestrated campaign
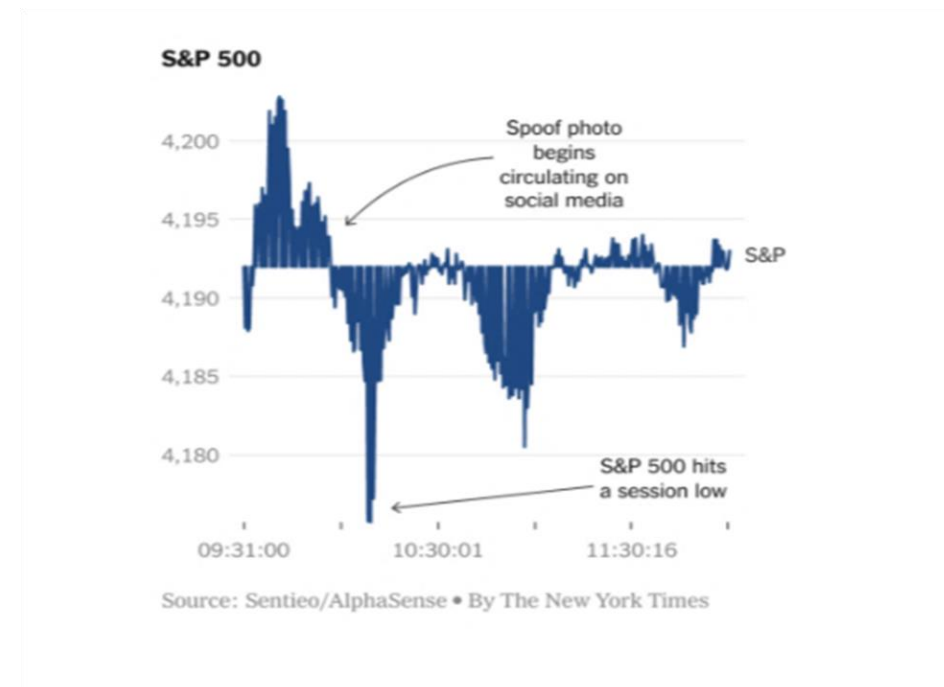
- Illustrates the real-life consequences of fabricated and manipulated content
- Commissioner Jourová: deep concerns regarding generative AI and election integrity
  - → Calling for platforms to label synthetic content

The basics of ChatGPT (Chat Generative Pre-Trained Transformer)

Publicly available
content on the internet

Prediction of the next
word that follows the
preceding one

The text you see

# Generative AI to **combat** disinformation

Actionable strategies to spot AI-generated content

1 — Watch out for logical errors. Large language models predict words likely to appear, not what words make sense.

2 — Look for repetition. On long-form content, generative AI currently repeats a lot of words or uses fillers.

3 — Run a reverse image search to arrive at the source that first shared them, with tools like Google Lens and TinEye.

4 — Look at hands. AI-generated images and videos often distort the hands of human subjects, adding or removing fingers.

5 — Analyse the surroundings. If a location featured in an image is meant to be recognizable, try to search for landmarks to verify its authenticity.

6 — Inappropriate expressions. Deepfake videos can be recognized if someone's face doesn't display the emotions expected.

7 — Listen for uncommon modulation. Artificial audio can insert "ahs" and "uhms" but often sounds smoother than it should.

"Educate the children, and it won't be necessary to punish the men." – Pythagoras

Key take-aways

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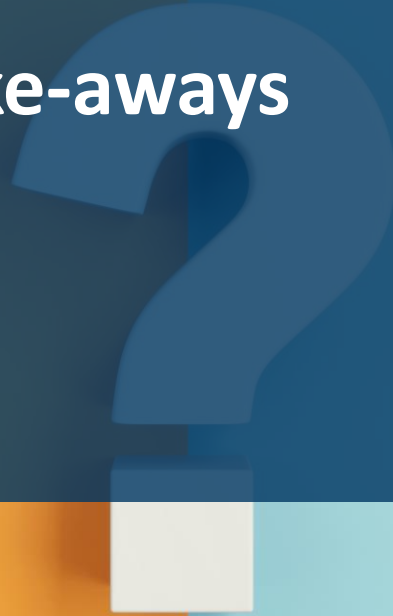
Key take-aways

1 AI is not magic. Anyone can learn enough about how it works to ensure they can get the most out of it.

2 The time to get started is now. Think about enhancing what you do first, instead of replacing efforts.

3 Revamp your monitoring to ensure you can capture fake content early on and use your judgment in how you deploy AI.

"

Only the educated are free.

- Epictetus

"

Thank you

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